

2021 Business Plan



Minority Business Partnership
Bankers' Roundtable - February 2020



Empower Class - Cohort 3



Chamber Member Orientation - March 2020

Priorities

#1 Connectivity

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

1. Create opportunities for member businesses to promote and expand their professional networks by providing greater flexibility.
2. Provide access to cost-saving opportunities and business tools for members.
3. Provide members expanded 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. Promote the region's business community and the chamber brand.

#2 Organizational Excellence

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

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. Maximize the highest value for all members ensuring excellent stewardship of members' investment.
4. Enhance professional development opportunities so staff can be effective in their performance.

#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. Lead diversity, equity and inclusion initiatives to strengthen the business community.
6. Collaborate with partners on regional economic development priorities and job creation.
7. Support quality of life and growth for Wright-Patterson Air Force Base and Springfield National Guard Base

Priorities (cont.)

#4 Business Advocacy

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

1. Drive business friendly policies that promote regional growth.
2. Lead state advocacy efforts for the region and business community.
3. Implement federal, state and local priorities outlined in the chamber's 2021-2022 legislative agenda.
4. Advocate on key legislative and regulatory initiatives which create and support a business friendly climate for the Dayton area including: Covid relief, municipal taxation, and statewide ballot procedures.
5. Create and advance an advocacy strategy around workforce and talent development engaging statewide partners.
6. Champion regional infrastructure and transportation improvements.
7. Connect members with elected and other governmental leaders.
8. Advance air service and corporate engagement in development opportunities at the Dayton International Airport.

#5 Talent Alignment

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

1. Connect employers with talent retention and attraction resources and services that are responsive to market demands.
2. Grow and champion executive talent development for business leaders.
3. Provide young professional programming to meet the changing needs of YPs and the business community.
4. Communicate in-demand careers and promote key regional industry sector strategies to workforce and education partners.
5. Enhance and update the resources included in Daytonworkforce.com and Hello Dayton video.
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. Provide resources to support employers' needs for a skilled workforce.

Planned Outcomes

1. Over 120 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. Updated and expanded DaytonWorkforce.com, HelloDayton video and Livability.com.
4. Career awareness and exploration for approximately 800 students via Career Adventures Camp and Career Adventures Days.
5. Development of resources for creating equity, diverse hiring and eliminating racial injustice.
6. Development of talent policy agenda leading a statewide chamber coalition on talent policy in partnership with ACCE and Business Leaders United (BLU).
7. Over 400 business representatives connect with policy leaders through activities including Legislative Day in Columbus and government affairs breakfasts.
8. Enact legislation that will restructure the statewide ballot issue process to protect the state constitution and deter out-of-state interest groups from advancing frivolous issues impacting the business community.
9. Lead a municipal tax reform coalition that protects business interests and ensures a system that minimizes business compliance issues.
10. Partner with Wright-Patterson Air Force Base on workforce education initiatives for airmen and military contracting with small businesses, especially minority business enterprises.
11. Pass a small business Covid-19 federal relief package that reduces tax and administrative burden and forgives small business PPP loans.
12. Create a 3 year transportation advocacy plan that supports the needs and growth of member businesses.
13. Re-instatement of incentives for safe workplaces.
14. Complimentary club service to over 4,800 business and military travelers at the airport's Business Travelers Center.
15. Increased support of MBE, WBE, rural and entrepreneurial businesses through the KBBB Pathways program, ESP partnership, MBP's Focused 40 and the Sojin Award for Innovation.
16. At least 60 minority businesses will secure opportunities in the defense industry and Wright-Patterson Air Force Base.
17. Over 180 member organizations participate in 15+ activities (1300 individual attendees) with the Dayton/Miami Valley Safety Council.
18. At least 750 representatives from member organizations take advantage of educational opportunities and exposure to best practices including the Talent 360 and Diversity & Inclusion Forums.
19. Recognize members via Premier Workplace Diversity, Patterson and Jonathan Dayton awards.

Planned Outcomes (cont.)

20. State and regional organizations (including Learn2Earn, US Chamber, Ohio metro chambers, JobsOhio) partner with the chamber on business initiatives, issues and regional investment.
21. Increased utilization of relevant data and best practices for the success of member businesses.
22. Expanded member access to targeted industry or interest area data and information.
23. A networking component will be incorporated to over 80 events or activities for members.
24. Outreach activities (30) connecting over 1,800 representatives in expanding their network or exposure.
25. Purchasing programs for members will save members collectively over \$5 million.
26. Increased health insurance product offerings to members.
27. Business input from the corporate airport advisory group will impact air service at the Dayton International Airport.
28. The chamber's "Forum" message board within the member hub will add at least two interest groups.
29. Member hub accounts will increase by 10%.
30. Social media interactions across all platforms will increase by 5%.
31. Five-star re-accreditation from the US Chamber of Commerce in March 2021.
32. Survey results showing member satisfaction at 90% or higher and a baseline to assess brand awareness.
33. Membership retention rate of 85% and attraction of at least 132 new members.
34. Positive operating revenue over expenses while keeping dues at 36% of total revenue.
35. Team member skills will be enhanced through a 30% increase in professional development.

Support provided by:



Dayton Area Chamber of Commerce
8 N. Main Street | Suite 100
Dayton, Ohio 45402
937.226.1444
info@dacc.org

DaytonChamber.org

