

DAYTON

Dayton Area
Chamber of Commerce

The Voice of Business

UNITED STATES CHAMBER OF COMMERCE
ACCREDITED
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2019 Business Plan



Action Items and Planned Outcomes

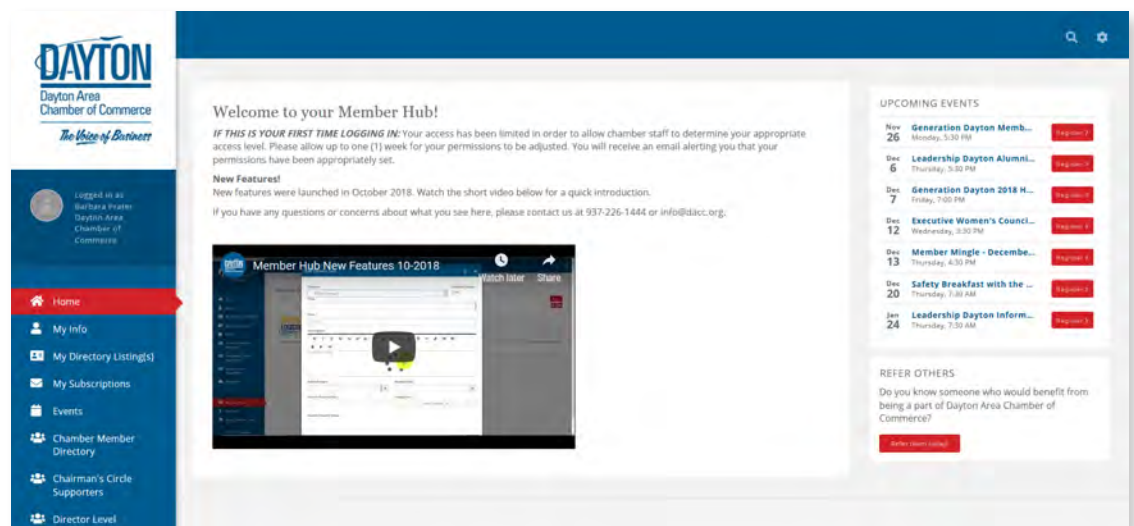
#1 Organizational Value

Align operations with member needs

1. Articulate the value proposition to current and future members including direct and indirect return on investment.
2. Maintain the chamber's value and influence by developing new and retaining existing members.
3. Create a targeted member recruitment strategy.
4. Utilize enhanced technology and electronic communications to deliver messaging and services to members.
5. Solicit member feedback and use it to align program offerings and delivery.
6. Solidify the future physical location of chamber offices.
7. Enhance the positive internal workforce culture so staff can be effective in their performance.
8. Ensure a focus on the value of inclusion in all aspects of the chamber.
9. Complete a branding campaign aimed at portraying the chamber's value to businesses in the region and the region as a whole.
10. Complete the 2020-22 strategic plan.
11. Benchmark best practices of peer organizations with a focus on updates to policies and governance.

Planned Outcomes

1. The chamber will maintain a membership retention rate of 88% and attract at least 170 new members.
2. Member feedback will indicate an excellent level of customer service.
3. The chamber will enter into a new lease agreement for office space in the central business district.
4. The Dayton region's business community will have a better understanding of the chamber's value proposition and brand.
5. The chamber will distribute relevant best practice and business news items via the web and members-only info Hub.
6. A new three-year (2020-22) Strategic Plan will be developed and approved.
7. An updated internal HR policy manual will be created in advance of re-accreditation.
8. The chamber's bylaws will be updated as necessary in advance of 2020 re-accreditation process.
9. Chamber programming, activities and initiatives will demonstrate a commitment to inclusion.



#2 Workforce Alignment

Provide resources to support employers' human capital needs

1. Provide services and data-driven resources to employers to attract & retain talent.
2. Communicate in-demand careers and promote key regional industry sector strategies to workforce & education partners.
3. Continue to develop the resources included in DaytonWorkforce.com, adding specific career data for the in-demand careers in each sector.
4. Provide leadership on behalf of the business community in regional educational attainment initiatives.
5. Leverage collaborations with K12, higher education, and economic development partners to meet employer needs.
6. Deliver best practice information to businesses on topics ranging from workplace diversity and inclusion, human resource updates, legal compliance, healthcare & employee benefits.
7. Act as a key resource in regional executive talent development for female business leaders.
8. Realign young professional programming to meet the changing needs of the business community with targeted professional development for YPs.

Planned Outcomes

1. DaytonWorkforce.com will be the key regional resource for workforce data, programming and assets for the entire Dayton community.
2. Over 250 businesses will receive timely and relevant workplace training via our Diversity & Inclusion and HR Forums.
3. An updated program outline will be vetted and developed for our Generation Dayton and young professional programming.
4. At least 25 female leaders will participate in the second EMPOWER cohort and the Executive Women's Council will grow to over 130 participants.
5. Over 600 businesses will be assisted in navigating changes to health care benefits.
6. The Premier Health Workplace Diversity & Inclusion Award will be given out at the Annual Meeting from a pool of at least 20 applicants.
7. 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 Business Advisory Committee.
8. The chamber will partner with Learn to Earn Dayton and the Dayton Metro Library to provide employer engagement and connection for the Career Adventures Camp and the Middle School Career Fair.



#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. Effectively communicate relevant legislative proposals, changes, actions and chamber positions with chamber membership.
5. Champion strategic legislative initiatives to enhance the region for active duty military and veterans.
6. Align transportation and infrastructure investments with business needs focusing on legislation and policy friendly to the logistics sector.



Planned Outcomes

1. The chamber will continue to be the voice of the region's business community, advocating on the priorities outlined in the 2019-2020 Legislative & Regulatory Agenda.
2. Over 500 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. A targeted communication for legislative/public policy matters, will be created and used to keep members up-to-date on legislative and regulatory topics.
5. Public policy initiatives for right-to-work and minimum wage will be created.
6. Legislation creating a WBE certification at the state level, as well as reciprocal agreements for WBE/MBE's with surrounding states will be established.
7. A business led initiative to reform the state ballot issue process will be formulated.
8. State sales tax on certain logistics equipment will be eliminated.
9. Legislation eliminating the one-year residency rule for in-state college tuition will be enacted for active duty military.

#4 Business Success

Connect, grow and strengthen business

1. Evolve opportunities for member business to promote and expand their professional networks by providing greater access and flexibility.
2. Provide customized member assistance on business issues.
3. Support targeted key growth industries, including specific focus on logistics and distribution.
4. Act as a central resource for business retention and expansion needs.
5. Offer specialized training for member businesses to share and learn best practices.
6. Provide focused support services to help entrepreneurial and diverse (minority, women, rural and veteran) businesses achieve significant growth, attract investment capital and create jobs.
7. Give members access to cost saving opportunities through participation in purchasing groups.
8. Provide members access to exclusive exposure opportunities.

Planned Outcomes

1. At least 2,800 member employees will expand their professional networks through participation with the chamber's enhanced member networking.
2. Over 3,000 business representatives will receive training or exposure to best practices through chamber programs.
3. The Dayton Area Logistics Association will offer a diverse slate of programming in support of the logistics and distribution industry for the region.
4. The Dayton/Miami Valley Safety Council will be the leader in regional safety training, reaching over 2,000 attendees at the monthly trainings and annual Safety Conference and Symposium.
5. The Dayton/Miami Valley Safety Council will return over \$400,000 in workers' comp premiums to local businesses.
6. Diverse businesses in our Focus 40 firms will increase by over 20%.
7. Participation of minority, women and rural start-ups & scale-ups in the Entrepreneurial Support Program will increase.
8. The chamber will offer new online advertising options to chamber member businesses.
9. By participating in purchasing groups, members will save over \$6 million.
10. New technology allowing members to post offers, share news, and interact will have at least 10% member participation.



#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 encourage the accelerated engagement of buying organizations in economic inclusion initiatives.
3. Accelerate the growth of minority- and women-owned businesses and employment of minority and female workers by employing the Pathways service delivery model.
4. Advance air service, business growth and corporate engagement in development opportunities at or near the Dayton International Airport.
5. Provide opportunities for continued business leadership growth through community engagement and civic leadership.
6. Identify opportunities to benchmark economic and community development initiatives from partner communities.
7. Expose regional businesses to global opportunities.
8. Compile and communicate regional economic and community data.
9. Promote the region's business community and the chamber brand.

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 Corporate Airport Advisory Group will assist in expanding air service at the Dayton International Airport.
3. Launch the new Business Benchmark Exchange program, connecting over 30 of Dayton's business leaders with their counterparts in another city, providing best practice sharing and innovative economic development opportunities.
4. Over 40 members will connect members to international business opportunities via our annual international trip.
5. Increased engagement of Committed Buying Organizations (CBOs) in diverse spending by providing industry-focused forums (healthcare, educational, financial, and public).
6. The chamber will provide original content featuring chamber members, the Dayton area business community, and the value provided by the chamber. At least 20 member stories & videos will be shared via Focus on Business Magazine, social media and the chamber's website.
7. The yearly economic forecast and monthly economic indicators will have wide-spread use by the business community.



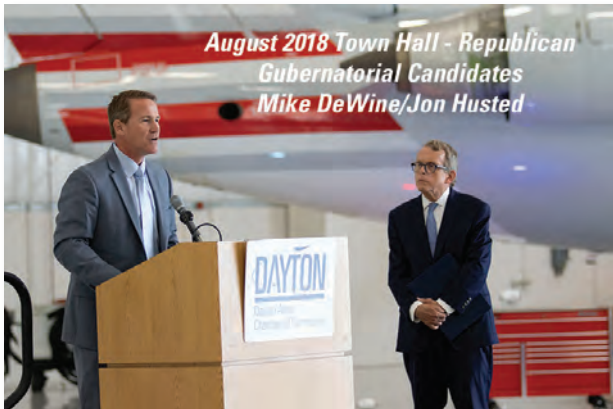
Scenes from 2018 Chamber Events



2018 Annual Meeting Check Presentation to Battle Sight Technologies - Winner of the Soin Award for Innovation



2018 Annual Meeting



August 2018 Town Hall - Republican Gubernatorial Candidates Mike DeWine/Jon Husted



August 2018 Town Hall - Democratic Gubernatorial Candidates Richard Cordray/Betty Sutton



Jenell Ross - June 2018 Breakfast Briefing



Breakfast Briefing - Sept 2018



Empower 2019 Opening Retreat



2018 Chamber Challenge Golf Outing

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

Support provided by:



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