



Denton Chamber of Commerce
STRATEGIC PLAN
April 1, 2012 – March 31, 2017

KEY GOALS

ADVOCACY

BRANDING

TRIANGULAR FOCUS

TARGETED INVESTMENT GROWTH

PLAN AND MANAGE COMMUNITY GROWTH

FACILITIES



Component	Participants	Initial Findings
Central Organization PROGRAM & GOVERNMENT RELATIONS	Carl Anderson Jerry Mohelnitzky Co-Chairs Sharon Venable Paul Chandler Chuck Fremaux	<p><u>Short-Term:</u></p> <p>* GOVERNMENT RELATIONS PROGRAM</p> <ul style="list-style-type: none"> - Provide “suggestion box system” for members to report concerns with City of Denton development issues - Consider future co-sponsorships with area organizations for candidate forums. - Re-activate the Candidate Questionnaire process, initially for local races
Meetings: 6-8 6-24 7-20 8-3 8-9	Carl Anderson Tim Crouch Todd Price Kim Reasoner Rich Reynolds	<p><u>Long-Term:</u></p> <p>* GOVERNMENT RELATIONS/LEADERSHIP DENTON STAFF</p> <p>* Continue to monitor and advocate for:</p> <ul style="list-style-type: none"> - SURFACE TRANSPORTATION - AIR QUALITY - WATER RESOURCES <p>* 40-Year REACCREDITATION</p> <p>* COMMUNITY VISIONING</p>



Component	Participants	Initial Findings
Central Organization MEMBERSHIP BENEFITS & SERVICES	Larry Parker, Chair Sharon Venable Paul Chandler Chuck Fremaux Priscilla Sanders Mike Woods Alicia Taylor	<p><u>Short-Term:</u></p> <ul style="list-style-type: none"> * LONG-TERM MEMBERSHIP SCHEDULE * BENEFITS POLICY * YEAR-ROUND SALES, combined LEAD group volunteers and full-time commissioned sales
Meetings: 6-9 7-19 8-10 8-18		<p><u>Long-Term:</u></p> <ul style="list-style-type: none"> * MEMBER RETENTION * ORGANIZATIONAL SENSE of VALUE * CONTINUE TO RESEARCH and EXPAND BENEFITS and SERVICES



Component	Participants	General Findings
Affiliate Organization CONVENTION & VISITORS BUREAU	Chuck Fremaux, Chair Paul Chandler Sharon Venable Chuck Carpenter Kim Phillips	<p><u>Short-Term:</u></p> <ul style="list-style-type: none"> * SOCIAL MEDIA * INTERNSHIPS * REPORTING * PUBLIC AWARENESS <p><u>Long-Term:</u></p> <ul style="list-style-type: none"> * VISITOR CENTER/DENTON STORE (Leadership Denton class project presentation 4-12-12) * CONVENTION CENTER/FULL-SERVICE HOTEL * ADDITIONAL REVENUE STREAMS
Meetings: 9-1		



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Affiliate Organization ECONOMIC DEVELOPMENT PARTNERSHIP	Marty Rivers, Chair Paul Chandler Sharon Venable Michele Barber Greg Johnson Randy Robinson Chuck Carpenter Karen Dickson	<p><u>Short-Term:</u></p> <ul style="list-style-type: none"> * APPOINTMENTS to ED PARTNERSHIP BOARD. * NEW CONDITIONS for PUBLIC INCENTIVES (specific return-on-investment to the philanthropic and charitable community) <p><u>Long-Term:</u></p> <ul style="list-style-type: none"> * FUNDING SOURCES * PROFESSIONAL STAFF * OFFICE SPACE & TECHNOLOGY
Meetings: 5-12 8-1 8-29		



Component	Participants	General Findings
Affiliate Organization LEADERSHIP DENTON	Cameron Cox, Chair Sharon Venable Michael Fraga Brad Lahart Kim Phillips Michael Upshaw Chuck Carpenter	<ul style="list-style-type: none"> * SOCIAL MEDIA * ALUMNI CONNECTION (better engage graduates) * DIVERSITY (i.e. Sister Chambers, Young Professionals, the “creative community,” etc.)
Meetings: 6-9 8-12		<ul style="list-style-type: none"> * THE NEXT LEVEL (Continue regional component)



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BUILDING & LOCATION	Virgil Strange, Chair	Make best use of existing facilities and property for the chamber’s corporate offices. Pursue satellite options based on specific appropriate services.
Meetings: 5-17 12-19	Paul Chandler Sharon Venable Chuck Fremaux Chuck Carpenter	<ul style="list-style-type: none"> * IMPROVE ACCESS to the SECOND FLOOR * RE-CONFIGURE SECOND FLOOR * LOOK INTO PROPERTY DUE EAST of the EXISTING FACILITY