

WE'RE IN BUSINESS FOR BUSINESS

Connect. Learn. Belong.

The mission of the
Robins Regional Chamber
is to promote the business interests
of members through advocacy,
building partnerships and education.

SIGNATURE ANNUAL EVENTS

Pinnacle Awards

Eggs & Issues Series

Robins Regional Outlook

PEO Review & Outlook

State of the Base

Robins Cup

Super Business After Hours & Expo

Middle Georgia Regional HobNob

Chamber Golf Classic

Robins Regional Christmas Parade

Robins REGIONAL CHAMBER

STRATEGIC PRIORITIES

Organizational Performance

- Dues Preservation - Set performance indicators for growth and retention
- Financial Stability - Build revenue while implementing operating efficiencies
- Staff Excellence - Invest in staff professional development
- Performance Measures - Identify performance metrics to support data-driven board decision making
- Maintain Operational Integrity
- Front Door of Community - Invest in "Organizational Image"

Membership Development

Recruit, Retain & Reward our members

- Ambassadors: Align program with renewed focus on member retention
- Put Members First: Utilize enhanced capabilities of website to:
 - Provide greater value to members through tools & resources
 - Track member benefits & usage - fulfillment reporting
 - Provide targeted communication via member preferences

Education & Leadership Development

Implement opportunities to develop leaders through mentoring, Leadership Robins Region and supporting education efforts in the community



Business & Community Development

Enhance member success by facilitating programs, benefits and services that improve the environment for business profitability and community development

- Business Benefits and Services - Identify the challenges and needs of business in order to develop programs, benefits and service of significance
- Access to Expertise - Promote access to leaders and subject matter experts, facilitated exclusively for members through the Chamber

Advocacy

Be the Voice of Business

- Influence - Affect change in public policy and elected leaders through documented strategic action by the Chamber
- Action - Take informed positions & support efforts on local/regional issues
- Visibility - Increase visibility of support for Robins Air Force Base from staff & volunteer leadership
- Collaboration - Collaborate with public and private organizations that support business and Robins Regional platform

Member Engagement & Communication

- Marketing - Improve awareness of programs and value through documented strategic action to reach internal and external audiences
- Engagement - Implement strategic approach to social media and use online resources to connect members with resources and subject-matter experts
- Focus - Reinforce message that RobinsRegion.com website is go-to resource for need-to-know information about the Robins Region and for member resources through external and internal print, web and social campaigns

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