

Greater Casa Grande Chamber of Commerce

575 N. Marshall St.
Casa Grande, AZ 85222
E-mail: chamber@cgmailbox.com
Web: casagrandechamber.org



520-836-2125
800-916-1515
520-836-6233 Fax

Greater Casa Grande Chamber of Commerce 2009 Business Plan

- *To strengthen the Chamber and its member organizations*
- *To create and sustain a strong network of entrepreneurs*
- *To support efforts to retain and expand existing businesses and to attract new businesses*
- *To enhance the economy and the quality of life in the communities we serve.*

The Greater Casa Grande Chamber of Commerce is the leader in the promotion of the business community, service organizations and of the Casa Grande area since 1925.

This business plan is the Chamber's guide to business expansion and development and ensures the Chamber's leading role in enhancing the economy and the quality of life in the Casa Grande area.

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:

Greater Casa Grande Chamber of Commerce
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Website: www.casagrandechamber.org

Mission

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

Vision

The Greater Casa Grande Chamber of Commerce exists to provide a forum where its members work together to make our community the best place to live, work, play, worship and learn.

Core Values

Leadership Open Communication High Quality Cooperation Community Promotion Integrity

2009 Business Plan

Goals

Branding the Chamber/Marketing Communications
Chamber Building/Funding and Chamber Financial Development
Business Tool Kit
Membership Retention and Growth
Community Relations and Community Development
Advocacy for Business

To meet these goals for 2009, 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

Continue to connect and communicate with the business community

Website
Monthly Chamber newsletter
Member Briefing
Chamber directory/community publication

2009 Programs and Events

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

Current Chamber Committees and Task Forces

Business Ambassadors Committee
Business and Industry Group
Business Tool Kit Task Force
Educational Partners of Casa Grande
Financial Review Committee
Government Affairs Committee
Image and Technology Task Force
Safety Committee
Winter Celebration Task Force
Women Leaders In Business
Workforce Development Task Force

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