



### **VISION**

To be the best business resource for its Members.

### **MISSION**

Chamber630 serves  
its Members by providing and protecting economic opportunities  
essential to a successful enterprise.



## **2018-2019 Strategic Plan**

Chamber630 is a not-for-profit membership organization representing approximately 725 businesses and 35,000 employees in northern Illinois. The Membership's primary geographic focus is in Downers Grove and Woodridge and spans throughout 62 municipalities and 75 zip codes. In July of 2014, the Downers Grove and Woodridge Chambers combined to create Chamber630; the corporation, however, was established in 1951. Its Membership reflects the business demographic across the country, 82% of business members have 50 or less employees.

This strategic plan provides an overall framework for action for the forthcoming years with the intent to provide flexibility through an annually updated program of work.

**Strategic Initiative #1 Advance Member Value:** Only through providing value as perceived by the Members, will the Chamber retain and expand its membership base. This will be accomplished through an ongoing focus on value and consistently communicating how a Chamber membership and specific program costs generate a return on investment for the Members. Through expanding and retaining business Members, the opportunities to conduct business, disperse information and expand the knowledge base will increase for all Members creating a virtuous circle.

The Chamber will promote its Members in local, state, national and global marketplaces and provide numerous opportunities for its Members to market themselves to visitors, residents and business. The Chamber partners with its Members and the communities at large, offering a multitude of programs and services. The Chamber serves as a regional portal and primary driver of connections among businesses and civic entities.

**Objectives:**

1. Provide communications and marketing that increase Members’ value.
2. Provide awareness of relevant business issues.
3. Take a leadership role in workforce development in the Chamber630 community.

**Meetings are as needed two to five times per year.**

**Key Performance Indicators**

Objective	Action	FY 2018-2019 Goal
1	Use social media to increase Chamber630 awareness.	5,000
1	Increase visits to Chamber630.com.	8,000,000
2	Create opportunities to provide business knowledge, <i>lower</i> the number, increase the quality of programs.	120
1	Explore further marketing options to increase direct exposure to residents to Chamber630 and our Members to residents. Branding Chamber630 as a valuable community resource through in-kind, community and partnerships sponsorships (DuPage Code Bootcamp, Pizza Wars, Shark Tanks, Park District, Advisory Boards, etc.); publication distribution to high schools and parents, etc.	Increase exposures of Chamber630.com
1	Modify the Touch Timeline to insure increased engagement in Members of two or more years. Institute installment/auto pay plan, choice of Member certificate or door decal. Auto emails to targeted Members.	Increase Retention

3	Continue current plan with A.F. and Chamber630 Scholarship, Career Speed Search and YPN. Develop marketing plan for 630 W/F Education Foundation., engage in D99 Advisory Board for Business, Technology, Engineering. 10 area coop school Engineer Design Competition, Code DuPage Bootcamp, Innovation DuPage	Continue with FY18 achievements, and firmly establish the 630 Workforce Education Foundation
3	Address leadership development and succession planning for Chamber630 by exploring partnerships with other organizations as well as methods of serving as an entrepreneurial start-up, mentoring, connecting, communicating, gathering and conducting business relevant to future generations.	Continue with FY2018 Goals, create a marketing plan for mentoring and entrepreneurial resources
2, 3	Identify gaps in services to meet the unique needs of Membership and/or Non-Member segments. Targets may be young professionals, commercial realtors, health sector, International Centre or a Corporate Council.	Continue with FY2018 Goals, conduct meetings with non-members to learn their needs, survey large corporations, offer speakers such as IDES and IL Dept. of Revenue
1, 3	Continue developing Referral Groups and seminars to meet the needs and demands of the Membership. Explore Entrepreneur or Real Estate Group?	
	Monitor the Membership model to insure Member value.	budget

**Strategic Initiative #2 Advocate for Business:** The Chamber seeks to influence legislation and regulation by local, state and federal governments in a forward-looking manner, supporting legislation that benefits businesses and when necessary, opposing legislation that unnecessarily inhibits businesses. The Chamber will educate Members and elected officials on key policy issues affecting business.

**Objectives:**

1. Increase awareness and education of and engagement in legislative activities and workforce development.
2. When consistent with platform, influence public policy.

**Meetings are on the third Friday of the month from noon – 1:00 p.m. at Butterfield Road office, ad hoc in the summer months.**

**Key Performance Indicators**

Objective	Action	FY 2018-2019 Goal
1	Provide educational leadership opportunities such as regional hearings, forums and interaction with elected and appointed officials as well as subject matter experts. Extend invitations to newly elected officials to meet with Members.	Build relationships with newly elected officials to improve communication on behalf of the 630 Membership.
1, 2	Provide and promote an annual board approved Legislative Platform.	
1, 2	Spearhead the Multi-Chamber Springfield business Advocacy Day.	Work with other Chambers to enhance trip.
2	Meet with Members to address workforce needs. Address policy, create partnerships with schools or others to meet that need.	
1, 2	Utilize communication outlets to notify Members when applicable legislation directly affects their business and when or if the Chamber will address the issue.	

**Strategic Initiative #3 Achieving Operational Excellence:** The Chamber will employ stringent business practices designed to produce positive year-end balances, reviewed annually by a business certified public accountant. On an ongoing basis, the Chamber will explore innovative and creative ways of gaining incremental revenue consistent with the strategic plan and the capabilities of the organization.

**Objectives:**

1. Achieve financial goals as set forth in the budget.

**Meetings are on the third Thursday of the month at 3:30 p.m. at the Advocate Good Samaritan Health & Wellness Center.**

**Key Performance Indicators:**

Objective	Action	2018-2019 Goal
1	Vet non-dues revenue opportunities and provide recommendations to the Board of Directors.	Increase revenue from previous year
1	Provide recommendations for improving efficiencies of the Chamber operations.	Complete auto credit card processing.
1	Participate in the annual budgeting process.	x
1	Evaluate the financial impact of Membership models.	FY2018/19 Budget

\*Introduced current membership model.