

DAYTON

Dayton Area
Chamber of Commerce

UNITED STATES CHAMBER OF COMMERCE
ACCREDITED
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2017 Business Plan



Action Items and Planned Outcomes

#1 Organizational Value

Align operations with member needs

1. Articulate the value proposition to current and future members including direct and indirect return on investment.
2. Obtain member feedback through surveys, interviews, and focus groups. Based on the feedback, review and align program offerings and delivery.
3. Enhance technology and electronic communications including the Chamber's website, member database, and online webinars.
4. Increase volunteer involvement to leverage professional staff.
5. Benchmark best practices of peer organizations.
6. Collaborate with strategic organizations and stakeholders.
7. Evaluate expanded consultative services for members.
8. Maintain the Chamber's strength and influence by developing new and retaining existing members.
9. Evaluate existing physical locations of offices and events for efficiency.
10. Be a go-to source for business connections and information.

Planned Outcomes

1. Chamber will maintain a membership retention rate of 87% and increase overall market penetration by attracting at least 200 new members.
2. Member surveys will indicate a level of excellent service.
3. Overall member engagement in programs, interest groups, services and activities will increase by at least 5%.
4. Future location of the Chamber offices will be determined by the end of 2017.
5. An updated website and member database will be launched.
6. A volunteer membership recruitment plan will be developed in the first quarter.
7. Over 300 member representatives will volunteer with the Chamber.
8. The Chamber will use media outlets to reach the community, generating on average at least two earned media stories a week.



#2 Workforce Alignment

Provide resources to support employers' human capital needs

1. Communicate employer needs to partners, public workforce and education providers.
2. Connect young professionals to the region.
3. Provide services and collateral materials to employers to attract and retain needed talent.
4. Deliver best practice information to businesses on topics including diversity / inclusion, employee benefits (healthcare), workplace compliance (DOL overtime), hiring and internships.
5. Assist employers in implementing and managing effective internship programs.
6. Provide career-awareness resources highlighting needs in strategic industry sectors.
7. Champion business perspective in educational attainment initiatives (including pre K) at both state and local levels.
8. Partner with Learn to Earn Dayton to provide comprehensive industry sector strategies and career pathway data.



Planned Outcomes

1. Over 100 high school educators will participate in career-awareness activities in strategic workforce sectors.
2. An internship “toolkit” for employers will be developed.
3. A higher education contact guide for interns will be produced.
4. At least 230 young professionals will participate in Generation Dayton.
5. At least 500 businesses will obtain best-practice information through Chamber forums, publications and programs.
6. Three Chamber representatives will participate in the Dayton Public Schools Accountability Committee.
7. Expanded high-quality pre K education will be available in the region.
8. The Governor’s Executive Workforce Board will review a state-wide education plan with strategies from pre K to adult education.
9. Over 500 businesses will access career pathway tools from the Chamber workforce portal.
10. A new diversity and inclusion forum will be held.

#3 Business Advocacy

Champion a positive business environment

1. Advocate on key legislative and regulatory initiatives which align with our “business friendly” agenda.
2. Partner with 24 local chambers of commerce, other Ohio metro chambers of commerce and the US Chamber of Commerce on key issues.
3. Connect members with elected and other governmental leaders.
4. Align transportation and infrastructure investments with business needs.
5. Advance air service, business growth and development opportunities at or near the Dayton International Airport.
6. Advocate for efficient and effective government practices.
7. Provide information to members on legislative issues and manage grassroots advocacy campaigns.
8. Advocate support for strategic initiatives to enhance the military and aerospace sectors.



Planned Outcomes

1. The Chamber will be the business community leader advocating for pro-business policies, regulations and legislation,
2. Over 600 members will interact with public officials at Chamber events.
3. U.S. Route 35 will be identified and funded as a state transportation priority.
4. The regional transportation priority list will include enhancements to I- 70, bridge repair and air service.
5. The State of Ohio operating budget will reflect tax policies and legislation friendly to business and economic growth.
6. A statewide right-to-work policy will be developed.
7. A stabilization policy will be implemented for the Ohio Unemployment Compensation Fund.
8. An evaluation will occur of the statewide Third Frontier Program.
9. Members will be aware of the business community impact of the Chamber’s advocacy efforts.

#4 Business Success

Connect, grow and strengthen business

1. Provide opportunities for member businesses to promote and expand their professional networks.
2. Assess and provide customized member assistance on business issues.
3. Support strategic industry sectors.
4. Provide focused services to entrepreneurial businesses.
5. Engage targeted member interest groups and provide needed programs and services.
6. Offer specialized training for member businesses to share and learn best practices.
7. Provide cost-savings opportunities for members through purchasing groups.
8. Assist minority-, women-, and veteran-owned businesses.
9. Act as a central resource for business retention and expansion needs.

Planned Outcomes

1. At least 2,500 members will participate in Chamber activities, expanding their professional network.
2. Over 2,800 business representatives will receive training through Chamber programs.
3. With the addition of at least two new discount product offerings, Chamber members will save over \$6 million.
4. The Dayton Area Logistics Association will support a 10% growth in the economic impact of the industry sector.
5. The Dayton Miami Valley Safety Council will train over 2,000 individuals and save participating businesses in excess of \$400,000 in workers' compensation premiums.
6. Minority Business Partnership outreach events will connect diverse businesses with large buying organizations in the region.
7. 200 member companies will meet with Chamber staff and volunteers on retention and expansion issues within their businesses.
8. The Chamber's Executive Women's Leadership Council will grow by 30%.
9. The Chamber will create a strategy through our aviation advocacy to grow UAS (Unmanned Aircraft System) opportunities.



#5 Regional Prosperity

Enhance community & economic development

1. Collaborate with partners on regional economic development priorities and job creation.
2. Promote increased economic inclusion.
3. Provide community leadership development and volunteer involvement opportunities.
4. Compile and communicate regional economic and community data.
5. Inform and educate members on the economic impact of community social issues.
6. Expose regional businesses to global opportunities.
7. Support business attraction to the region.

Planned Outcomes

1. Leadership Dayton will be the community leadership development program with over 45 class participants and 200 active alumni engaging in key community initiatives or boards.
2. The Chamber will be known as the economic data resource for members and community demographics resource for business and employee attraction.
3. Thirty five MBP portfolio companies will achieve double-digit, year-over-year growth and secure at least \$25 million in revenue from CBOs (committed buying organizations).
4. Over 100 members will be educated on international business development opportunities, including China.
5. A private sector regional economic development priority list will be created.
6. Recommendations for the future of the Dayton Convention Center will be developed.
7. The region will have positive net economic growth during 2017.
8. Growth announcements will result in over 5,000 new jobs in the region.
9. Businesses will be more engaged in developing solutions for community social issues.





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The Voice of Business

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