

2024

# Business Plan

DaytonChamber.org



CONNECTIONS



ADVOCACY



PROFESSIONAL  
DEVELOPMENT



VALUE

**DAYTON**  
Area Chamber of Commerce



# 2024 BUSINESS PLAN

## Executive Summary:

The strategic framework set forth during 2022-23 outlined two specific growth opportunities-increasing our support across our 14-county region, and exploiting our unique ability to connect businesses to opportunities. The 2024 Business Plan reflects the actions planned by the chamber to provide the products, programs and services to deliver upon these growth opportunities through the key activities outlined below, underscoring our purpose “to make it easier for our members to do business” and striving to remain the most trusted voice of business in the region.

## Key Areas of Activity:



### CONNECTIONS

*Create **Connections** & Foster Relationships.*

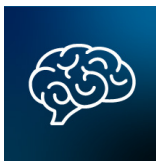
1. Provide unique and diverse engagement opportunities that result in meaningful business connections for our members.
2. Expose our region's leaders to resources, opportunities and ideas that will help shape the economic future of our community.
3. Simplify member access to resources and information through content that's easily sharable, digestible and available on multiple platforms.
4. Foster a culture of inclusivity, collaboration and innovation.
5. Provide access to customers, capital and technical assistance to help grow our region's small businesses.



### ADVOCACY

*As **The Most Trusted Voice Of Businesses In Our Region**, Act As **The Leading Advocate**.*

1. Prioritize education, best practice sharing and related support for priority policy issues impacting our members and the regional business community.
2. In conjunction with the chamber's legislative agenda, poll our membership on business policy issues and utilize the results to guide advocacy and programming.
3. Leverage our members' collective voice to influence the actions of our partners, vendors and other stakeholders to benefit the business community.
4. Advance our advocacy strategy around workforce and talent development.



### PROFESSIONAL DEVELOPMENT

*Provide Access And Resources To Cultivate Business Success Through **Professional Development**.*

1. Provide employers with quality local leadership development pathways that upskill their talent and better connect business leaders to the Dayton region.
2. Expand industry focused education and training through the Dayton/Miami Valley Safety Council and the Dayton Area Logistics Association.
3. Provide thought leadership, best practices and training for member businesses to remain competitive.
4. Connect employers with tools to upskill their existing workforce and recruit talent to meet their current needs.
5. Inform educational partners and the future workforce of the career opportunities in the region and the required skills for those pathways.





## VALUE

*Ensure The Highest **Value** For Members' Investments & Trust.*

1. Be reflective of the businesses in our 14 county region.
2. Ensure that we use our member's time wisely.
3. Be accountable for our members' investments.
4. Leverage analytical data-driven decision making.
5. Provide clear, concise and constructive information that benefits our members.
6. Elevate our members' voice in key community conversations impacting business.

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### **Anticipated Outcomes — how we measure success:**

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|---|---|
| 1. Increased member engagement across training, programs and utilization of resources and services; deepening the connection with members.                                    | 8. Over 300 member organizations participate in 22+ activities (2,000 individual attendees) with the Dayton/ Miami Valley Safety Council and the Dayton Area Logistics Association. |
| 2. Outreach activities (49) connect over 2,950 representatives in expanding their network.  | 9. Updated daytonworkforce.com will provide in-depth and relevant workforce data for our businesses and partners to make informed decisions.  |
| 3. Chamber members will be up to date on policies, regulations and best practices impacting their businesses.   | 10. Positive operating revenue over expenses.   |
| 4. Accelerate the growth of MBE, WBE, rural and veteran businesses including the certification of over 125 businesses through the Dayton Minority Business Assistance Center. | 11. Membership retention rate of 87% and attraction of at least 136 new members.  |
| 5. Advancement of legislation / regulations that meet the objectives of our public policy agenda.   | 12. Purchasing programs will save members collectively over \$5 million.  |
| 6. Expanded connections and advocacy with the elected officials that represent all of our 14 county region at the local, state and federal levels.                            | 13. Survey results showing member satisfaction at 90% or higher – emphasizing chamber commitment by honoring their time.  |
| 7. Increase the on-going leadership development pipeline with over 160 individuals participating in our co-hort programs (Empower, Leadership Dayton and GenD Ignite).        | 14. Creation of an economic development plan for Courthouse Square.   |

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### **SUPPORT PROVIDED BY:**

