

**Committee: Business Showcase 2017**

**Chair: Lorenzo Jones**

**Date: April 2017**



Vision

***What are our long-term objectives for this Committee? (3-5 years)***

- To add value to existing membership by providing a vehicle of resources and benefits to participating Chamber members, including business visibility and media exposure, effective networking, as well as getting to know the competition, and having a stronger position in the community.
- To grow membership of the San Rafael Chamber of Commerce.
- To collaborate with other organizations and host a county-wide business expo
- To create a zero waste event model



Mission

***Why does this committee or task force exist?***

- To produce and execute a premier event that promotes the products, services and ideas of the Chamber Member businesses to the business community and the general public.



Champions

***Who are the Board Champions (Board Members Leading the Committee)?***

The Chair is: Board Director Lorenzo Jones and current Board Director, Pat Sorber.



Objectives

***What are the specific measures of success for this committee?***

- To meet and exceed planned revenue and net income and ensure that event is within budget
- To have active Committee participation and accountability
- Attain 90% satisfied and highly satisfied ratings from participants in follow-up survey
- Receive recognition for Best Chamber Event by NorthBay biz Magazine
- To increase stature of Showcase Committee by securing participation commitments and sell out the event
- To continue to accept requests from other business organizations in the County to allow their members to participate and use this model as a test case for growing and expanding the showcase to a Countywide event
- To maintain a minimum of 80% of exhibitors participating in the zero waste sustainable practices program
- To continue to engage the assistance and support from the Green Business Committee



Strategies

***How are we going to sustain this focus area over time? (Limit to one line or sentence)***

- Continue to grow the committee and develop chair growth matrix
- Improve marketing and advertising resources and opportunities
- Get more small businesses and major businesses involved
- Effectively produce a showcase that is productive and enjoyable for all participants
- Encourage new member participation
- Encourage recycling at event and participation from exhibitors in the zero waste sustainable practices program



Plans

***What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)***

- Implement registration processes (Committee & Events Manager)
- Continue with a Task Timeline (about 20 different components) for Committee Members (Committee & Events Manager)
- Increase advertising resources by partnering with Chamber members to produce / sponsor special invitations, small posters, payroll inserts, etc (Committee and Events Manager)
- Update and maintain Facebook events page and encourage committee members and general membership to vote in the NorthBay biz Magazine BEST OF READERS POLL (Events Manager)
- Facilitate and execute event; Continue to develop and maintain Committee growth matrix (Committee and Events Manager)
- Debrief and plan for next year's event