

# 2022 BUSINESS PLAN PROGRAM OF WORK



Sarah Spooner  
CHAIRMAN OF THE BOARD

*Mission:*  
*To engage in and encourage rising trade*

 (972) 932-3118

 AGLASSCOCK@KAUFMANCHAMBER.COM

 [WWW.KAUFMANCHAMBER.COM](http://WWW.KAUFMANCHAMBER.COM)

 607 E. FAIR ST. KAUFMAN, TX 75142

# MEMBERSHIP SERVICES

The Chamber will have our traditional events; Annual Meeting/Awards Banquet & Business Expo, Golf Tournament, Quarterly Membership Luncheons and Auction. We will add in the Economic Summit and bring back the Networking events, after hours etc. to meet various time constraints. We will also be continuing Google webinars and revitalizing the Lunch & Learn sessions.

Increase the number of personal visits to members by staff and Board members. Increase member visibility and promotion on Chamber Social Media Sites including Facebook, Twitter, LinkedIn and Instagram.



## COMMUNICATIONS/MEMBER RELATIONS

Board Members will have "Visiting Cards" that they can leave at a member business they've visited.

Continue to provide Welcome Packets for new residents by having the packets available at the City Hall front desk to be distributed to new residents as they arrange for water hook ups. These packets include a business directory, a map, a Newcomers guide provided by The Kaufman Herald and a welcome letter from the Chamber.

## GOLF TOURNAMENT

Plan, organize and host the Annual Golf Tournament in early May with the goal of netting \$27,000. Set for May 2, 2022

## CIVIC AUCTION

Plan, organize and host the Annual Civic Auction in September with a goal of \$45,000. Set for September 24, 2022

## ECONOMIC SUMMIT

Expand on the 2021 Economic Summit event to bring in Informative speakers that will share data on the growth in and around Kaufman. Set for August 11, 2022





# MEMBERSHIP SERVICES



## COMMUNICATION AND MEMBER EVENTS

"Chamber Chat" e-mails will be sent to Chamber members weekly that will list upcoming events, new and renewing members, helpful hints, member focus and a member of the week.

Start a New Member Orientation that will educate new members (and current) on member benefits and how to utilize Chamber Master to benefit their business.

New members will be recognized at the Quarterly Luncheons and presented with their plaques. Quarterly Membership luncheons will be held in the new Kaufman Civic Center March 10th, May 12th, August 25th and November 10th.

Host multiple Networking events throughout the year and rebrand from "Networking" to something more "Social"

Provide Lunch & Learns to focus on topics our membership is interested in. Do a short survey to ascertain what the topics will be.

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

Provide "Ribbon Cuttings" for the new Chamber members and post photos on Facebook. The Kaufman Herald will post the photo in the newspaper.

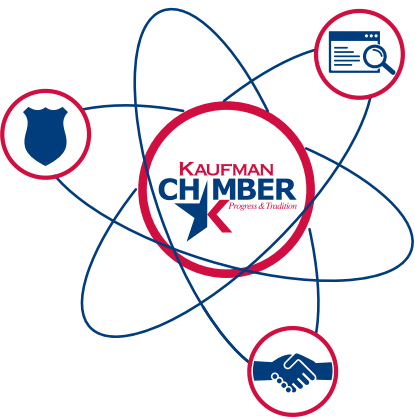
Assist small businesses by increasing sales and profitability through programs such as networking events, business spotlights, promotions, events and shop local campaigns in addition to providing business referrals each year.

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



# BUSINESS RESOURCES

Identify new businesses forming in our area and connect with them to assist in finding resources and information. Establish the Chamber as the 'go to' place for business information.



Partner with the SBDC and Workforce Solutions to provide services for new and existing small businesses to identify and address their needs. The SBDC Representative offices at the Chamber of Commerce one day a week.

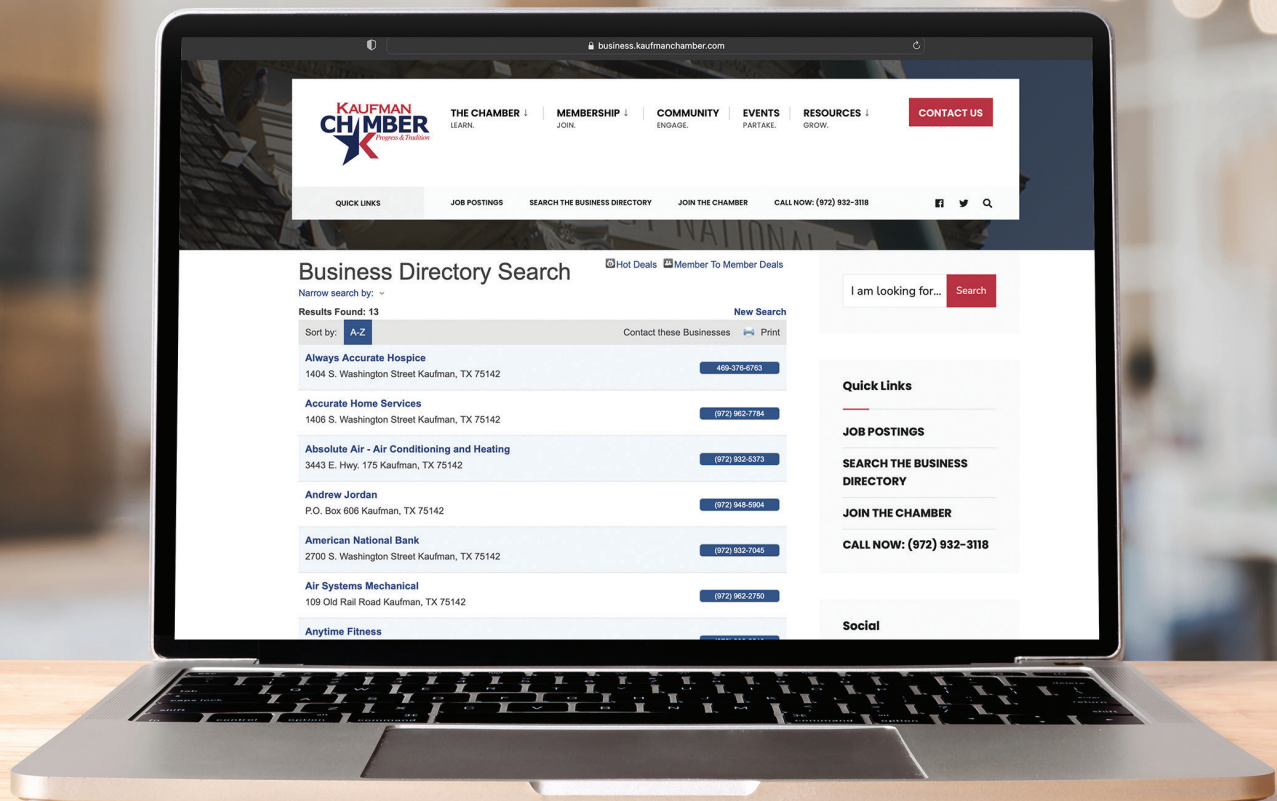
Partner with the Kaufman Police Department on their Business Crime Watch Program

Encourage Members to utilize the tools available on Chamber Master to improve their footprint on the Chamber website, to post jobs, member to member discounts and events. Members can also register for any Chamber event online.

Work closely with Workforce Solutions for North Central Texas to help member businesses find employees or train their current staff.

The Chamber Website has a resource tab that contains several resources available to members including a Business & Investment Assistant Tool.

The Chamber Board room is available for member businesses to use complimentary for either shared workspace or as a private meeting room. The space can also be rented by non-Chamber members.





# 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

Kaufman is proud to have the only hospital in the County. It is important to support the Hospital and look for ways to encourage their growth which will be crucial with all the housing that is going in around the county.

## 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. Promote County wide Clean up and Recycling events. Share and encourage the Matching Grants available through the EDC to improve the exterior of business buildings.

## 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 KISD in their efforts to work with TVCC to improve the opportunities that Kaufman students have, to promote their future careers.

Advocate for TVCC to develop a 4-year curriculum and Campus in Kaufman

Partner with KISD to recruit member businesses to host Interns starting in the 22/23 school year

Develop a scholarship program that rewards students who work at Member Businesses. The goals of this initiative are threefold: to provide member businesses with employees, to highlight job opportunities in Kaufman following graduation and to incentivize students to work locally while in school.

Continue to meet quarterly with TVCC, KISD and other stakeholders to ensure that Kaufman students are able to train in the fields that will complement the needs of Kaufman employers.

# 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.

The Chamber of Commerce contracts with the Kaufman Economic Development Corporation for half of the CEO's time. This is a very good partnership, because there is so much overlap between the two organizations. Both are in place to create growth and prosperity in our community.



## 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. Work with the City, County, ISD, and EDC to accomplish specific goals on the Tip Strategies Strategic Plan.

## BUSINESS/JOB FAIR & EXPO

Host a Business Expo along with the annual membership meeting and banquet. Assist local businesses with Job Fairs as needed.

## 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.

Work with major employers to arrange opportunities to meet and share available resources.

## 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.



# ECONOMIC DEVELOPMENT



## SOCIAL MEDIA

Continue the robust Social Media Plan developed in 2020 that involves the Board and Staff posting and promoting members on a regular basis. Add items such as Fun Fact Fridays, Business Spotlights, member videos, Facebook live, member post shares etc.

Host sites on Facebook, Twitter and Instagram. Link these together for ease of posting or utilize a platform such as Hootsuite to manage.

Continue to use the W.A.C.E. Ad widget to put together Chamber Ads for social and print media.

Add to the Blog on the Website, developed in 2021 and add member spotlights as they are done along with other content provided by staff, guest writers and Chamber Think Strategies.

## ADVERTISING/PROMOTION

Provide news releases when appropriate to countywide print and electronic media on groundbreakings, expansions etc. Continue to produce brochures, packets, community profiles, demographics etc.

## PARTNERSHIPS

Continue to take a leadership role in the Kaufman County Leadership Council. This group will meet quarterly in the Civic Center. Continue working closely with the City of Kaufman, Kaufman EDC and Kaufman ISD to address shared goals.

## ROOFTOPS

Support local developers to add additional single family or multifamily homes to Kaufman. Encourage developers to use local suppliers.

## TRANSPORTATION

Work with STAR Transit and the City of Kaufman to promote STAR Transit

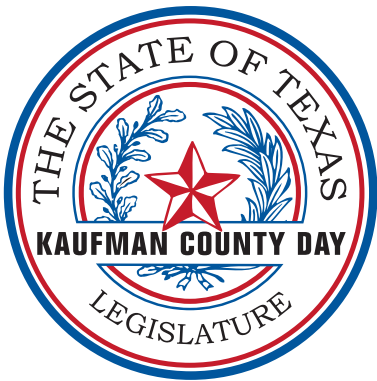


The Chamber supports the extension of the service roads on 175 past the Justice Center. This is critical for the safety of employees working at three major employers at the beginning and end of shifts. It will also be important for developing the properties east of the Justice Center.



# 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, 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 the partnership and excellent relations with the County, Commissioners, Judge and others. As the administrator for Kaufman County Leadership Council, it is critical to keep these relationships strong

## STATE OF TEXAS

Assist in organizing Kaufman County Day in Austin March 27 - 28 of 2022. Assist KCLC in developing the Legislative Agenda for the 2023 Legislative session, 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.

## ADVOCACY

Take a more aggressive role in advocacy on our member's behalf. This includes bringing bills and initiatives that will go before our legislators and local governments that effect our businesses.



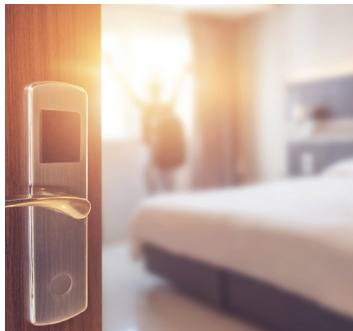


# KEY EVENTS FOR 2022

FEBRUARY 15	BUSINESS EXPO AND ANNUAL BANQUET
FEBRUARY	COUNTY JR. LIVESTOCK SHOW
MARCH 10	QUARTERLY MEMBERSHIP LUNCHEON sponsored by Sugar Rock
MARCH 27-28	KAUFMAN COUNTY DAY IN AUSTIN
APRIL	NETWORKING EVENT
MAY 2	ANNUAL GOLF TOURNAMENT AT CEDAR CREEK COUNTRY CLUB
MAY 12	QUARTERLY MEMBERSHIP LUNCHEON
MAY 30	RIDE TO THE TEXAS WALL & MEMORIAL DAY CEREMONY
JUNE	LUNCH & LEARN
JULY 2	JULY 4TH PARADE & RED WHITE & BOOM!
AUGUST	FILL GOODY BAGS FOR NEW TEACHERS (KISD & KCS)
AUGUST 11	ECONOMIC SUMMIT
AUGUST 25	QUARTERLY MEMBERSHIP LUNCHEON sponsored by TBD
SEPTEMBER 24	CIVIC AUCTION
OCTOBER	LUNCH & LEARN
OCTOBER	NETWORKING EVENT
OCTOBER 22	SCARECROW FESTIVAL
NOVEMBER 11	VETERANS DAY CEREMONY
NOVEMBER 10	QUARTERLY MEMBERSHIP LUNCHEON sponsored by TBD
DECEMBER 3	LIGHTED CHRISTMAS PARADE, TREE LIGHTING & CHRISTMAS EVENT ON THE SQUARE

# 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 2022

## HOTELS

A hotel study was contracted by the Kaufman EDC in 2019 which revealed that an 80-100 room hotel would do well in Kaufman. Visitors up to this point have often sought hotels outside of Kaufman that offered points. With this study, Kaufman intends to seek a Name hotel that will draw people to stay in Kaufman. There are multiple available sites for such a hotel. The addition of a hotel to Kaufman will add to the use of the Civic Center for conferences and trainings.

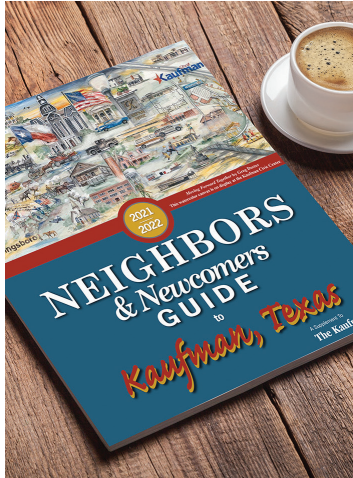
## ADVERTISING & PROMOTION

Through the Chamber newsletter, web-site, e-mail, Facebook, Twitter, Instagram, events, the Chamber Directory and The Kaufman Herald promote the following community events:

- Kaufman County Jr. Livestock Show
- Memorial Day Ceremony to Honor Veterans
- July 4th Parade & Red White & Boom Event to Celebrate our Country's Birthday
- Scarecrow Festival and Parade (promote, support and produce the vendor and parade portions)
- Christmas on the Square Event/Lighted Parade
- Assist with other events as resources allow



# VISITORS & TOURISM



## ADVERTISING & PROMOTION (CONTINUED)

Continue to receive visitors each year at the chamber offices.

Continue to pass out maps and directories to visitors.

Work with The Kaufman Herald to develop and distribute a Newcomers Guide.

Continue to produce and distribute tourism and shopping guides.

Continue to develop and produce newcomer's packets to new residents that are handed out at City Hall when new residents move to Kaufman and sign up for water service.

Continue to pass out or mail newcomer packets to families who are thinking about moving here or who have just moved here.

Continue to provide space for Member Businesses to display business cards and information in the Chamber office for visitors and to include in packets mailed out.

## TOURISM AGREEMENT WITH THE CITY OF KAUFMAN

The Chamber of Commerce will support large community events run by the City of Kaufman by organizing vendors (as needed) and parades for these events. The Chamber's membership software lends itself well to these projects and the staff is familiar with running these pieces of the festivals.

The Chamber will work closely with the Kaufman County Historical Commission on opportunities to promote the Poor Farm and develop future publications and promotions.







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