

Pekin Area Chamber of Commerce  
Board of Directors  
Strategic Plan  
Adopted May 9, 2012

Vision: The Pekin Area Chamber of Commerce will lead the effort to create a vibrant business environment in the Pekin area

Mission: Provide opportunities for Pekin area businesses to succeed

Objectives / Strategies:

1. Promote a pro-business agenda
  - a. Advocacy
    - i. Develop a stronger, proactive government affairs program
  - b. Collaboration
    - i. Continue our leadership in CIRCLE
    - ii. Continue our advocacy collaboration with the Illinois Chamber
    - iii. Continue our collaboration with Tri-County Chambers' Regional Road Project Priorities
  - c. Information Sharing
    - i. Develop new government affairs communication vehicle that regularly updates our members on city, county and state legislation, business news and issues
  - d. 2012 Priorities
    - i. Redesign our government affairs program with a re-energized committee
    - ii. Launch new government affairs communications vehicle
2. Promote economic development in Pekin and the region
  - a. Mentoring
    - i. Develop a mentoring program for new businesses that involves existing members in mentoring roles
    - ii. Analyze the viability of a small business incubator for Pekin

- b. Collaboration
  - i. Collaborate with the City of Pekin on a retention visit plan
  - ii. Continue to be the leading advocate for Veterans Drive
  - iii. Take a leadership role in the development of a comprehensive economic development plan for Pekin
- c. Quality of Life
  - i. Continue to manage a successful Marigold Festival
  - ii. Continue to manage the July 4<sup>th</sup> Honor America Fireworks Celebration
- d. Marketing
  - i. Redesign the chamber's websites
  - ii. Develop a plan to market our community assets, especially PCHS' strengths
- e. 2012 Priorities
  - i. Collaborate with the City of Pekin on a retention visit schedule
  - ii. Redesign the Chambers' websites
- 3. Provide members with benefits and services that meet their needs
  - a. Restructure Membership Dues
    - i. Develop new dues structure that enhances member value and optimizes revenues
  - b. Networking Events
    - i. Develop plans to increase networking opportunities and attendance
    - ii. Identify ways to get national brands more involved in chamber activities and programs
  - c. Training / Education
    - i. Develop partnerships with EA/AAIM, Bradley, ICC, other chambers, and members to co-sponsor trainings and educational programs
  - d. Leadership Development
    - i. Manage the annual R. David Tebben Community Leadership Academy
  - e. Restructure Committees
    - i. Restructure the committees to align with new strategic plan
  - f. Shared Promotions

- i. Manage an annual Business Expo
  - ii. Develop website promotional opportunities for members
- g. Market Benefits of Membership
  - i. Redesign the chamber website
  - ii. Redesign promotional materials
- h. 2012 Priorities
  - i. Implement new dues structure and plan to optimize revenues
  - ii. Develop training partnerships
  - iii. Restructure committees to align with new strategic plan
  - iv. Redesign the chambers' websites
  - v. Solicit membership/support from large area employers