

Lake Wylie Chamber of Commerce

Program of Work for
2010

Charles Wood

Chairman of the Board

Susan Bromfield

President

Lake Wylie Chamber of Commerce

2010

- **Program of Work for 2010**
- **2010 Calendar of Activities**
- **Listing of Board of Directors**
- **Committee Assignments**

**Charles Wood
Chairman of the Board**

**Susan Bromfield
President**

Membership

Goals:

- To provide members with high-quality activities
- To provide personal contact with members through visitations and at chamber functions
- To strive to maintain and increase membership revenues by acquiring new members.
- To achieve high member satisfaction ratings in all endeavors

Programming

2009 /2010 Annual Meeting (Dec.)

Host and plan a general membership meeting as a gala event. Recognize

leadership of chamber, businessperson and citizen of the year.

Success Measurements

- Meet budget projections
- High quality event

2010 Annual Business Golf Classic

Host a fall golf tournament, followed by a Business After Hours

Success Measurements

- 70-100 golfers at tournament
- High-quality event
- 20 or more sponsors
- Meet budget projections
- Member participation

Membership Campaign

Organize a volunteer group and/or to focus on recruiting new

members throughout the year.

Success Measurements

- Recruit 40-45 new business members or yield \$9,000 in new dues revenues
- Strive to satisfy members (new and existing) in order to retain them

2010 Annual Spring Luncheon

Host and plan a spring luncheon as an opportunity for members to entertain clients, appreciate employees and/or thank others for support. Make it special by having music/entertainment with served meal.

Success Measurements

- High-quality event
- 50-80 attendees
- Sponsors to underwrite fixed expense
- Member participation
- Meet budget projections

Membership Visitation

Staff will strive to make contact with as many members as possible via

personal visits in area, at chamber activities, and by telephone.

Success measurement

- At least 6-10 contacts will be made weekly with a variety of members

Networking Opportunities

The Chamber will offer Business After Hours events/ Business Before Hours and timely issues forums throughout the year.

Success Measurements

- 8-10 Business After Hours
- Meet budget projections

Annual Membership Survey

Survey members annually in order to receive feedback on issues, to be member-responsive and to measure degree of member

satisfaction.

Success Measurement

- Number of surveys returned
- Response to survey.

Membership Directory

The Chamber will “publish” and maintain a membership directory on line @ www.lakewyliesc.com.

Marketing

Goal:

- To sponsor high-quality events and activities.
- To work with Lake Wylie Pilot and Lake Wylie Today Magazine to promote chamber and Lake Wylie community and activities.
- To continue to be member-responsive by placing members/people first.
- To continue to be supportive, visible and /or involved in a variety of community activities.

Programming

Lake Wylie Website

- To continue to improve and grow high-quality site.
- Strive to increase revenues and member links.
- Update and enliven site with changes and new features.

Newsletter and Chamber News Page

- Publish quarterly newsletter by partnering with Lake Wylie Today Magazine
- Market/PR information about chamber activities and its members in a premier magazine.
- Collaborate with Lake Wylie Pilot to publish monthly chamber news page.

E-Communications

- Produce monthly or routine e-newsletters
- Develop and utilize e-communications via constant contact

Media

Maintain media contacts and continue to promote chamber and community events and activities.

Success measurements

- Promote and provide media information for Splash Dash, July 4th, Golf Event, Boat Parade, Annual Gala, & BAH ...
- Utilize "free" internet opportunities to promote events

Ribbon-Cuttings/Ground Breakings

Continue to provide members the opportunity to showcase their business to the community. Ceremonies for members, new businesses, major expansion, relocation or change in owner.

Government Relations

Goals:

- To be the voice of the Lake Wylie business community.
- To have excellent communications with elected officials.
- To serve as the legislative liaison for the chamber and community on vital issues.

Programming Forums

Plan candidates forum as needed in cooperation and co-sponsorship with

local organizations and / or businesses. (as needed)

Plan growth issues and informational forums as needed in cooperation

and co-sponsored organizations and / or businesses.

Government Relations Committee

To have representatives participate with the Council of Chambers

Government Relations Committee.

York County Day

Continue to be co-sponsor and participate on committee for legislative

day held in Columbia.

Personal Contact with Legislators and officials

President will continue personal contact and networking throughout year.

Long Range Plan

Goals:

Take actions where appropriate to implement the approved long- range plan. Complete enhancements to permanent chamber facility. (Part of the Long range Plan

was to do a feasibility study with the goal to secure a permanent location and facility for chamber)

Success Measurement

- Monitor the plan, recommend actions and present to the board to achieve plan.

Community Relations

Goals:

- To be visible, supportive and involved in community activities.
- To work with groups, organizations and keep informed.

Splash Dash

Fourth of July Fireworks

Holiday Boat Parade / Lights on the Lake

Golf Event

Community Activities

Riversweep

Success measurements

- President and Board Members will be visible and participate at a variety of community activities throughout the year.
- Chamber and its staff will continue to be instrumental in helping to organize and support Riversweep.

Economic Affairs

Goals:

- To work with commercial developers, businesses and established economic agencies to attract quality economic development to the Lake Wylie area.
- To provide and develop Lake Wylie marketing tools (brochures, website, media pieces and LW Today).
- Have Lake Wylie area map available to interested parties.

Success Measurement

- Growth to the area
- Lake Wylie Map

Council of Chambers of York County

Goals:

- To continue to participate in a variety of Council of Chambers activities and provide leadership while serving as chairman.
- To try to maintain countywide communication with neighboring chambers.
- To have input on countywide issues.

Programming

York County Day

Leadership York County (as time allows)

Industry Appreciation Day

Government Relations Task Force

Countywide Business After Hours

Sub-committees as appropriate

Plan and host Council of Chambers meeting at

Lake Wylie

Education

Goals:

To support or partner with a variety of groups, agencies and

efforts to improve educational and informational opportunities for youth and adults.

Programming- vehicles

- Leadership York County
- Lions Mentor Program
- School to Work

- Clover-Lake Wylie Business Education Council
- Voices and Choices

Administration and Operations

Goals:

- To continue to maintain and operate the chamber office while participating in a variety of community, countywide, regional and member activities.
- Maintain and update a variety of records and information.
- Serve as a visitor and information center.
- Place members/people at the core of activities.
- Strive to provide office support, staffing and personal contact with limited staff and resources.
- To secure sponsorships and strive to achieve high quality in all chamber endeavors.

Success Measurements

- Maintain high ratings in member surveys.
- Accountability to the Board of Directors - monthly meetings & reports
- Operate and manage all activities within the budget.

Lake Wylie Chamber of Commerce Staff

Part-time Administrative Assistant

- Provide support services for president
- Greet and assist visitors in office
- Respond to information requests
- Update and maintain all in-house materials
- Coordinate all mailings
- Update community information regularly
- Maintain Official Record Books of the Chamber
- Assist with Board Meeting preparations and reports
- Assist in management of membership services
- Maintain and update Membership records
- Assist in coordinating programs and activities
- Develop and issue press releases for activities
- Update member records on website
- Assist with member recruitment and retention
- Assist with planning and managing golf event, Splash Dash, annual gala, boat parade, luncheon, Business After Hours etc.
- Manage office mail and correspondence
- Assist president with financial matters, deposits, data entry, payables,
- Assist president in acquiring sponsors for events and activities
- Maintain office and supplies
- Assist in scheduling activities
- Coordinate Volunteer schedule and help in Visitor Center

Susan Bromfield

President

- Serve as Chief Executive Officer
- Serve as Director of Membership
 - Oversee Membership recruitment and retention
 - Oversee Membership record maintenance
 - Plan all member events - annual meeting, Business After Hours, golf event, Spring Luncheon, Forums and meetings
 - Secure sponsors for events
 - Membership Services
- Serve as Director of Communications and Marketing
 - Design and coordinate all Chamber publications and printed materials, invitations, etc.
 - Secure advertisers/sponsors for materials as needed
 - Develop activity and event press releases
 - Oversee all communication/marketing projects
 - Spokesperson for the Chamber and ambassador at all times
 - Write newsletter, chamber column and oversee website
 - Media relations and communications to promote Lake Wylie
- Serve on Council of Chambers committees
- Serve as Legislative Liaison for chamber, members and community
- Community Relations involvement throughout community
- Serve on and provide support for every chamber committee
- Serve as Director of Finance
 - Accounts receivable & payable, payroll, taxes, and financial reports
 - Personnel records and hiring and supervising staff assistant
 - Prepare and manage budget
- Represent Chamber on approximately 20-25 various committees, groups and task forces locally, countywide and regionally.

- Serve as event coordinator - Splash Dash, Boat parade, golf, etc.
- Oversee and facilitate overall management of business plan and day-to-day chamber operations and activities.
- Serve as advisor to Board of Directors