



## BORGER CHAMBER OF COMMERCE 2008-2009 PLAN OF WORK

### Business and Economic Development

#### **Targeted Goals:**

- *Create a forum for business affinity groups (networking programs.)*
- *Support existing business and create an opportunity for new businesses*
- *Provide educational support to businesses to further business retention and development*
- *Support initiative of BEDC and City of Borger*

#### **Networking Events:**

Meet other chamber members at networking events to share ideas, have some fun, and recruit new business for your business.

#### **Quarterly Newsletters/Mail-Outs**

Quarterly newsletters are provided to each chamber member to update Chamber information, activities and opportunities in the Borger area. As special events or opportunities arise the chamber sends out mail outs to notify chamber members of events that might be beneficial.

#### **Business Education Workshops/Seminars/Public Meetings.**

Topic-oriented seminars and/or workshop designed to provide Chamber members with updated information to enhance or improve their business capabilities and business skills.

#### **Annual Chamber of Commerce Banquet (Normally late March)**

The Chamber Banquet is an annual event celebrating the organization and honoring the Citizen of the Year. Awards along with entertainment highlight the evening for Chamber and community members.

### Community Development

#### **Targeted Goals:**

- *Support projects and initiative to improve appearance of town*
- *Develop opportunities for attracting commerce*
- *Collaborate with regional tourism initiatives*

#### **Improve/Enhance City Appearance:**

Co-sponsors with the City of Borger, to hold the semi-annual Trash Bash aimed at beautification. Encourage cleaning up around business locations as well as city areas to keep our city 'visitor ready'.

**Beauty Spot of the Month:**

Provide recognition for attractive business and home sites encouraging business and residential owners to create a community of choice for others.

**Pump Jack Project:** Provide a tourism venue to bring people to town to view innovative designed /decorated and vintage/heritage pump jacks. Project is designed to provide a means of circulating tourist through the City to view and to shop at different locations. This will provide our city a wide recognizable symbol. An oversight committee of Chamber, City, and other representatives will guide this project.

**Downtown Merchant's Beach Bash:** Participate in this event, by helping to publicize & entering a booth, in order to provide quality family fun.

**Tourism Venues 2008-2009****Spring Carnival (May 21<sup>st</sup> – 24<sup>th</sup>)**

The Chamber makes necessary arrangements for The Pride of Texas Carnivals to visit our area for kids of all ages to enjoy.

**Annual Christmas Parade (1<sup>st</sup> Monday in December)**

This event ushers in the Christmas Season in Borger with a 'lighted entry' Christmas parade.

**Christmas Business and Residential Lighting Contest (December)**

Providing a holiday look for Borger by encouraging businesses and individuals to 'Light' Borger for the season.

**Red Coat Ambassador Events (Throughout the Year)**

Goodwill and public relations are the focus of this group of Chamber volunteers. Ribbon cuttings, greeting visitors to the city or hosting at Chamber events make this group highly visible in the community.

**Borger Summer Celebration July 17, 2008:** A fun-family time in Huber Park is provided in a joint effort by the City of Borger and Borger Chamber of Commerce. Entertainment, food and game booths provide a way for businesses, civic organizations, churches and non-profit groups to showcase who they are and have an opportunity to meet community and area citizens.

**Community Health Fair: (Exhibit Board opening in May)**

A joint partnership with several agencies, the Borger Chamber of Commerce works to facilitate an area-wide health fair to help business members and individual citizens have an opportunity to improve their health through knowledge and screenings.

**Friends of Lake Meredith & Alibates:**

The Friends of Lake Meredith & Alibates will be supported as a tourism venue for Borger. Building and enhancing a wide range of recreational opportunities designed to bring people to Borger is the goal of this tourism effort.

## Education/Government Leadership

### **Target Goals:**

- *Build/Enhance a Leadership Base for Borger/Hutchinson County*
- *Provide knowledge of pending legislation affecting business*
- *Focus on goals to build a strong community*

### **Leadership Borger:** (September – April)

An eight-month leadership development program designed to reach future leaders with knowledge of their City and County. Participations are graduated at The Annual Chamber of Commerce Banquet and receive continuing education credits through Frank Phillips College.

### **Youth Employment Training:**

A day camp designed to expose teenagers to the business world to better prepare them for employment.

### **Governmental/Business/Transportation Issue Awareness:**

Issues, legislation and regulations affecting local economy and quality of life will be the focus of this committee designed to keep businesses abreast of current events.

### **Supporting Chamber Investors:**

Attracting members who strive to promote the economic base, community involvement and civic pride is our goal. Membership base is crucial to the function of the Borger Chamber of Commerce mission and in return for this investment; the Chamber of Commerce constantly strives to promote investors not only to Borger residents but to area communities. Attracting consumers to Borger through a number of events and activities, using various means of media to promote our business investors, and providing value-added services for Chamber Investors is an on-going commitment.

### **Business Workshops**

Provide workshops to help current & prospective business owners develop skills to enhance their businesses.

## Chamber Facilitation and Logistics

- *Review Board Requirements and update as needed*
- *Educate prospective board members of duties*
- *Continue and enhance strong communication base with businesses*
- *Oversee the function of the by-laws and other policies and procedures*
- *Review operations procedure manual in line with policies*
- *Implement audit recommendations*
- *Function in a fiscally responsible manner*
- *Monitor & Update Web-Site*