

Chamber Strategic Plan 2015-2017

Executive Summary



GREATER LAS CRUCES
CHAMBER OF COMMERCE

MISSION

The mission of the Greater Las Cruces Chamber of Commerce is to provide valuable services for our members, enhance and sustain the economy, promote the community and serve as the leading voice and public policy advocate for business in the Greater Las Cruces region.

VISION

We want to lead our community to greater prosperity.

OBJECTIVES

- Promote a strong local, regional and state economy.
- Advocate on behalf of business with government.
- Support workforce development.
- Provide opportunities to build relationships and gain access.
- Deliver programs to help grow businesses.
- Increase quality of life through community stewardship.
- Promote leadership development.
- Increase public awareness of local business.
- Increase the financial base of the Chamber

Economic Development

Strategies

The Chamber will proactively explore and champion an aggressive economic development vision for our community by direct communication and engagement with city, county, regional and state officials to become the leading voice for a vibrant local economy.

Actions

- ✓ Create a Chamber Economic Development committee that focuses on growing our communities' economy from within.
- ✓ Continue to work with local government to implement fast-track development review, permitting and inspection processes.
- ✓ Continue to champion workforce development for a highly skilled and qualified workforce.
- ✓ Champion new ideas like a border tax buffer zone.
- ✓ Collaborate with regional and state entities on infrastructure for future needs.
- ✓ Expand our role with the Foreign Trade Mission with Mexico
- ✓ Host a regional Economic Summit to identify top priorities.

GOAL

Create an internationally competitive business environment that facilitates job creation and retention resulting in a vibrant local economy.

Advocacy, Governmental Relations & Public Policy

Strategies

The Chamber will play the lead role as the independent voice of business by maintaining an active, informed presence at meeting of and with elected officials. Maintain the highest level of integrity and transparency throughout all of our advocacy efforts.

Actions

- ✓ Enhance and leverage our political capital on behalf of business.
- ✓ Champion common sense legislation and regulations as well as consistent and fair interpretation and enforcement.
- ✓ Recruit and endorse pro-business candidates for key elected and appointed positions.
- ✓ Support pro-business initiatives from elected officials or government organizations.
- ✓ Develop and introduce pro-business policies and legislation to our government officials.
- ✓ Promote the addition of a business ombudsman at both the city and county to work with businesses looking to locate or expand in the region.
- ✓ Use our political capital to hold our elected officials accountable
- ✓ Fund and staff an official government affairs officer for the Chamber
- ✓ Develop a chamber Political Action Committee

GOAL

Champion business issues with government and serve as the voice of the greater Las Cruces business community.

Leverage our influence to advance initiatives and policies that position us as the leading economic engine in our region.

Workforce Development

Strategies

The Chamber will become the umbrella organization assisting with Workforce Development, a key cog to the area's future development.

Actions

- ✓ Continue to work with the business community to support Skill-Ready Doña Ana
- ✓ Increase the level of business mentoring in the community
- ✓ Determine the direction to help fill the soft skills / essential skills gap in our area
- ✓ Seek to secure funding opportunities to insure sustainability of Skill-Ready Doña Ana
- ✓ Collaborate with other entities, i.e. The Bridge of Southern New Mexico, DACC, LCPS, to deliver best of breed service to the business community

GOAL

Expand Skill Ready Doña Ana and work with strategic partners to develop a workforce that can meet the needs of both existing and future business.

Connecting Business to Opportunities

Strategies

The Chamber will continue the successful networking events and educational opportunities already in place and expand into industry specific areas. Celebrate new business and significant business milestones in the community.

Actions

- ✓ Introduce more industry specific events and support for expanding business sectors.
- ✓ Promote the addition of a business ombudsman at both the city and county to work with businesses looking to locate or expand in the region.
- ✓ Partner more closely to leverage opportunities for local businesses to be a part of the growth taking place in Santa Teresa and future growth related to Spaceport America.
- ✓ Engage membership to utilize member marketing tools built in to our web platform.
- ✓ Assist the business community in leveraging opportunities.
- ✓ Continue to grow text messaging, social networking and radio/television communications to better engage the community.

GOAL

To equip and support businesses to capitalize on existing and developing opportunities in our region.

Chamber Sustainability

Strategies

To sustain the growth of the Chamber we must be relevant to the needs of our membership and provide the highest return possible on their investment. Implementing this strategic plan is a necessary step in accomplishing that goal in addition to what we are already doing.

Actions

- ✓ Introduce streamlined tiered dues structure and seek incremental additional support
- ✓ Increase new memberships through a new membership committee and on-line option
- ✓ Complete Heritage Foundation fundraising goals to finish Phase 2 by end of 2017.
- ✓ *The President's Advisory Council on Business and Economic Development*
- ✓ Recruit local experts and business leaders to be board members and committee chairs.
- ✓ Submit re-accreditation paperwork with the U.S. Chamber in 2015
- ✓ Develop a Relationship Management Plan that targets members, non-members and government officials alike

GOAL

To grow the resources of the Chamber to maintain and expand the scope of our work today and in the future.

EVENT/PROGRAM/FEATURE	Online Member	Foundational Member	Supporting Member	Building Member	Fostering Member	Cornerstone Member	Sustaining Member
INVESTMENT VALUE	\$ 99	\$250 - \$499	\$500 - \$1,999	\$2,000 - \$3,999	\$4,000 - \$6,999	\$7,000 - \$10,000	\$10,001 -
ROI			1	2	4	Unlimited	Unlimited
MULTI LIST - # OF LOCATIONS			1	2	4	Unlimited	Unlimited
CATEGORIES - PRINT & WEB	1	1	1	1	2	2	2
WORK COLLECTIVELY FOR CHANGE							
CANDIDATES FORUM	X	X	X	X	X	X	X
JOIN COMMITTEES	X	X	X	X	X	X	X
LEADERSHIP LC						Participant	Participant
SPOT ON GOVERNMENT AFFAIRS						X	X
LEARN FROM OTHERS							
US CHAMBER		X	X	X	X	X	X
NEW MEMBER BRIEFING		X	X	X	X	X	X
BUSINESS FORUM		X	X	X	X	X	X
UPDATE LUNCHESES (tix)							
<i>Legislative</i>			1	2	4	Table (8)	Table (8)
<i>Medical</i>			1	2	4	Table (8)	Table (8)
<i>Education</i>			1	2	4	Table (8)	Table (8)
<i>Spaceport</i>			1	2	4	Table (8)	Table (8)
<i>City/County</i>			1	2	4	Table (8)	Table (8)
<i>Governor's</i>			1	2	4	Table (8)	Table (8)
<i>Military</i>			1	2	4	Table (8)	Table (8)
CHAMBER GALA			1	2	4	Table (10)	Table (10)
MAXIMIZE YOUR COMPETITIVE ADVANTAGE							
DACC CLASSES - 10/yr	x	X	X	X	X	X	X
TECH LUNCH N' LEARNS		X	X	X	X	X	X
PRESCRIPTION DRUG CARD	x	X	X	X	X	X	X
CHAMBER U ACCESS		X	X	X	X	X	X
SKILL READY DONA ANA HIRING		X	X	X	X	X	X
JOB LISTINGS ON CHAMBER SITE		X	X	X	X	X	X
ACCESS TO INTERNSHIP.COM							
SMALL BUSINESS WORKSHOPS (tix/event)			1	1	2	2	2
GROW YOUR BOTTOM LINE- SAVE \$							
OFFICE SUPPLIES / SHIPPING		X	X	X	X	X	X
BUSINESS REFERRALS	X	X	X	X	X	X	X
CHAMBER RFP'S	X	X	X	X	X	X	X
BUSINESS SHOWCASE			Regular Booth	Regular Booth	Premium Booth	Premium Booth	Premium Booth
GMLC/GELC (tix/event)			1	1	2	2	2
MARKETING & VISIBILITY							
BROCHURES/CARDS DISPLAYED		X	X	X	X	X	X
LISTING IN ANNUAL DIRECTORY -BY NAME & BY CATEGORY	x	X	X	X	X	X	X
LISTING ON WEBSITE - SEARCHABLE BY NAME & CATEGORY	Basic	Enhnced	Enhanced	Enhanced	Enhanced	Enhanced	Enhanced
MEMBER LISTINGS - LABELS OR SPREADSHEET		X	X	X	X	X	X
RIBBON CUTTING - PHOTO IN BOTTOM LINE *		X	X	X	X	X	X
LISTINGS IN eBIZ - 2 PER YEAR		X	X	X	X	X	X
150 WORD DESCRIPTION ON WEBSITE		X	X	X	X	X	X
e-BLASTS			1	2	3	4	4
CLASSIC GOLF			Hole Sponsor	Hole Sponsor	Hole Sponsor	Foursome & Hole Sponsor	Foursome & Hole Sponsor
POST HOT DEALS ON WEBSITE			X	X	X	X	X
ADVANCED LISTING ON WEBSITE - IMAGES/VIDEOS			X	X	X	X	X
BUSINESS AFTER HOURS - TABLE				1	1	1	1
RELOCATION FULFILLMENT					Envelope Button ad	Insert Banner Ad	Insert Banner Ad - Homepage
WEBSITE AD					Sponsor 1/4 page ad	Sponsor Full page ad	Sponsor Full page Ad
EVENT/PROGRAM RECOGNITION							
SPONSORSHIP FOR EVENTS			Supporting	Supporting Building	Supporting Building Fostering	Supporting Building Fostering Cornerstone	Supporting Building Fostering Cornerstone Sustaining
LEADERSHIP LC						Day Sponsor	Day Sponsor
JUNIOR LEADERSHIP						Day Sponsor	Day Sponsor



505 S. Main St., Ste.134 | Las Cruces, NM 88001
575.524.1968 phone | 575.527.5546 fax
www.lascruces.org

Business or Individual Name: _____

Address: _____
Street Number City State Zip

Mailing address (if different from above): _____
Street Number City State Zip

Phone Number: _____ Fax Number: _____

Referred to Chamber by: _____ FT Employees: _____ PT Employees: _____

Membership Level: Online Member \$99* Foundational Member \$250-\$499 Supporting Member \$500-\$1,999
 Building Member \$2,000-\$3,999 Fostering Member \$4,000 - \$6,999 Cornerstone Member \$7,000-\$10,000
 Sustaining Member \$10,000+ Non-Profit 25% Discount *No Discounts apply

Business Category: _____ Business Category 2: _____
Category 1 (free) Category 2 (additional \$50)

Website: _____

Facebook Twitter Instagram LinkedIn YouTube Other: _____

Primary Contact: _____

First Name Last Name Title

Primary Contact Email: _____ Phone Number: _____ Ext. _____

Company Representatives (To add additional representatives please log into your account once activated):

Representative 1: _____
First Name Last Name Title Email Address

Representative 2: _____
First Name Last Name Title Email Address

Representative 3: _____
First Name Last Name Title Email Address

Please check the **most** important reason for joining the Chamber:

Advocacy Economic Development Workforce Development Networking Information/Education
 Referrals Website/Business Directory Listing Other _____

I hereby apply for membership to the Greater Las Cruces Chamber of Commerce. I agree that my Annual Investment will be \$ _____, payable on an annual basis. There is an additional one-time \$45.00 processing fee.
Please contact the Chamber office at 575.524.1968 to pay by credit card (Visa, Mastercard & American Express are accepted)

Signature: _____ Date: _____

Please submit your application to the Chamber via email (ttudor@lascruces.org), fax (575.527.5546), or by mail or in person to 505 S. Main St., Ste.134, Las Cruces, NM 88001.

For Chamber Use Only Secured by: _____ Date: _____



The Voice of Business in Southern New Mexico