

Greater Casa Grande Chamber of Commerce

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2010 Business Plan

The Greater Casa Grande Chamber of Commerce has, since 1925, led in strengthening and promoting the business community; endorsing shopping and doing business locally, and in building partnerships with other non-profit organizations that serve the and of the Casa Grande area.

This business plan is the Chamber's guide to business expansion and development and maps out the Chamber's direction in enhancing the local economy and the quality-of-life in the Casa Grande area.

Mission Statement

The Greater Casa Grande Chamber of Commerce, as the voice of business, leads, promotes and develops opportunities for our members and community.

2010 Goals

- Build a Strong Local Economy
- Connect Business with Business
- Promote the Community
- Liaison to Government

Vision

- Strengthen the Chamber and its member organizations
- Create and sustain a strong network of entrepreneurs
- Support efforts to retain and expand existing businesses and to attract new businesses
- Enhance the economy and the quality of life in the communities we serve

Core Values

- Leadership
- Open Communication
- High Quality
- Cooperation
- Community Promotion
- Integrity

2010 Business Plan

To meet these goals for 2010, the Greater Casa Grande Chamber of Commerce has implemented the following tools:

Advocate for business by strengthening relationships with other community-building partners.

- Chamber Day at the Legislature
- Educational Partners of Casa Grande

Connect and communicate with the business community

- Website
- Monthly Chamber newsletter: print and e-mail versions
- Member Briefing
- Chamber directory/community publication

Programs and Events

- Business Tool Kit
- Buy Local – Shop Chamber First
- Customer Discount\$ Online program
- Online Job Board
- Direct link from Chamber website to members' sites
- Promoting Chamber Members – business updates in newsletter
- Issue, election and candidate information posted on website
- Ribbon Cutting and Open House promotions
- Getting To Know You* newsletter feature
- Lobby display for Chamber-member materials
- Referral of Chamber members
- Annual Dinner and Awards Program
- Business seminars and workshops
- Biz Outlook Luncheons
- Business Before Hours
- Business After Hours
- Survey members to keep current on expectations
- Home, Health, Garden Expo and Car/Motorcycle Show
- Business Showcase
- Golf Tournament
- SCF Arizona Association Safety Program
- Celebrating Women of Today and Tomorrow

Current Chamber Committees and Task Forces

- Business Ambassadors Committee
- Educational Partners of Casa Grande
- Financial Review Task Force
- Government Affairs Committee
- Safety Committee
- Winter Celebration Task Force

The Greater Casa Grande Chamber of Commerce welcomes communication with its members and the community. For more information on this plan and the Greater Casa Grande Chamber of Commerce, to give us feedback about the Chamber, or to join one of the committees and task forces of the Chamber, contact us:

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