



The Roane Chamber strives to be a reliable resource for the business community; work to create a stronger Chamber through membership; provide events, workshops and programs that help bring members, as well as non-members, together and help them succeed; and develop policies that create strong Chamber leadership. Plans are re-evaluated throughout the year and may change if new initiatives or issues arise.

FY22 PROGRAM OF WORK

July 1, 2021 – June 30, 2022

Published: July 2021

1. Be a Reliable Resource for the Business Community:

Help small business owners, support non-member businesses and meet member's needs through advocacy and working on projects and programs that facilitates and/or promotes quality of life, asset development, and leadership.

- A. **Ambassador Program:** the 10-year program was created to assist in calling on current Chamber members for feedback and input, which has become a vital and significant asset in recruiting new and retaining members, while also helping businesses with resources and tools to succeed and giving back to the community in a variety of ways.
- B. **Annual Legislation Agenda:** advocate and support initiatives and efforts that help facilitate economic growth and improve business conditions and overall community development. This includes development and expansion of key economic drivers; support of community and city efforts; and supporting strong education programs for students and the future workforce, while also opposing those efforts that would negatively impact growth.
- C. **Leadership Programs:** advocate, support and partner with other organizations and businesses to grow and develop leadership programs to develop Roane's future leaders.
 - a. **Youth Leadership:** continue to partner and support this program that develops Roane's future leaders.
 - b. **Leadership Roane County:** continue partnership with Roane State to provide resources for the program, specifically planning the tourism and economic development days, and as needed.
 - c. **East Tennessee Regional Leadership Assoc (ETRLA):** provide support for ETRLA as requested and to help plan and support Roane County's day/session.
 - d. **Tennessee Association of Community Leaders:** host the TACL Conference in Roane County in October 2022
- D. **Education & Workforce Development:** Workforce initiatives have become a necessary focus to ensure existing businesses and industry have the skilled workforce they need, which is also necessary for recruiting new industry, business and residents. The Roane County Industrial Development Board (RCIDB) leads this program, but is shared with the Chamber, who administers the Lunch and Learn program and other business workshops. For specific initiatives under this program view the RCIDB Program of Work.
- E. **Green Team:** Educate locals on mission of Green Team and advocate for a green/clean community.

2. Grow and Retain Chamber Membership: The Roane Chamber typically has focused on increasing new members, when historically, membership has only been able to remain in the low 400's, with a recorded low of 347 in 2014. At the TVA Strategic Planning Session, the recommendation was to start "focusing on membership retention, retaining a renewal percentage of total members each year," help small business owners and support non-member businesses.

- A. **Develop/Create Opportunities for Member Networking**, including but not limited to Popup Parties, Chamber Chat Coffees and Networking Breakfasts and After Hours;
- B. **Develop/Create Ways to Provide and Add Benefit to Members**; as identified or opportunities arise;
- C. **Provide Literature and Information About Membership and Business Best Practices**:
 - a. "How to Get the Most out of Your Membership" handout
 - b. How To Use ChamberMaster Effectively
 - c. Chamber Website & Newsletter Advertising Opportunities for Members
- D. **Support Non-Member Businesses**

3. Increase Non-Dues Revenue Generating Events & Programs:

- A. Printed Roane County Maps to Generate at Least \$2,500 in Non-Dues Revenue
- B. Consider Outsourcing the Chamber Member Directory for similar non-dues revenue as the maps
- C. Jingle & Mingle Holiday Market, November 13-14; expanded to a 2-day event and adding additional sponsorship opportunities
- D. Shop Local Program
 - a. Shopping Spree Contest, November 13 – December 13
 - b. Shop Small Day/Super Saturday
 - c. Promote Specific/Special Shopping Days and/or Events in the Year; i.e., Tax Free Weekends, Easter, etc.
- E. Women in Business (4-part Speaker Luncheon) begins in September
- F. Consider holding a Senior Living Expo and/or other niche events or programs important to members and community
- G. Annual Elected Officials BBQ, September 28
- H. Annual Legislative Breakfast, early January, presenting Roane Chamber's 2022 Legislative Agenda
- I. Continue the Success of the Gala & Awards Banquet

4. Review Roane Chamber Documents and Policies for Updating, Including the Bylaws

Pam May, President/CEO, leads the planning and development of the Roane Alliance team and its programs on behalf of the 27-member Roane Alliance Board and 27-member Roane Chamber Board. The Roane Alliance Team works together to provide support and execution of the programs of work for each partner organization, with the following specifically leading and focused on the Roane Chamber:

- **Tori May**, Chamber Manager, leads the Roane Chamber programs on behalf of the 27-member Roane Chamber Board;
- **Allen Lutz**, Education & Workforce Director, leads the education and workforce programs for the IDB and Chamber; while
- **Teresa Jackson**, VP of Operations, provides support and services for Chamber members and visitors, and administers the ThreeStar Program and Green Team for the county;
- **Kaley Hill**, Communications & Marketing Manager, provides planning and execution of the marketing plan, campaigns & published collateral for each partner; Kaley also provides planning and development of the Retire Roane program.

Other team members include:

- **Justin Snow**, VP of Economic Development leads the Industrial Development and ECD programs on behalf of the 9-member Roane County Industrial Development Board;
- **Scott Stout**, Visitor Services, is the lead and provides planning and development of the Tourism program; while
- **Cary Parten**, Fiscal Services & Office Manager, provides support and oversight on all budgets and financials, including the RCIDB and the Roane County ETC Project LLC.