

# Greeley Area Chamber of Commerce

2019 Program of Work  
Adopted by the Board of Directors 1-28-19



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## Mission Statement

To enhance the economic vitality of our community.

Updated 1-2016

## Vision Statement

The Greeley Area COC anticipates, collaborates and acts on challenges and opportunities that impact our community's vitality.

Updated 1-2016

## Core Values

**Advocate** for business with government  
**Build** community leadership through educational programs and opportunities for engagement  
**Champion** a strong local business community  
**Promote** the community  
**Provide** business connection and referral opportunities

Greeley Area Chamber  
Board of Directors

Foundation  
**Brett Payton**

Executive Comm  
Budget Oversight

President & CEO  
**Sarah  
MacQuiddy**

Nominating Comm  
**Brett Payton**

Chair  
**Bryce Jacobson**

Professional  
Staff

Business Plan  
General Operations

Past Chairs

Chairman's Circle / FOB  
Recruitment

**Chair Elect**  
**Scott Warner**  
Ken Ball  
Doug Dennison  
Brett Payton  
Christian Schulte  
Rich Werner

**Represent the  
interests of  
business  
with government**

Candidates  
Academy  
Issue Forums  
LGBAC  
NCLA

**Vice Chair**  
**Randy Watkins**  
Leah Bornstein  
Mark Bradley  
John Gates  
Lisa Hudson  
Deirdre Pilch

**Champion a  
strong local  
economy**

Ag Comm & Tour  
Comm Council on  
Education  
Energy Proud  
Small Bus Wk Walk  
Small Bus Saturday

**Vice Chair**  
**Margo Karsten**  
Levi Gain  
Bill Hendershot  
Kevin Weimer

**Provide business  
referral  
connection and  
visibility  
opportunities**

Ambassadors  
BAH  
BBH  
YP  
Relationship Calls

**Vice Chair**  
**Judy Hicks**  
Colin Cole  
Josh Dollard  
Aimee Hutson

**Promote the  
community**

Annual Awards  
GLTN  
Investor  
Recognition  
Support Local  
Campaign  
Visit Greeley

**Vice Chair**  
**Brad Darby**  
Andy Feinstein  
Jason Jones  
Dale Pratt  
Jared Salas  
Marilyn Schock

**Develop  
community  
leaders through  
educational  
programs and  
opportunities for  
engagement**

LNC  
LWC  
LWC Alumni  
Program

## Advocate for Business with Government

Shaping our region by working collaboratively with other organizations to serve as the voice of business to government.

**Northern Colorado Legislative Alliance** - Continue to provide leadership and lobbying efforts through NCLA (Ft. Collins and Loveland Chambers, and EDCs) on issues affecting the regional and state business community.

**Local Government Business Affairs Committee** - Engage in local issues that impact our business community.

Oppose unnecessary taxes, fees, regulations, and mandates at all levels of government

### **NCLA**

1. Priorities:
  - a. Education
  - b. Energy
  - c. Transportation
  - d. Water
  - e. Workforce development

### **Staff**

1. Educate Investors and communicate positions on issues
  - a. *Chamber Connections/Sunday Page*
  - b. *NCLA Under the Dome (3 articles)*
  - c. **Lobbyist presentation to the Chamber Board**
  - d. **Issue Call to Action (SB181)**  
**Hired NCLA Lobbyist to provide additional efforts toward SB181**  
**Rally for SB181**  
**Testified against SB181**
2. Communicate information on the Chambers for Innovation Clean Energy efforts (as applicable)

### **NCLA Board**

1. Explore bringing other Chambers into NCLA/Fix N I25 to increase financial resources **(Pending)**
2. Breakfast/Strategic meetings in Denver **(Did not do in 2019)**
3. Mid-Session review **(April 12)**
4. Wrap-up session debrief document **(May 22 with Education focus)**

### **Board & Staff**

1. Continue to strengthen relationships with elected officials **(invited all NO CO delegation to NCLA Meeting off session)**

### **LGBAC**

#### **Staff**

1. Continue to provide April State of the City event **(April 9)**

#### **Committee**

1. Evaluate ballot initiatives that impact business and provide the Board of Directors with:
  - a. recommendation to support, oppose, neutral, plan for engagement
2. Provide educational "how to run for office" session **(April 24)**
3. Provide candidate/issue forums in the Fall
4. Attend/monitor Greeley City Council meetings **(Ongoing)**
5. Attend planning commission meeting as needed **(Ongoing)**

6. Continue to strengthen relationships with local elected officials (**Invited a City Council member to each LGBAC meeting**).
7. Review and update all policies (**Ongoing**)
8. Provide city council recap on business issues for our Investors

## Champion a Strong Local Business Community

Provide leadership, information and resources to area businesses to support their success.

### Ag Committee

#### Staff

1. Continue leadership of the Ag committee meetings (**Changed to Ag Resource Roundtable – Bi-monthly**)
2. **Attend the Colorado AgriTourism Convention (March 1) (Hemp, Highway Signs, Farms to Tourism)**
3. **Resulting in Hemp Seminar (May 22)**

#### Committee

1. Continue annual Ag Tour (**Scheduled for September 20 – Honoring Centennial Farms**)
2. Connect Ag and Visit Greeley for Agri-Tourism partnership

### Education Committee

#### Staff

1. Continue leadership of the Community Council on Education meetings

*Bring Colorado Succeeds in for periodic updates – **Monthly meetings***

2. **Partner with other community organizations on community initiatives important to job attraction and retention**
3. Maintain database of Chamber Investors interested in supporting education  
Job shadowing, classroom presentations, tours, internships
4. Improve the city's competitive edge through targeted workforce strategies  
Weld Workforce Collaboration

#### Committee

1. **Coordinate a State Education event – focus TBD**
2. Promote all education opportunities (Pre-K to 20) in Greeley
3. Promote the College Goal Day event for High School seniors (August 2019)
4. Promote the Success Foundation, Aims Promise and Bright Futures
5. Booth at the 8<sup>th</sup> Grade Career Fair (**March 28**)

### Board & Staff

1. Explore innovative ways to recognize outstanding work in education (**Chairman's Circle Scholarships 2 awarded for a total of \$10,950**)
2. Promote the Intern's Workforce Initiative/Internships (**Participate in Bright Futures and District 6**)

### Energy Proud

1. Continue providing leadership support for Energy Proud efforts
2. 2/3 Educational programs
3. UNC Basketball game for Industry (**March 2**)

## **Support Local**

### **Staff**

1. "Be A Local Champion" campaign in partnership with the FMS Bank & Tribune – 2 times weekly
2. Position the Chamber as a reliable and credible source for business information
3. Provide seminars for businesses **(4 to date)**  
**(Sales, digital marketing, Organization DNA, Financing energy efficiency,**
4. **Coordinate Business Appreciation event**
5. Promote the Greeley area to prospective businesses
6. Continue "Investors First" policy and philosophy
7. Coordinate Small Business Week Walk/recognition activities **(Week of May 20)**
8. Promote Small Business Saturday on November 30
9. Promote Investor2Investor program **(Weekly offer in Chamber Connections)**  
**(Develop a tent card for each investor participating)**
10. Connect businesses with information and resources to empower economic success  
**(Ongoing)**

### **Board & Staff**

1. Continue proactive outreach program of business relationship calls as an opportunity to visit and listen to local business owners
  - a. Board members attend 4 per year
  - b. Staff – 5 per month
2. Support SBDC/UNC Biz Hub Collaborative with a \$2,000 contribution, host weekly Chamber office hours, seminar partnerships – **(March payment)**
3. Support the need for a comprehensive vision and plan for Greeley to ensure quality economic growth **(Participate on the new Imagine Campaign & Chamber President elected to the One NO CO Board & Planning the Board Retreat for the One NO CO Board)**
4. Strategically engage the Latino business community **(Multi Cultural Event Committee - discussion with SBDC for seminars – staff exploring options for engagement)**

## **Provide Business Connections and Referral Opportunities**

Provides significant opportunities for Investors to promote their business and connect with a diverse range of business professionals.

### **Staff**

1. Continue Business Showcase/Trade Show **(October 14 – 100 Years of Business at its Best)**
2. Continue monthly Business After Hours
3. Continue Regional January Business After Hours **(January 10 & August 15 @ Canvas)**  
**(Weld County Chambers – researching dates)**
4. Continue monthly Business Before Hours
5. Continue monthly Young Professional events
6. Continue two weekly Leads groups
7. Continue annual Chamber Dinner **(February 21, 2019 – February 20, 2020)**
8. Continue annual Prairie Dog Classic Golf Tournament **(July 22)**
9. Maintain a strong Chamber Ambassador Committee **(38 Active)**

### **Board & Staff**

1. Explore ways to increase attendance and engagement at all Chamber events  
**(Ambassadors calling all Anniversary for the month to attend BBH)**

2. Explore and expand opportunities that provide recognition for Investors  
**(Website, FB New Investors, FB Ribbon Cuttings, Certificates for Anniversaries, PP for BBH & BAH)**
3. Assist Investors in accessing all benefits through Chamber 101 and Relationship Calls

### Promote the Community

Promote Greeley as a vibrant community offering businesses and residents a great place to live, work and play.

Create, in partnership with other entities, a positive image and attitude about our community.

#### Visit Greeley

##### Staff

1. Utilize conferences and events as an opportunity to promote Investor businesses (Visitor bags, staff booths at events, information table at conferences)
2. Lead efforts to encourage organizations to hold meetings, conferences, and sporting events in Greeley (both new and returning)  
**(MIC, MPI, CSAE, Destination Colorado, Agri Tourism Conference, and follow up all leads)**
3. Promote National Tourism Week **(May 6-10)**  
**(Recognition of Hospitality employees, goodie bags for all hotel employees, Stay – Cation Trade Show, Social Media push, proclamation)**
4. Continue to increase awareness and provide the annual GLTN parade **November 30**
5. Provide local information to Colorado Tourism Office Visitors Centers
6. Provide training to front-line lodging employees
7. Host FAM trips to market our community  
**(Miles Media)**
8. Host quarterly Innkeepers meetings **(February 12)**
9. Encourage the use of the Experience Greeley Video to interested groups  
**(Website, Email link)**
10. Continue to function as the Weld County Film Commission  
**(Met with production team looking at Weld County)**
11. Continue leadership of the monthly Visit Greeley Advisory Board **(18 Members)**
12. Provide/update the Chamber/Visit Greeley Resource Guide to lodgers
13. Continue to promote all community events
  - a. Website
  - b. Weekly Great Goings On
  - c. Community calendars
  - d. Events publication in the Tribune **(updated format)**
  - e. Regionally **(Just Gotta Get Here campaign)**
  - f. Billboard **(Electronic Board in Garden City & traditional Board I76)**
14. Participate in CTO/media events to promote our community events
15. Prepare a year-end report for the city of Greeley **(have requested time for a Council Work-session update)**
16. Develop criteria for giving financial assistance to new or existing groups

#### Additional

1. Supply potential/new businesses by providing general business/community information
2. Publish annual business directory and community guide with wide distribution  
**(Completed February 2019)**

## Build Community Leadership through Educational Programs and Opportunities for Engagement

Identify and develop emerging leaders and encourage their community involvement to ensure that future leaders will have a vision for building Greeley, Weld County and Northern Colorado.

### Staff

1. Continue annual Leadership Weld County program **(Added Bonus session on May 9 – Media)**
2. Continue annual Leadership Northern Colorado program with Loveland and Fort Collins COC **(Greeley leads 2 sessions)**

### Board & Staff

1. Host Leadership Alumni event **(May 13)**  
**(Bringing Jim Davidson for Graduation and Alumni)**
2. Enhance Young Professionals development series **(April 11 Armando Silva)**

## Investor Retention & Recruitment Tactics

Increase Investors 10% over the next three years.

### Staff

1. Promote Investor referral incentive program **(Website)**
2. Encourage Investors to utilize ChamberMaster to its fullest potential
3. Continue the annual WACE survey to Investors in October
4. Hold at least eight 12@12 events **(3 to date)**

### Board & Staff

1. Promote and recruit additional Chairman's Circle and Friends of Business
2. Continue to explore beneficial and relevant affinity programs for Investors
3. Execute Investor retention plan
4. Upon request, hold ribbon cuttings **(9)** and grand openings at Investor businesses
5. Conduct annual Operation Thank You campaign **(February/March)**
6. Engage Investors on Chamber committees/task forces **(ongoing)**
7. Hold 2 Chairman's Circle & Friends of Business events
8. Host Past Chairs event

## Communication Tactics

### Staff

1. Enhance social media communications **(You Just Gotta Get Here campaign, Event promotions)**
2. Create consistent internal communication messaging for Chamber Board, staff, and volunteers
3. Expand communication strategies (President/CEO's Blog, expand LinkedIn)
4. Develop value proposition with clear message points
5. Keep Website content update and fresh
6. Continue Investor testimonials
7. Create Investor recruitment materials
8. Continue weekly column in the Tribune
9. Host a marketing group to explore communication tools

## General Operation Tactics

Operate with efficiency, innovation and excellence.

### Staff

1. Offer "Office on the Go" to the business community
2. Provide Certificates of Origin for Investors (\$10) non-Investors (\$170)
3. Implement policies consistently and effectively
4. Update and monitor new technology needs and applications
5. Strive to have Investors, board, volunteers, and staff enjoy their involvement with the Chamber (**Staff outings**)
6. Maintain a high-level of ethics and professionalism
7. Maintain professional staff that is properly trained, compensated and provided with development opportunities
8. Track Investor involvement in ChamberMaster (**improved tracking**)

### Board & Staff

1. Decisions will be made and resources allocated within the framework of the Program of Work.
2. Evaluate effectiveness of the Chamber's Foundation
3. Issue RFP every 3/5 years according to board policy
4. Explore additional non-dues revenue opportunities
5. Continually evaluate relevancy and program/services