

# Strategic Plan

Revised October 2016/Adopted January 2017

*Our mission is to be business based and community minded through partnerships, outreach and promotion.*

## Community Development

1. Continue local branding concept for general marketing.
2. Engage professional and medical services in Shop Local campaign
3. Develop relationships between key partners for a city marketing campaign.
4. Develop Home Base Iowa Program

## Membership Engagement

1. Maintain a retention rate of 95% for current membership w/ 300 members.
2. Monthly appreciation luncheons w/ members
3. Develop 1st year program to maintain 100% renewal rate
4. Continue orientation
5. Education on membership and on-line tools

## Volunteer Engagement

1. Develop a volunteer database.
2. Develop Silver Cord Program with Atlantic Community School, find someone to champion program
3. Develop volunteer training and appreciation
4. Track volunteer hours through out the year
5. Designate volunteer coordinator: responsible for engaging volunteers during events

## Business Development

1. Engagement in owner interviews through tour of Atlantic
2. Continue Workforce Alignment Efforts
3. Provide resources and tools to help members stay successful
4. Retention, Recruitment, Development
5. Build relationships with partners develop entrepreneurship in the area

