

DAYTON

Dayton Area
Chamber of Commerce

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



2018 Business Plan



2017 Diversity & Inclusion Forum

Action Items and Planned Outcomes

#1 Organizational Value

Align operations with member needs

1. Re-evaluate the return on investment computation to quantify and articulate both direct and indirect member value.
2. Expand awareness of the chamber's value proposition through member testimonials.
3. Solicit member feedback and use it to align program offerings and delivery.
4. Maintain the chamber's value and influence by developing new and retaining existing members.
5. Utilize enhanced technology and electronic communications to deliver messaging and services to members.
6. Benchmark best practices of peer organizations.
7. Determine the future physical location of chamber offices.
8. Enhance the value of committee volunteer involvement.

Planned Outcomes

1. The chamber will maintain a membership retention rate of 87% and attract at least 180 new members.
2. Member engagement will increase by at least 5%.
3. Member feedback will indicate an excellent level of customer service.
4. The chamber will commit to a new lease agreement for office space in the central business district.
5. Social and electronic media interaction will increase by 10%.
6. The chamber will generate on average 8-12 earned media stories a month.
7. Volunteer participation will increase by 10%.



Dayton Area Chamber of Commerce 2017 Annual Meeting

#2 Workforce Alignment

Provide resources to support employers' human capital needs

1. Assess and communicate employer needs.
2. Communicate in-demand careers and promote key regional industry sector strategies to workforce & education partners.
3. Provide services and data-driven resources to employers to attract & retain talent.
4. Deliver best practice information to businesses on topics ranging from workplace diversity and inclusion, human resource updates, legal compliance, healthcare & employee benefits.
5. Provide leadership on behalf of the business community in regional educational attainment initiatives.
6. Leverage collaborations with K12, higher education, and economic development partners to ensure utilization of DaytonWorkforce.com
7. Support and grow young professional talent and business leaders in the region.

Planned Outcomes

1. DaytonWorkforce.com will be the key regional resource for workforce data, programming and assets for the Dayton community.
2. A logistics and distribution industry wage & benefit survey and recruitment video will be completed.
3. The Human Resources and Diversity & Inclusion Forums will provide best-practice resources to over 200 businesses.
4. The chamber will represent its members on key workforce boards, task forces, and committees including the Business Advisory Council for the Montgomery County ESC, Learn to Earn Dayton, the Workforce Investment Board and DPS Accountability Committee.
5. Generation Dayton will increase membership, growing to over 330 young professionals.
6. Chamber-produced employee recruitment materials, including the "Hello Dayton" video will assist more member businesses recruiting needed talent.
7. More than 500 businesses will be assisted in navigating changes to health care benefits.
8. The Premier Health Workplace Diversity & Inclusion Award will be given at the Annual Meeting from a pool of at least 20 applicants.
9. The chamber will partner with Learn to Earn Dayton and the Dayton Metro Library on the first Career Adventure Camp, exposing rising 7th & 8th graders to in-demand careers.
10. The business community will be connected to resources for supporting high quality daycare & pre-school for the region.



#3 Business Advocacy

Champion a positive business environment

1. Advocate on key legislative and regulatory initiatives which create and support a business friendly climate and make the Dayton area and Ohio more attractive for business growth.
2. Partner with the Ohio metro chambers of commerce, local chambers of commerce, the Ohio Chamber of Commerce and the U.S. Chamber of Commerce on key issues critical to Dayton area businesses.
3. Connect members with elected and other governmental leaders.
4. Provide members with information on legislative and regulatory issues.
5. Champion strategic legislative initiatives to enhance the region for active duty military and veterans.
6. Align transportation and infrastructure investments with business needs.
7. Provide forum(s) for members to interact with 2018 Ohio gubernatorial candidates.



Planned Outcomes

1. The chamber will be the business community leader advocating pro-business legislation, regulations and ballot issues.
2. Over 800 members will interact with public officials at chamber events.
3. A collective set of statewide business friendly policy recommendations will be drafted and advocated by the Ohio metro chambers of commerce.
4. Widening of Route 35 in Montgomery County will be identified as a state transportation priority and funded.
5. Public policy initiatives for right-to-work and minimum wage will be created.
6. Legislation eliminating the 1-year residency rule for in-state college tuition will be enacted for active duty military.
7. Creation of the chamber's 2019-2020 Legislative and Regulatory agenda.

#4 Business Success

Connect, grow and strengthen business

1. Provide opportunities for member business to promote and expand their professional networks.
2. Provide customized member assistance on business issues.
3. Support targeted key growth industries, including specific focus on logistics and distribution.
4. Provide focused support services to help entrepreneurial and diverse (minority, women, rural and veteran) businesses achieve significant growth, attract investment capital and create jobs.
5. Assist diverse businesses in accessing capital, consultative services and contracts including focused efforts to address equity in lending, business development and growth.
6. Act as a key resource in regional talent development for female business leaders.
7. Give members access to cost saving opportunities through participation in purchasing groups.
8. Act as a central resource for business retention and expansion needs.
9. Offer specialized training for member businesses to share and learn best practices.

Planned Outcomes

1. At least 3,300 member employees will expand their professional networks through participation with the Chamber.
2. Over 3,000 business representatives will receive training or exposure to best practices through chamber programs.
3. By participating in purchasing groups, members will save over \$5 million.
4. The Dayton Area Logistics Association will grow membership by over 30% and will offer a diverse slate of programming in support of the logistics and distribution industry for the region.
5. The Dayton/Miami Valley Safety Council will provide safety training to over 2,000 individuals and save member businesses in excess of \$400,000 in workers' compensation premiums.
6. 200 companies will receive economic development assistance from the chamber's staff & volunteers.
7. Diverse tech-enabled and innovative businesses will participate in the ESP Program with The Entrepreneur Center, meeting or exceeding the ESP inclusion goals established by the State of Ohio for new clients and qualified deals.
8. Access to capital, access to counseling, and access to contracts for diverse businesses with corporations/institutions and business advocacy organizations will increase.
9. A program supporting and developing female business leaders and their personal and professional goals will be launched in the fall of 2018.
10. Business engagement in the Small Business Saturday campaign will increase by 10%.



#5 Regional Prosperity

Enhance community & economic development

1. Collaborate with partners on regional economic development priorities and job creation.
2. Promote increased economic inclusion and collaborate to develop a regional strategy for diverse business equity, growth and development.
3. Advance air service, business growth and development opportunities at or near the Dayton International Airport.
4. Compile and communicate regional economic and community data.
5. Provide opportunities for continued business leadership growth through community engagement and civic leadership.
6. Educate members on the economic impact of community social issues.
7. Expose regional businesses to global opportunities.
8. Support the continued growth and re-development of the urban core including advocating for the availability of state and federal re-development tax incentives and championing key catalyst projects.
9. Provide private sector leadership to local governments to assist in stabilizing their financial position.

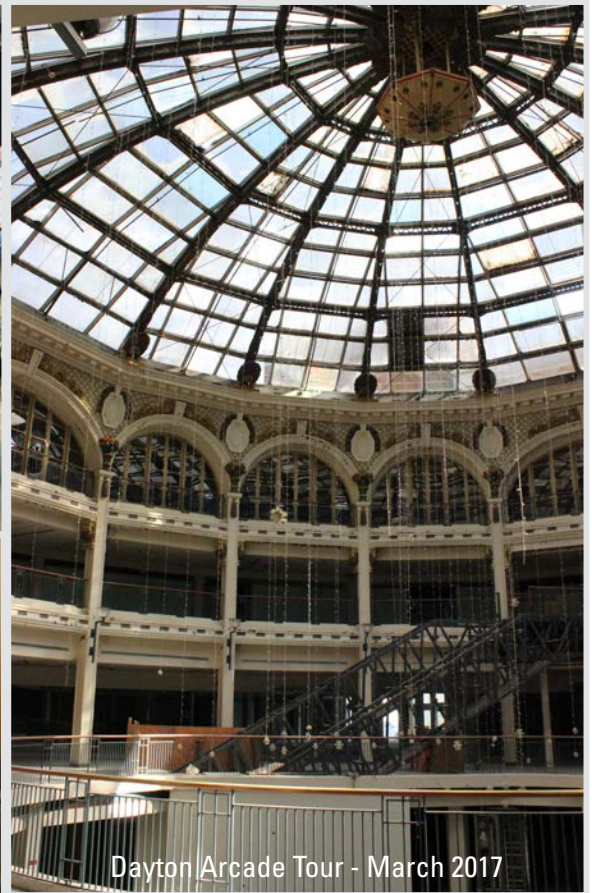
Planned Outcomes

1. Leadership Dayton will again be recognized as a premier leadership development program with over 45 class participants and 180 active alumni engaging in the community.
2. The annual economic forecast and monthly economic indicators will have wide-spread use by the business community.
3. The chamber will be the business voice as it relates to the Opioid crisis in the region, and its impact on workforce retention, attraction and workplace safety.
4. Key catalyst projects such as: The Arcade re-development, the Levitt Pavilion, the Fairgrounds and the Riverfront corridor development will contribute to the urban re-development.
5. Diverse businesses in MBP's Focus 40 Portfolio will achieve revenue growth of at least 10% and the number of committed corporate partners will be at least 31.
6. The Corporate Airport Advisory Group will assist the City of Dayton in expanding air service.
7. Over 40 members will connect to international business development opportunities.
8. Local governments will better their financial stability.
9. Community & economic development information will be distributed to member businesses more effectively through the chamber's enhanced website platform.





Business Opportunity Breakfast - April 2017



Dayton Arcade Tour - March 2017



Diversity & Inclusion Forum
October 2017



Financial Meeting with Congressman Warren Davidson
and Local Business Leaders - February 2017



Israeli Chamber of Commerce - July 2017
How to do business and export
products to Israel



Access to Capital - September 2017

A few of the Chamber's 2017 Business Events

DAYTON

Dayton Area
Chamber of Commerce

The Voice of Business

22 E. Fifth Street
Suite 200
Dayton, Ohio 45402
937.226.1444
info@dacc.org

Support provided by:

Anthem®  BlueCross BlueShield 



daytonchamber.org