

RIFLE AREA CHAMBER OF COMMERCE

Focusing the Vision

Our Mission

“The Rifle Area Chamber of Commerce represents advocates and works to strengthen the business environment.”

Our Vision

“The Rifle Area Chamber of Commerce will create a strong local economy through community promotion, representation of business interests in government and by providing networking opportunities for member businesses.”

Our Objectives for 2013 Membership Events and/or Programs:

- State of the Community
- Annual Dinner
- Golf Tournament
- Airshow VIP Area
- Cornerstone Appreciation Dinner
- Women in Business
- Energy Briefings
- Business after Hours
- Membership Appreciation BBQ
- Membership 101
- Quarterly Business 101
- Business Expo
- Fair Parade
- Cornerstone Appreciation

Achieving the Vision

Exceeding Member Expectations through:

A strong local economy, promoting the community, networking opportunities and representing business.

Community Leadership

Engaging our members and developing programs through:

- Marketing
- Government Affairs
- Finance
- Young Professionals
- Scholarship
- Education and Workforce
- Ambassadors

Provide Education, Resources and Information through

Advocacy	Networking Opportunities
Ambassadors	New and Existing Member Orientation
Board of Directors	One-on-one Member Contact
Chamber Newsletter	Professional Development Seminars and Training
Chamber Staff	Promotional Opportunities
Email Reminders	Relocation/Vacation Guide and Business Directory
Legislative/Public Policy Information	Visitor services
Member Surveys	Website (www.riflechamber.com)

Responsible Financial Management

Invest membership dues to improve value and services to members.

Increase non-dues revenue to be used in development of programs and services for our members.

Specify a plan to ensure retention, growth and sustainability of the Chamber.

Summary

Increase Membership through growth and retention by 15% (net gain)

Increase awareness and image of the Chamber as a business advocate resource

Increase member involvement through innovative ideas, technology and education.

Five Year Vision Summary

To be sound, fair, be on the leading edge of communication thru technology, have a strong tourism economy, increase membership to 400, be a catalyst for stronger businesses, foster strong board relationships, have a positive image, provide tools and be a resource for education to our members, be innovative.

Year One Goals 2013

- Cohesiveness through trust and communication
- Board stability with commitment, satisfaction and follow through
- Positive image from members Board and CEO
- Membership Growth through retention and growth
- New way to promote business with Business Expo, new website, job fair and intern program
- Balance between work and personal life
- Focus with a strong direction from Board and CEO
- Innovative ideas including a seminar series and member involvement

Year Two Goals 2014

- Collaborate with City and County leaders
- Innovation
- Growth
- Involvement by rewarding our members and volunteers (give them a reason)
- Retention
- Increase non-dues revenue
- Awareness of the Chamber

Year Three Goals 2015

- Growth and Retention
- Website and Technology
- Image Check with Newsletter, website, logo and Board of Directors

