

GOAL 1: INFLUENCE ECONOMIC DEVELOPMENT IN A MANNER BENEFICIAL TO SOUTH LAKE COUNTY

01/01/10

OBJECTIVE	ACTION	OUTCOME WORK PRODUCT MEASUREMENT	RESPONSIBLE LEAD SUPPORT	TARGET DATE	√
1.1 Be a key player in development of County's Economic Development Plans	Provide input on comprehensive plan to include employment centers, light industrial, Class-A office and commercial uses along the West S.R. 50 and U.S. 27 corridors.	Meeting held with County Manager, Commissioner and County ED Coordinator to establish expectations and ensure implementation. Evidence of Chamber input included in Comprehensive Plan or Future Land Use Map (FLUM).	Public Policy and ED sub-committees	Ongoing	
	Focus on long-range transportation planning including developing alternate community gateways to the Turnpike East S.R. 50. Possibilities include the extension of the Expressway to Hartwood Marsh Road and the Turnpike-Minneola Interchange at Grassy Lake Road.	Meeting with Metropolitan Planning Organization to formalize requests.	Public Policy and ED sub-committees	ongoing	
		Meeting(s) with West Orange-South Lake Transportation Taskforce members to monitor progress of S.R. 50 widening project	Public Policy and ED sub-committees	03/01/08	x
		Meetings with Expressway and Turnpike Authorities to stay abreast of upcoming road projects that could effect South Lake.	Public Policy and ED sub-committees	ongoing	
	Ensure a SL Chamber ED Committee Member is actively involved with any developer designing a DRI that impacts the South Lake County region to ensure that the appropriate land is designated and set-aside for future Class "A" office space, warehouse space, light manufacturing and light industrial	Stay abreast of proposed DRIs. Facilitated meetings with developers (early on in process).	Public Policy and ED sub-committees	Ongoing	
		Awareness and involvement with the proposed Fast Track permitting program being formulated.	ED sub-committees	12/31/08	
		Communication of concerns where DRIs do not provide appropriate land designations for employment centers and commercial corridors.	Public Policy and ED sub-committees	Ongoing	
	1.2 Take a key role in supporting business and economic development in the South Lake service area.	Establish marketing budget to promote South Lake County to companies seeking to relocate to the Central Florida region.	Database of existing resources from Lake Welcome Center, School Board, Hospital, Chamber, cities, EDC and businesses, i.e. maps, directories, school info and community profiles.	Chamber Staff	12/31/2010
Document identifying what local area marketing will be necessary. Bids on creating these materials			ED sub-committee	06/30/11	
List of local projects that have a positive economic development impact on area			Public Policy and ED sub-committees	Ongoing	

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(1.2 continued) Take a key role in supporting business and economic development in the South Lake service area.	Establish "Go Team" and Resource Directory for South Lake. The "Go Team" would be a predetermined group of business, education, healthcare and housing experts that could address areas of concern to company executives investigating the possibility of relocating to South Lake.	Identification of funding sources for South Lake ED Marketing materials	ED sub-committee	10/31/10	
		Identification of key contacts in Education, County, Cities, Utilities, Healthcare and Housing sectors	ED sub-committee	06/30/08	x
		Assembly of "Go Team" members for orientation session to discuss services standards, confidentiality and overall goal	ED sub-committee	06/30/08	x
	Establish a Resource Directory that would give team members a list of subject matter experts on such topic as affordable housing, permitting, etc.	Creation of resource directory of key contacts	ED sub-committee	01/31/09	x
	A. Develop city-by-city demographic data that provides snap shot of important statistics such as population, housing mix, average wage, average home price, schools, places of worship and municipal contacts	Creation of survey aimed at eliciting above facts; Database of facts created	ED sub-committee	03/31/08	
	B. Conduct inventory of existing workforces, utilities, telecommunications, housing, healthcare, education options (public and private), places of worship, fine arts, and recreational opportunities for South Lake service area	Survey South Lake municipalities including county, cities, school board, etc.	Chamber Staff	12/31/09	
	Focus on improvement of Quality of Education including support of Health Sciences Magnet School proposed on LSCC campus in South Lake County	Meetings scheduled with Education and Public Policy sub-committees of Chamber to create united front in support of Medical Arts Magnet School	Chamber Leadership	04/30/07	x
		Representation of business community at forums, workshops and public meetings where Magnet School will be topic of discussion	Chamber Leadership	Ongoing	
		Business community support of the Magnet School effort	Chamber Leadership	Ongoing	

GOAL 2: ENSURE GROWTH IN CHAMBER MEMBERSHIPS, MEMBER ENGAGEMENT AND SERVICES

01/01/10

OBJECTIVE	ACTION	OUTCOME WORK PRODUCT MEASUREMENT	RESPONSIBLE LEAD SUPPORT	TARGET DATE	√
2.1 Grow membership to 1,000 by 12/31/2012	Recruit 200 new members; Retain 82% of membership	850 membership roster at 12/31/08	Membership Director; Member ship Services Com	12/31/08	x
	Recruit 200 new members; Retain 75% of membership	800 membership at 12/09	Membership Dir: Membership Services Comm.	12/31/09	x
	Recruit 180 new members; Retain 72% of membership	780 membership at 12/31/2010	Membership Dir; Memberhsip Servces Comm.	12/31/10	
	Board members recruit minimum of 2 new members each. Ambassadors recruit 1 new member each.	36 new members recruited by Board; 20 new members through Ambassadors	Board and Ambassadors	ongoing	
2.2 Annual Recruitment and Retention plan doc.	Annual Recruitment and Retention plan doc.	Action plan for recruitment and retention	Membership Director and Ambassadors	01/31/10	x
	Target past dropped members	20 return members	Staff, Membership Services Committee	03/31/10	
	Target referral group members not currently Chamber members	Sales of 10% of each referral group	Staff	12/31/08	x
	Reinitiate Board of Directors "60 day pipeline"	Retain 1 member per Board Member, total of 18 per year	Staff	05/31/07	x
	Member survey at 6th month mark.	25% response rate; Survey results.	Staff	annual	
	Needs Assessment and program development for service areas outside of the Clermont hub	Document for Board discussion and program development	Membership Dir; Member Services	06/30/09	
	Create small task forces for Groveland/Mascotte and Four Corners. Task force to include Board member from that area to act as Chair	2 task force(s) developed	Membership Dir; Member Services	12/31/09	
	Consider formation of Area Councils	10% increase in participation of membership outside of Clermont hub.	membership dir; Member Services	12/31/10	

GOAL 3: THE CHAMBER WILL BE A LEADER IN SHAPING PUBLIC POLICY ISSUES THAT IMPACT THE SOUTH LAKE BUSINESS COMMUNITY

01/01/10

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3.1 The Chamber will be a leader in shaping public policy issues that impact the South Lake business community.	Develop and maintain list of key public policy issues. Summarize and when appropriate, educate members regarding these issues and the potential impacts.	Listing created. Accessible via website, and via email.	President; Public Policy Committee	05/07/07	x
	Host regular Public Policy meetings with focus on a public policy issue of interest with associated speaker to discuss the topic to better educate and inform committee members.	Meeting summaries to Chamber office.	President, Public Policy Committee	ongoing	
	Provide for additional opportunities for committee members to meet elected officials and government leaders.	Contact list related to committee members meetings with these officials. 20 attend Lake County Days from South Lake area.	President; Public Policy Committee; ED Committee	ongoing	
	Ensure that a South Lake Chamber PP Committee member is a liaison to provide input with any developer designing a DRI that has the potential to impact South Lake county in order to be informed of all issues related to this development.	Meetings conducted. Outcomes for distribution.	President; Public Policy Committee; ED Committee	ongoing	
3.2 The Chamber will be an effective supporter of the Lake County Chamber Alliance	Actively seek members of the South Lake Chamber who wish to assist with the continued development of the Chamber Alliance.	List of 2 -3 members who actively work to further develop the role of the Lake County Chamber Alliance.	Public Policy Chair	12/31/07	x
	Contribute issues that can be considered for support by the Chamber Alliance which impact South Lake County and could impact all of Lake County.	List of issues considered for potential support by Lake County Chamber Alliance.	Public Policy Committee	ongoing	

GOAL 4: ENSURE ADEQUATE RESOURCES TO SUPPORT CHAMBER CAPITAL NEEDS, AS WELL AS PROGRAMS AND INITIATIVES.

01/01/10

OBJECTIVE	ACTION	OUTCOME WORK PRODUCT MEASURE	RESPONSIBLE LEAD/ SUPPORT	TARGET DATE	√
4.1 Identify and secure best option for Chamber Headquarters	Initiate & complete search for Chamber headquarters location	Secure office location	Board, Headquarters Committee, President	12/31/2010	
	Identify and evaluate needs and options for Chamber headquarters	Option summary, cost/benefit evaluation	Headquarters Committee and President	09/30/10	
	Report & recommendation to Board on best building/location option for Chamber Headquarters	Written report and recommendation to Board	Headquarters Committee	10/31/10	
	Design and engineer plans for new office space	Architectural drawings and building plans	Staff, Executive Committee Board	03/31/11	
	Ensure that capital funds are sufficient for building construction and cash flow can cover a lease/mortgage	Reserve fund sufficient to cover capital costs; revenues sufficient to cover lease/mortgage	Finance Committee, Treasurer, President	12/31/10	
	Plan & implement move to new offices	New furniture, technology	Staff, Board	06/30/11	

GOAL 5: THE CHAMBER WILL EXPAND ITS ROLE AS THE PREMIER BUSINESS ORGANIZATION IN SOUTH LAKE COUNTY

01/01/10

OBJECTIVE	ACTION	OUTCOME WORK PRODUCT MEASURE	RESPONSIBLE LEAD/ SUPPORT	TARGET DATE	√
5.1 Distinguish the South Lake Chamber from other community organizations	Develop with the assistance from outside consultants, marketing/branding package that identifies South Lake Chamber to multiple audiences as the premier Business organization through its programs and services.	Formal Marketing/Advertising package	Staff and Outside Consultant	12/31/10	
	Undertake communications review including email, fax and other written communication	Document with recommendations for upgrade of immediate communications to members; new procedures adopted	Staff and Communications Task Force	06/30/10	
5.2 Provide timely authoritative communications	Review/restructure Business Beat	1. New, improved look newsletter. 2. Increased newsletter net revenue	Staff	6/30/2008	x
5.3 Create professional development options for members	Provide educational opportunities facilitation such as "Lunch and Learn" series	List of targeted topics: Accounting, Business Organization, Business Plans, Networking, Marketing, Stress Management	Staff and Member Services Committee	Ongoing	
	Research education options with Lake Sumter Community College for staff of Chamber members	Second education series with 10-15 attendees per session	Staff and LSCC	Ongoing	
5.4 Member needs/wants	Survey membership	1. 25% response. 2. Program development from responses.	Staff	1. annual 2. ongoing	
5.5 Increase Networking Services	Develop additional informal networking opportunities	3 additional monthly opportunities with 10-12 attendees	Staff	ongoing	