

2017 Business Plan
Kaufman Chamber of Commerce
David Parker, Chairman of the Board

Mission: To Provide Resources that will enable Kaufman area businesses to thrive

The Chamber of Commerce - The business of a thriving community

BUSINESS PARTNERSHIPS – Melinda Polk - Chair

The strength of the business community in Kaufman is the primary focus of the Chamber. This committee's goals are to identify resources and programs that will enhance member benefits.

In 2016, this committee set up the survey that members had the opportunity to fill out in December. The survey results inspired some great program ideas. In 2017, this committee will pare those ideas down and set up some Lunch & Learn events to meet some of the identified needs of our members. In the last couple of years, the Chamber offered "Ask an Expert" Programs that gave our small businesses access to resources they may not have in house, including Human Resources, an Attorney, Tax and Accounting Experts and Risk Management and OSHA professionals. The Lunch time programs will continue this vein and bring in programs to inform our members and strengthen their businesses.

This committee will also identify new businesses forming in our area and connect with them as they are starting to assist in finding resources and information. Establish the Chamber as the 'go to' place for business information.

The Chamber Partners with the Small Business Development Center and Workforce to provide services for new and existing small businesses to identify and address their needs. The SBDC is available in the Chamber office every Wednesday and offers free business counseling and services for developing and existing businesses.

Each Board member will partner with at least ten of our members to help communicate the messages of the Chamber, invite them to events and be a Chamber resource.

Continue the Quarterly Membership Luncheons. During 2017, these are scheduled Mondays, March 6th, May 1st August 7th and November 6th. The 2017 Membership Luncheons will be held at the Kaufman County Library Community Room. This will be a networking opportunity for those who attend along with a brief overview of the quarter and upcoming events by staff. New members will be recognized at the Quarterly Luncheons and presented with their plaques.

MARKETING Laura Melton & Ajith Pai - Chairs

This is a new Committee, inspired by the survey results from December 2016. The survey showed that although the membership identified the things we do as the things they

found important not everyone knew what we were doing to address those items. We recognize that not everyone receives their information the same way. The Marketing committee seeks to shrink these gaps.

A "Chamber Basics" class will be offered starting in 2017 prior to each of the Quarterly membership luncheons to help new, future and existing members understand the benefits that are available to them through the Kaufman Chamber of Commerce, including some options that do not require participations at events.

This team will also seek to engage current members at a higher level, as well as develop a welcome packet for new members including gifts and discounts from current member businesses.

Working with this committee to assist in their goal to shrink the communication gaps, when renewal notices go out this year, members will also be asked to update their contact information and include a preferred method of communication. The committee will also evaluate our current methods of sharing information and see if there are additional opportunities.

LEADERSHIP Pete Weisenberger, Chair

This Committee formed in 2016 was tasked with reviewing and updating the core documents for the Chamber, including updating the mission and vision for our organization, the Chamber Bylaws and operating policies.

In 2017 this committee's goals include, in partnership with the city of Kaufman, identifying and recruiting home developers to Kaufman to seriously look at building additional housing in our city. As we grow, and have more employment opportunities we need housing as well.

We have a great opportunity on the horizon of possibly partnering with the city of Kaufman in developing a community center and future offices for the Chamber of Commerce, EDC and the Senior citizens. This committee will analyze the feasibility of this prospect and if found agreeable, map out a plan and agreement with the City.

Additionally, this committee will focus on jobs; helping identify the needs of employers, working with Trinity Valley Community College to develop curriculum for the Workforce Development programs and if needed, hold a job fair to help fill current openings.

The Leadership team will also focus on the Chamber financials as they relate to future capital purchases such as computers and make sure that the resources needed are planned for and funded appropriately.



While the aforementioned committees have their tasks and goals for the year, the following items are also focuses of the Chamber of Commerce. These are addressed jointly by the board and the staff.

CERTIFIED RETIREMENT COMMUNITY –

As a Certified Retirement Community, designated by the State of Texas, the City of Kaufman has an opportunity to position itself as a designation, not only for retirees, but for families and businesses to move to our Community. In 2016, this designation helped the City of Kaufman to obtain an \$8000 Grant from the Department of Agriculture to provide landscaping improvements to Shannon Park.

Broad Goals

Implement the Marketing plan that was developed through the application process. Identify weaknesses in our local offerings and make strides to remedy these.

Develop partnerships to create literature advertising Kaufman as a Certified Retirement Community. Work with the Texas Department of Agriculture and the Kaufman EDC to share the information.

Develop a page of the Chamber's website specific to retiring in Kaufman. Create a "button" on the front page of the website to encourage visitors.

VISITORS & TOURISM

When visitors come to Kaufman to attend a meeting, a special event, a sporting contest or to visit local points of interest, the community attracts outside money. These visitors purchase meals, lodging, fuel and groceries as well as shop for goods and services while here. Events and meetings are also an excellent way to introduce new people to the community who may later choose to buy, build, live or work here, move their business here or retire here.

Broad Goals

Create awareness that Kaufman is a destination for visiting landmarks, memorials and attending special events. Attract outside visitor dollars to our local restaurants, motel and retail businesses by providing advertising and promotion for community events in 2017.

Advertising & Promotion

Through the Chamber newsletter, web-site, e-mail and Facebook, promote the following community events:

- Kaufman County Jr. Livestock Show
- Memorial Day Ceremony to Honor Veterans
- Independence Day Parade & Picnic to Celebrate our Country's Birthday
- Scarecrow Festival and Parade (promote, support and produce)
- Other Festivals
- Christmas on the Square Event/Lighted Parade
- Assist with other events as resources allow

Continue to receive more than 3,000 visitors each year at the chamber offices.

Continue to pass out maps to visitors (> 1000 in 2016).
Continue to distribute phone books to visitors and newcomers.
Continue to produce and distribute tourism and shopping guides.
Continue to develop and produce newcomer's guides for the community.
Continue to pass out or mail newcomer packets to families who are thinking about moving here or who have just moved here.

Seek ways to promote the Vietnam Memorial Wall of Texas. Research opportunities to partner with the Veteran Riders associations to see if there are ways we could work together to draw attention and visitors to the wall.

Tourism Contract with the City of Kaufman

Through a contract with the City of Kaufman, the Chamber of Commerce will organize, promote and hold an annual Scarecrow Festival in October continuing the Friday evening Concert.

Assist the City of Kaufman with the Independence Day event. The Chamber will work to increase the scope and attendance in 2017.

The Chamber will host the Christmas Event on the Square coordinating with Keep Kaufman Beautiful's event and with the City's Lighted Parade.

Chamber staff will work closely with city staff to explore other tourism event options to bring people to Kaufman to visit, as well as enhance those currently in place.

INTERNAL OPERATIONS

Community Development

Attracting wealth to a community through economic development, small business development and tourism programs, is in a large way, accomplished by positive developments in all areas of the community.

Broad Goals

Improve communications, health care opportunities, marketing local businesses, transportation, small business opportunities, appearance of the community and volunteer options for the Kaufman area.

Texas Health Presbyterian Hospital Kaufman

Support the Community Health Council through participation in events.
Actively promote and participate in hospital health fairs, promotions, celebrations, etc. throughout the year.

Community Appearance

Support and promote the Keep Kaufman Beautiful Board efforts on cleanups, recycling, landscaping and improving the general appearance of the community. Support the City's Neighborhood Improvement project as needed.

Community Center

The Chamber will explore the opportunity to partner with the City of Kaufman on creating a community center and possible future office space for the Chamber and the EDC. The Chamber's goals in this endeavor would be to have a space for the Civic Auction, Awards Banquet and other Chamber functions as well as office space. We will also explore the possibility of incubator space for new businesses.

Public Education

Recognize outstanding teachers and administrators at the Chamber's annual banquet. Assist KISD with school to work initiatives, vocational education and career days. Support and promote the communitywide back to school program.

Provide "Ribbon Cuttings" for the new Chamber members and post photos on website and/or Facebook.

Provide the Kaufman Herald with regular community updates and ribbon cutting information.

Assist small businesses by increasing sales and profitability through programs such as networking events, business spotlights, promotions, events and campaigns in addition to providing business referrals each year.

Update and distribute Newcomer, Restaurant, Hotel, Shopping and Entertainment Guides.

Golf Tournament - Roy Ferrell - Chair

Plan, organize and host the Annual Golf Tournament in May with the goal of netting \$24,000. Set for May 8, 2017.

Civic Auction

Plan, organize and host the Annual Civic Auction in September with a goal of \$43,000. Set for September 23, 2017.

Investments

Invest Chamber reserve and operating funds in a way to get the highest return with minimal amounts of risk.

Economic Development

Economic Development creates jobs, attracts new payroll dollars, attracts new families to move in and near Kaufman and generates additional sales and profits for all local businesses. Economic Development provides new opportunities for investment to the existing tax base, enhances sales tax receipts and creates additional commercial, service and retail jobs through increased demand for products and services.

Broad Goals

Assist existing businesses, industries, developers and retail firms in Kaufman to grow and expand locally with priorities of tax generation, job creation and capital investment.

Create a climate that encourages existing businesses to choose to add shifts or expand locally as they find new markets, expand their product offerings or as a demand for existing products increases.

Kaufman Economic Development Corporation

Assist the EDC board members and staff in accomplishing objectives of their 2016/2017 business plan.

Retail

Work closely with the Kaufman EDC to attract at least two retailers in 2017 that will provide 40 new jobs and \$3 Million in sales. Continue efforts to assist in making Kaufman an attractive destination for major national and regional retailers.

Business Expo

Host a Business Expo along with the annual membership meeting and banquet.
February 28, 2017

Small Business Development Center

Continue to partner with Trinity Valley Community College. The SBDC representative is available in the Chamber office on Wednesdays and by appointment. Assist with new business trainings.

Manufacturing/Distribution

Develop a formal business retention and expansion program for existing industries. This should include at least one staff/volunteer visit per year and an informal survey on doing business in Kaufman. Facilitate the meetings of the major employers at each of their locations to encourage resource and information sharing.

Community Profile

Update the Kaufman Community Profile that includes population, climate, transportation, wages, taxes, utility information, incentives, major employers, etc. Include Recognized School District and Recognized Campuses in the publication this year. Collect and provide demographics. Provide for latest available traffic counts, site layouts and topographic maps when needed.

Advertising/Promotion

Provide news releases when appropriate to countywide print and electronic media on groundbreaking, expansions etc. Continue to produce brochures, packets, community profiles, demographics etc. Use these materials to respond to prospects and to develop leads.

Partnerships

Continue to take a leadership role in the Community Leadership Council. This group will meet on the first and third Wednesdays of the month at 8:00 a.m. and the location will change quarterly.

Continue to work with and advise the Kaufman Economic Development Corporation Board in developing strategies to improve the business climate of Kaufman. In 2017 The

EDC board will be working with a consultant and key Community people to develop a future strategy. The Chamber of Commerce will be a part of this process.

Rooftops

Support local developers to add additional single family or multifamily homes to Kaufman. This is a major focus of the City, EDC and the Chamber of Commerce in 2017. Additional rooftops will help Kaufman recruit more employers and retail opportunities.

Governmental Relations

Kaufman area businesses can and should have a strong voice in city, county and state government through a strong chamber of commerce.

Broad Goals

Identify issues, monitor proposals, ordinances and legislation. Develop and communicate pro-business positions on city ordinances, county ordinances and state legislation and regulation affecting the growth and profitability of Kaufman business and industry.

City of Kaufman

The Kaufman Chamber supports the partnership and excellent relations with the City Council, City staff and Kaufman Economic Development Board and staff.

Encourage chamber board members to serve on city boards and commissions when asked. Inform Board members about city council and planning and zoning meetings to encourage their participation.

Kaufman County

The Kaufman Chamber supports spending 100% of money budgeted for indigent care on indigent health care needs in Kaufman County.

State of Texas

Assist in organizing Kaufman County Day in Austin in March of 2017. Present the Legislative Agenda agreed upon by KCLC stating positions on State of Texas issues, regulations, taxes, education, transportation, etc. and communicate them to the state legislators.

Kaufman County Leadership Council

Continue to serve as the Administrators for Kaufman County Leadership Council and Leadership Kaufman County.

Key Events for 2017

February 28	Business Expo and Annual Banquet
March 6	Quarterly Membership Luncheon sponsored by TVEC
March 26-28	Kaufman County Day in Austin

March 1-4	County Jr. Livestock Show
April 4	Lunch & Learn at Dickey's BBQ
May 1	Quarterly Membership Luncheon sponsored by STAR Transit
May	Countywide Cleanup
May 8	Annual Golf Tournament
May 28	Memorial Day Ceremony
June	Networking at Paul Murrey Ford
July 1	Independence Day Celebration
August	New Teacher Luncheon
August	Networking at TVEC
August 7	Quarterly Membership Luncheon sponsored by Kaufman County Credit Union
September 23	Civic Auction
October 27-28	Scarecrow Festival
November 6	Quarterly Membership Luncheon
December	Lighted Christmas Parade, Tree Lighting & Christmas on the Square