

## **CHILDERSBURG CHAMBER OF COMMERCE 2007 ACCOMPLISHMENTS**

- Implemented the Chamber Partners Sponsorship Program
- Updated the aesthetics of the chamber office
- Technological updates in the chamber office
- Produced the first ever four-color, 100 page *Childersburg Magazine*
- Began the DREAM project (Downtown Revitalization, Enrichment and Marketing program)
- Increased membership by 50+
- Assisted in the organization of Coosa Fest 467
- Produced a four-page monthly newsletter 'The Voice'
- Sent out monthly member referrals
- Held the annual chamber golf tournament
- Held the annual chamber banquet.
- Held monthly coffees and a few after hours
- Organized 'Hometown Holly Days' in December
- Provided support to more than 200 members and partners
- Assisted the city in business recruitment and retention
- Continued our first-class website that is updated weekly: [www.childersburg.com](http://www.childersburg.com)
- Continued the chamber as a reputable business partner in our community
- Implemented new member benefits
- Began weekly television show on WOIL-TV 47
- Implemented the chamber checks program
- Implement Leadership Childersburg
- Increase membership and sponsorship revenue to a level that can sustain and improve existing staff members and overhead expenses.

## **GOALS FOR 2008**

- Build a display case for the chamber lobby
- Create a Workforce Development Task Force to ensure that school curriculum and continuing education meet the needs of area businesses. Work closely with area schools.
- Expand economic development efforts to increase the growth of existing industries thereby providing greater job opportunities for the region
- Further integrate Tourism as a targeted industry and key component of the Chamber's economic development strategy
- Develop an aggressive image initiative which promotes the Childersburg Area to the regional and national media, targeting both corporate and tourism markets.
- Continue new business, industry and family recruitment initiatives as a cornerstone of the economic development program
- Develop and execute a program to recruit business to the Downtown District
- Help create a City Annexation Task Force to grow Childersburg
- Strengthen members and community's brand awareness of the Chamber's small business counseling as a major source of entrepreneurial and small business assistance, education, training, and business development programs and services.
- Bring in outside peer group through the CCAA to analyze our Chamber as to its' strengths and weaknesses. Establish goals to strengthen the weaknesses.
- Continue to educate the community on the Chamber's functions and responsibilities.
- Establish long-term, on-going funding sources through membership investments, corporate sponsorships, endowment fund, dues increase, etc.
- Continue to identify additional non-dues revenue funding.
- Continue to identify businesses who are not members of the Chamber.
- Continue to enhance membership services and benefits.
- Continue to increase the quality of life in Childersburg.
- Implement a quarterly luncheon.