

2022 Business Plan



2021 City2City - Denver/Boulder Colorado



Empower Cohort 4 Opening Retreat



Leadership Dayton Class of 2021 Graduation

REGIONAL LEADERSHIP

FOCUS AREAS: ADVOCACY, TALENT & INCLUSION

Priorities

#1 Connectivity

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

- Promote and connect member businesses to allow for expansion of their professional networks.
- Provide members access to exclusive exposure opportunities.
- Connect businesses with the community.
- Solicit member feedback and use it to align strategies, program offerings and delivery and to amplify the business voice in the community.

#2 Organizational Excellence

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

- Be a sought after thought leader and best practice example for the region's non-profit sector.
- Articulate the value proposition to current and future members including direct and indirect return on investment.
- Maintain the chamber's value and influence by fostering new and retaining existing members throughout the nine county region.
- Maximize the highest value for all members ensuring excellent stewardship of members' investment.
- Invest in the professional development of staff to enhance their growth and performance.
- Develop the organization's strategic plan to guide efforts for 2023-25.

#3 Talent Alignment

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

- Connect employers with talent retention and attraction resources and services that are responsive to market demands.
- Market the Dayton region and its employers to outside talent.
- Provide business members best practice information and data points to assist in talent attraction and retention efforts.
- Grow & champion executive talent development for business leaders.
- Provide young professional programming to meet the changing needs of young professionals and the business community.
- Communicate to workforce and education partners the in-demand careers and promote key regional industry sector strategies.

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#3 Talent Alignment (cont.)

- Update and enhance the resources included in Daytonworkforce.com and Hello Dayton video.
- Provide leadership on behalf of the business community in regional, state and national educational attainment and talent development initiatives.
- Connect the future workforce to the business community.
- Provide resources to support employers' needs for a skilled workforce.

#4 Business Advocacy

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

- Drive business friendly public policies that promote and create regional growth.
- Lead state advocacy efforts for the region and business community.
- Support and direct the deployment of federal Covid-19 resources in the region.
- Implement federal, state and local priorities outlined in the chamber's 2021-2022 legislative agenda.
- Advocate on key legislative and regulatory initiatives which create and support a business friendly climate for the Dayton region.
- Create and advance an advocacy strategy around workforce and talent development engaging statewide partners.
- Champion regional infrastructure, transportation and air service improvements.
- Connect members with elected and governmental leaders.
- Communicate to members the legislation and public policy issues affecting their operations.

#5 Business Success

Provide access and resources to cultivate business success.

- Provide access to cost-saving opportunities and business tools for members.
- Act as a central resource for business retention and expansion needs.
- Compile and communicate regional economic data.
- Provide thought leadership, best practices and trainings for member businesses to remain competitive.
- Provide focused support services to help entrepreneurial and diverse (minority, women, rural and veteran) businesses achieve significant growth, attract investment capital and create jobs.
- Lead EDI (equity, diversity and inclusion) initiatives to strengthen the business community and regional economy.
- Collaborate with partners on regional economic development priorities and job creation.
- Support quality of life and growth for Wright Patterson Air Force Base and Springfield National Guard Base.

Planned Outcomes

1. Over 150 young professionals participate in Generation Dayton.
2. Launch a cohort style professional development program for 20 young professionals to begin early 2023.
3. EMPOWER and Leadership Dayton provide on-going leadership development for approximately 150 individuals.
4. Create a business led transportation and infrastructure priority list.
5. Compile and develop benchmark analytics for minority owned businesses and female executives.
6. Updated and expanded DaytonWorkforce.com, HelloDayton video and Livability.com.
7. Career awareness and exploration for approximately 1,000 students via Career Adventures Camp and Career Adventures Days.
8. Resources for executives and middle management for creating equity, diverse hiring and eliminating racial injustice.
9. Talent policy agenda leading a statewide chamber coalition on talent policy in partnership with ACCE and Business Leaders United (BLU).
10. Over 525 business representatives connect with policy leaders through activities including Legislative Day in Columbus, Legislative Reception, Statehouse Breakfast and government affairs breakfasts.
11. Champion 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.
12. Lead a municipal tax reform initiative that protects business interests and ensures a system that minimizes business compliance issues.
13. Re-instatement of incentives for safe workplaces.
14. Complimentary club service to over 2,500 business and military travelers at the airport's Business Travelers Center.
15. Recruit 30 new members through the GrowOhio BWC program.
16. Accelerate the growth of MBE, WBE, rural and veteran businesses through the ESP partnership, MBP's 20/40 initiative, MBDA Ohio and the Soin Award for Innovation.
17. At least 60 Project Enginuity minority and/or women-owned businesses will receive technical assistance and wraparound services to increase opportunities with Federal Government SBIR Agencies with a special focus on partnering with Wright Patterson Air Force Base.
18. Over 180 member organizations participate in 12+ activities (1,000 individual attendees) with the Dayton/Miami Valley Safety Council.
19. At least 700 representatives from member organizations take advantage of educational opportunities and exposure to best practices
20. Recognize members via Premier Workplace Diversity, WinSupply Entrepreneurial Excellence, Patterson and Jonathan Dayton awards.

Planned Outcomes (cont.)

21. State and regional organizations (including Learn2Earn, US Chamber, Ohio metro chambers, JobsOhio, Federal Reserve Bank of Cleveland) partner with the chamber on business initiatives, issues and regional investment.
22. Increased utilization of relevant data and best practices for the success of member businesses and regional economy.
23. Outreach activities (34) connect over 1,750 representatives in expanding their network or exposure.
24. Purchasing programs will save members collectively over \$5 million.
25. Business input from the corporate airport advisory group will impact air service at the Dayton International Airport.
26. Member hub accounts will increase by 5%.
27. Social media interactions across all platforms will increase by 5%.
28. Approval of 2023-2025 Strategic Plan.
29. Survey results showing member satisfaction at 90% or higher and a baseline to assess brand awareness.
30. Membership retention rate of 86% and attraction at least 132 new members.
31. Positive operating revenue over expenses while keeping dues at 35% of total revenue.
32. Every chamber staff member will engage in professional development.
33. Chamber content/editorial choices will align with education/best practice priorities set forth above.
34. Be the premier resource for aggregating, vetting and distributing critical business information.

Support provided by:



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