



**Greater La Porte
Chamber of Commerce**

GREATER LA PORTE CHAMBER *of* COMMERCE 2017 Program of Action

Mission Statement

The Greater La Porte Chamber of Commerce will champion issues facing business, focus on the improvement of the quality of life in our community; and be a team consisting of the Board of Directors, staff and volunteer members providing a catalyst for prosperity and growth.

Vision Statement

The Greater La Porte Chamber of Commerce is a leader and active participant in progressive community development by enhancing the quality of healthy lifestyles for the entire community and advocating its member needs.

Chamber Values Statement

Chamber volunteers and staff will provide a superior standard of service to members.

We believe active community involvement is good business.

We are committed to the value of teamwork at all levels of the organization.

We will recognize committed volunteers and staff- our foundation and our future.

We will continue in our strong tradition of integrity and professionalism.

General Chamber Administration

Mission: To support the Chamber's mission and vision statements by providing proactive leadership necessary to achieve maximum use of financial and operational resources.

Finance

- Review and recommend approval of the annual operating budget which accurately reflects the financial performance of the Chamber
- Review monthly financial statements and reports and communicate the current financial conditions of the Chamber to the Board of Directors
- Set future financial goals that will provide fiscal strength to current and proposed Chamber programs.
- Maintain Technology Fund
- Plan and establish new sources of non-dues revenue
- Maintain, LMA, LPAC, Santa Parade, Sunflower Fair, and Chamber Financial Records

Administration

- Increase membership goal for 2017 by at least 10% over 2016 for 35 new members.
- Increase Chamber volunteers by recruiting new members to each of the committees.

- Collaborate with area Chambers of Commerce to provide workshops/seminars relevant to business needs and concerns.
- Provide educational opportunities for our members by conducting and developing workshops/seminars.
- Continue to offer staff training opportunities and community involvement, participation in service organizations (Lions, United Way, Jaycees, NIHRMA, DECA board)
- Host Member Appreciation Holiday Reception
- Operate the Chamber Trustee program and sponsorship levels
- Attend Indiana Chamber Executive Association (ICEA) classes

Marketing/Member Networking

Mission: To promote the Chamber and its activities to the community and to its members. Continue our efforts on developing a marketing strategy to educate the community as to the direct and indirect benefits of the Chamber. Develop marketing materials with branding consistency.

- Provide publications, lists, and labels of business to members and non-members at a nominal fee.
- Develop and maintain a social media strategy for outreach to members and prospects
- Provide relocation/visitor information packets promoting La Porte
- Publish a Chamber Membership Directory & Buyers Guide (Every other year)
- Provide recognition for our Chamber members through the use of weekly emailed newsletters and various state/local awards, Business person of the Year Award and Salute to Business Awards, Community Business of the Year Award, John C. Hargrave Ambassador of the Year Award, Chamber Weekly Emails
- Explore various ways to expand the community's tourism base by continuing work as a visitor information center
- Maintain and enhance the Greater La Porte Chamber of Commerce website marketing our community
- Keep members informed of Chamber Activities and Events
- Maintain web link between the city of La Porte, and the La Porte County Convention and Visitors Bureau
- Continue to increase Chamber presence in the media regarding its available information, programs, events, membership benefits and development activity.
- Continue Hosting and Maintaining Sunflower Fair and LPAC websites
- Maintain link on Chambers website for Commercial Real Estate through the Northwest Indiana Realtors Association.
- Maintain link on Chambers website for Industrial Real Estate through the Greater La Porte Economic Development Corporation.
- Continue Christmas season promotion/buy local campaign
- Expand participation and promotion in the Chamber Buck gift certificate program with a possibility of implementing gift cards in 2016
- Conduct 6 Chamber Luncheons/Breakfasts Seminars
- Conduct 4 Business After Hours, Quarterly

- Conduct Ribbon Cutting Ceremonies when requested
- Conduct a Salute to Business Luncheon
- Conduct a State of the City and State of the County Luncheon
- Conduct a Spring and Fall Economic Briefing with Purdue North Central, Michigan City Chamber and Westville Chamber.
- Conduct La Porte Chamber Day at Four Winds Field
- Continue co-sponsoring the Santa Parade and operation of Santa Chalet
- Continue to be Chamber liaison to the following City Committees: Business Improvement District Board.
- Continue to serve on the GLEDC Board.
- Continue to serve on the NIPSCO Citizen's Advisory Committee, Howmet Citizen's Advisory Committee, and the Regional Development Corporation.
- Continue to serve on the Northwest Indiana Chamber Executive Legislative Policy Board and the Indiana Federation of Chambers, the North Central Chamber Coalition with documentation, and US 30 Coalition.
- Report to Board on any significant items that affect Chamber businesses (items of a non-confidential nature).
- Continue to be a referral source for Chamber Member business to parties interested in doing business locally.
- Continue to permute Google indoor project, Quarterly

Membership Services Division

Mission: To involve a group of active Chamber members in the development and growth of the Chamber through the use of membership recruitment, retention programs and membership events.

Membership Committee

Focus on bringing new members into the Chamber:

- Helping businesses with what the Chamber has to offer
- Answer questions on the benefits and costs
- Lookout for new businesses in the area and welcome them to the community and join the Chamber
- Annually incentives will be offered

Ambassadors Committee

- Deliver Member Appreciation items
- Conduct 50 goodwill calls to existing members
- Assist new members on getting the most out of their membership
- Conduct 25 "Thank you" retention walks in the community
- Continue to be the welcoming arm of the Chamber at events
- John C. Hargrave "Ambassador of the year" Award
- Attend Ribbon Cuttings

Government & Community Development Division

Mission: To represent the interest of the Greater La Porte Chamber of Commerce business community regarding legislative and regulatory issues influencing the economic vitality of the area at the local, state and federal levels. Provide support and recommendations on issues affecting the business community.

Governmental Affairs Committee:

- Represent business interest before the Indiana General Assembly, the United States Congress and any State or Federal regulatory bodies, if needed
- Maintain and strengthen the effectiveness of a grass roots network within the Chamber leadership to communicate the Chamber's position to City/County Councils, State or Federal elected officials
- Provide Chamber members the opportunity to meet with local elected officials through the following avenues:
 - Conduct 2 Third House Sessions with Purdue North Central, Michigan City Chamber, and Westville Chamber.
 - Elected Officials Reception
- Support efforts made by the downtown Business Improvement District board of directors.
- Monitor local government issues and pursue specific issues when appropriate.
- Continue to cultivate our relationship with the Michigan City Area Chamber of Commerce, Westville, Wanatah and Hanna Chambers of Commerce, adopting joint resolutions and meeting regularly to discuss issues of mutual concern.
- Participate in regional government-related issues, perhaps through the efforts of the Northwest Indiana Forum.
- Maintain open line of communication with area state lawmakers, and influence lawmakers on relevant legislation affecting local and state business entities.
- Enhance relationship with state-based business advocacy groups like the Indiana Chamber of Commerce, Indiana Manufacturers Association and the Indiana Federation of Chambers Northwest Indiana Chambers, and North Central Indiana Chambers Coalition.
- Monitor and participate in position statements adopted by the Indiana Chamber Executives Association.
- Work with State and Local Government to secure truck routes around La Porte developing an Economic Development Corridor.
- Monitor the Indiana General Assembly Legislation including the following Areas:
 - Education
 - Transportation
 - Economic Development
 - Labor relations
 - Tax Public finance
 - Environment and Energy
 - Health Care & Workforce Safety
- Monitor the Board of Public Works, La Porte City Council, La Porte County Commissioners, La Porte County Council, La Porte Area Plan Commission, City Traffic Commission.

- Broadly represent Chamber interest in transportation issues.
- Continue to monitor our 2017 policy positions

Education Committee

Mission: To champion School-to-Work programs and initiatives designed to help prepare our future workforce.

- To serve multiple facilitation roles in the La Porte community for education/business and human services sectors, for an improving quality of life, for all citizens by providing the tools to be ready for school, work, or life.
- Host annual New Teachers Welcome Luncheon and recognize Student and Teacher of the Year
- Continue to market the Work Keys Assessment in La Porte County Schools and business.
- Continue to support the Work Ethic Program
- Continue to support the Workforce Development/ Vocational Education Training Center in La Porte.
- Expand the Adopt a School Program and Mentoring Program
- Continue the Business Showcase program at the high school. (send out quarterly)
- Promote Business and Education Engagement Opportunities Menu to members

Business Retention/Expansion Division

Mission: To promote the economic growth of the La Porte area through the retention of our area's existing business and industry base, and through the promotion of small business development.

Retention/Expansion Committee:

- Conduct a minimum of 75 retention/expansion calls to local manufacturing and service companies, focusing on an education program that promotes local and state incentive programs and financing opportunities.
- Partner with Indiana Economic Department Corporation providing Business Retention & Expansion and providing information on financial incentive programs.
- In coordination with the Greater La Porte Economic Development Corporation, develop plan of action for companies seeking assistance, or for those companies that are troubled or in need of community business assistance programming.
- Maintain Retention Survey
- Participate in La Porte County Revolving loan fund and Business Development Grant loan fund
- Continue relationship with the Small Business Development Center and the Partners In Contracting Corporation
- Provide local SBA, ISBDC counseling services at the Chamber

La Porte Manufacturer's Association

Mission: To provide the local manufacturing businesses with programs and services that will enhance their ability to expand and conduct business

- Enhance and develop LMA section within the Chamber Website.
- Conduct joint Bi-Monthly meetings between La Porte and Michigan City La Porte Manufacturing Associations.

LEAF Affairs Division

Mission: To plan, promote and provide funding for the enhancement of the economic development of the greater La Porte area.

- Provide funding for economic development/retention programming delivered by the Greater La Porte Chamber of Commerce.
- Explore and examine possible future use and investment of LEAF Funds that will enhance the overall economic conditions for the City of La Porte and its businesses. Such programs may include but are not limited to GAP financing, land acquisition, and participate in the Community Development Partnership LLC, etc.
- Participate in the operation of the La Porte Community Development Corporation.
- Provide a conduit for fundraising campaigns to support the La Porte Main Street Program, Plaza 618 and the Maple City Boat Race.

LPAC La Porte Political Action Committee

Mission: The Mission of LPAC is to educate and inform the Chamber Membership of the qualifications and political positions of candidates running for elections, and will assist our members in being informed voters.

- Determine Candidate races important to business
- Develop Candidate questions
- Publish candidate answers to the questionnaire to the public and chamber members.
- Conduct candidate forums when applicable
- Provide information on LPAC Website

La Porte Main Street Program

Mission: To sustain and revitalize downtown La Porte through partnership, organization, events, promotion and economic restructuring.

Vision: Downtown La Porte will be a place of vibrancy, defined as increased private investment, economic development, walkability, engaged community, and place making.

Downtown Organization

- Maintain and support the downtown association dedicated to the mission and vision for downtown La Porte.

- Engage the association's Volunteer Steering Committee to assist in making decisions legitimate to downtown businesses, including, but not limited to, events, promotions, design aspects, economic and incentive programs, retention programs and an online presence.
- Research and develop funding mechanisms
- Establish association as a viable voice of downtown interests
- Ensure way to measure success, maintain list of current businesses and available properties

Programs

- Revive, maintain, fund and innovate new and current downtown events.
- Promote pedestrian/bicyclist friendly programs and events downtown.
- Promote and guide building owners and businesses through the LPUEA grant process
- Increase community engagement through volunteerism and event attendance
- Build upon sponsorships to support programs
- Retention and recruitment program
- Operation of Santa Parade and the Chalet, Sunflower Fair, Friday Night at the Movies, Taste of La Porte, Maple City Pub Crawl, Winter Fest, Downtown Trick-or-Treat, Cookie Walk, and any additional downtown events and programs.
- Assist stakeholders that fund position with any additional needs.