

# 2020 Business Plan



2020 Empower Class - Opening Retreat



2019 Legislative Day in Columbus. Panelists (L to R) House Minority Leader Emilia Sykes, Chief of Staff to Governor Mike DeWine, Laurel Dawson and retired Ohio Supreme Court Justice Eve Stratton.



Generation Dayton Speaker Series at OneFifteen



Minority Business Partnership Nov. 2019 Bankers' Roundtable

# Priorities and Action Items

## #1 Talent Alignment

**Provide resources to support employers' needs for a skilled workforce.**

1. Provide services and data-driven resources to employers to attract & retain talent.
2. Act as a key resource in regional executive talent development for business leaders.
3. Realign young professional programming to meet the changing needs of the business community with targeted professional development for YPs.
4. Communicate in-demand careers and promote key regional industry sector strategies to workforce & education partners.
5. Continue to develop the resources included in Daytonworkforce.com, adding specific career data for the in-demand careers in each sector.
6. Provide leadership on behalf of the business community in regional, state and national educational attainment and talent development initiatives.
7. Connect the future workforce to the business community.

## #2 Business Advocacy

**As the public policy voice for our region's businesses, drive business friendly policies that promote regional growth.**

1. Lead state advocacy efforts for the region and business community.
2. Implement federal, state and local priorities outlined in the chamber's legislative agenda.
3. Advocate on key legislative and regulatory initiatives which create and support a business friendly climate for the Dayton area.
4. Create an advocacy strategy around workforce and talent development.
5. Champion regional infrastructure and transportation improvements.
6. Connect members with elected and other governmental leaders.
7. Advance air service, business growth and corporate engagement in development opportunities at or near the Dayton International Airport.

## #3 Business Success

**Provide access and resources to cultivate business success.**

1. Act as a central resource for business retention and expansion needs.
2. Compile and communicate regional economic data.
3. Provide thought leadership, best practices and training for member businesses to remain competitive.
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. Advance diversity, equity and inclusion initiatives to strengthen the business community.
6. Give members access to cost saving opportunities through participation in purchasing groups.
7. Collaborate with partners on regional economic development priorities and job creation.
8. Identify opportunities to benchmark economic and community development initiatives from partner communities.

# Core Competencies

## #1 Connectivity

**Foster networks, connections, and relationships to increase the success and exposure of our members and the community.**

1. Create opportunities for member business to promote and expand their professional networks by providing greater access and flexibility.
2. Expand cost-saving opportunities and business tools for members.
3. Provide members access to exclusive exposure opportunities.
4. Solicit member feedback and use it to align program offerings and delivery.
5. Serve as a conduit to direct member businesses/employees to the opportunities, information and resources within the region.
6. Collaborate with regional, state and national partners on common initiatives.
7. Promote the region's business community and the chamber brand.

## #2 Organization Excellence

**Ensure we are the best association we can be for staff, members, stakeholders and the community.**

1. Complete comprehensive review and update of chamber policies and practices.
2. Submit our application for US Chamber of Commerce re-accreditation by August 31, 2020.
3. Articulate the value proposition to current and future members including direct and indirect return on investment.
4. Maintain the chamber's value and influence by developing new and retaining existing members.
5. Maximize the highest value for all members ensuring excellent stewardship of members' investment.
6. Develop a cohesive brand identity to leverage chamber program and initiative reach.
7. Enhance the positive internal workforce culture so staff can be effective in their performance.

# Planned Outcomes

1. Over 200 YP's participate in monthly professional development and community philanthropy via Generation Dayton.
2. EMPOWER and Leadership Dayton provide on-going leadership development for approximately 120 individuals.
3. Enhanced professional development plan for young professionals.
4. Updated and expanded DaytonWorkforce.com.
5. Career awareness and exploration for approximately 800 students via Career Adventures Camp and Career Adventures Days.
6. Multi-year talent development strategy plan.

# Planned Outcomes (cont.)

7. Statewide chamber coalition on talent policy in partnership with ACCE and Business Leaders United (BLU).
8. Over 600 business representatives connect with policy leaders through activities including Legislative Day in Columbus, Legislative Reception, and government affairs breakfasts.
9. Construction started on Rt. 40 expansion accommodating logistics and e-commerce growth at the airport.
10. Enhanced plan to address transportation ingress issues at WPAFB.
11. Complimentary club service to over 7,000 business and military travelers at the airport's Business Travelers Center.
12. Collaboration between Dayton & Cincinnati on future expanded MSA.
13. DALA membership increases by 10% to over 200 companies participating.
14. Increased support of MBE, WBE, rural and entrepreneurial businesses through the KBBB Pathways program (60 companies), ESP partnership, MBP's Focus40 (30% increase) and the Soim Award for Innovation.
15. Over 250 member organizations participate in 15+ activities (1950 individual attendees) with the Dayton/Miami Valley Safety Council and savings in BWC 2+2 program exceeds \$150,000.
16. At least 1,200 representatives from member organizations take advantage of educational opportunities and exposure to best practices including the Human Resources and Diversity & Inclusion Forums.
17. Recognize members via Premier Workplace Diversity, Patterson and Jonathan Dayton awards.
18. State and regional organizations (including Learn2Earn, US Chamber, Ohio metro chambers, JobsOhio) partner with the chamber on business initiatives and issues.
19. Networking events (25) connecting over 2,000 representatives in expanding their network.
20. Increased exposure for 15% more member companies with Chamber Plus.
21. Increased (5%) page views on DaytonChamber.org .
22. Purchasing programs for members will grow by one new addition and save members collectively over \$5 million.
23. Updated internal policies / practices and brand standards manuals.
24. Completion of cohesive logo re-branding.
25. Five-star re-accreditation from the US Chamber of Commerce in November 2020.
26. Survey results showing member satisfaction at 90% or higher and a baseline to assess brand awareness.
27. Membership retention rate of 89% and attraction at least 150 new members.
28. Positive operating revenue over expenses while keeping dues at 35% of total revenue.

Support provided by:



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