



STRATEGIC PLAN

Johnstown Milliken Chamber of Commerce

Created by The Tallent Company

Johnstown Milliken Chamber of Commerce

Overview:

The Johnstown Milliken Chamber of Commerce is focused on three areas.

THE ABC'S OF JMCC:

Attract: Attracting new businesses to our strong, prosperous communities.

Build: Building and growing our current businesses and helping them increase their success and prosperity.

Connect: Connecting residents & businesses by building new relationships and continuing to foster established ones.

The ABC's of JMCC will be accomplished through communication, outreach and relationship building.

MISSION STATEMENT

The mission of the Johnstown-Milliken Chamber of Commerce is to promote the business interests of its members and to enhance the economic well-being of its community.

Strategic Goal 1: Attracting new businesses.

The Johnstown Milliken Chamber of Commerce will focus on attracting new businesses to the towns of Johnstown & Milliken.

STRATEGIC OBJECTIVES:

- 1.1 Creation and development of relationships with developers and commercial real estate agents to assist in the communication and relationship building of potential businesses.
- 1.2 Build a sales funnel & communication strategy within the JMCC website and other communication outlets for new leads that can potentially be shared with the Towns to work together on enticing new businesses.
- 1.3 Being a continued advocate for the business community by sharing success and struggles with Town staff and Council/Board.

CONTEXT:

The Johnstown & Milliken communities have the land available and developers open to seeking new businesses for the area. By being a conduit between Town and developer, the JMCC can market to and refer new leads to the Towns.

Strategic Goal 2: Building & growing the current business community.

The JMCC will focus on building and growing our current businesses and helping them increase their success and prosperity.

STRATEGIC OBJECTIVES:

2.1 The JMCC will host multiple round tables and offer opportunities each year for the business community to discuss their successes and struggles of being a business in the community.

2.2 From the feedback provided by businesses, JMCC will seek and create educational business opportunities and events focused on growing a business in Northern Colorado.

2.3 The JMCC Ambassadors will focus on reaching our current businesses and creating opportunities to hear their needs and invite them to participate in chamber events.

CONTEXT:

It takes strategy to grow a business. A chamber of commerce's goal should be to assist in educating and giving businesses the resources to grow without doing the work for them. The JMCC will focus on education in areas like business development, marketing, human resources, accounting and more. Exact classes will depend on the needs of the business community each year.

Strategic Goal: Connect business & residents.

Johnstown Milliken Chamber of Commerce will work to connect residents & businesses by building new relationships and continuing to foster established ones.

STRATEGIC OBJECTIVES:

3.1 The JMCC will create and deliver community focused events that create the opportunity for businesses to interact with potential customers.

3.2 JMCC will host networking focused events for business to business relationships to grow.

3.3 Business networking groups will be created and developed in accordance with the needs of the business community.

3.4 Giving back to the community will be a focus under relationship building. In honor of Mayor Scott James, a community leader for philanthropy, the organization will begin #PleaseDoGoodStuff where it highlights businesses that give back to the community. The chamber will also work to create large scale give back opportunities for all businesses to participate in together.

CONTEXT:

Relationship building is one of the strongest ways for a business or organization to grow. Creating opportunities for businesses to meet and get to know each other better or working together to help others, will lead to positive, beneficial relationships for all.

Johnstown Milliken Chamber of Commerce

Conclusion

With support from the Town of Johnstown, Town of Milliken, and the business community, the Johnstown Milliken Chamber of Commerce can accomplish the goals within this strategic plan. The Johnstown Milliken Chamber of Commerce will keep in mind the unique differences of the two towns and find ways they can continue to collaborate and achieve economic success together. While the organization will work to keep the events & programming equal and fair to each community, the towns business may require different support and the JMCC is prepared to provide a high level of service to every chamber member.