



## **Business Plan 2019**

The vision of the Overland Park Chamber of Commerce is to be a premier chamber of commerce in the country, acknowledged for leadership effectiveness, member-focused services and success.

The mission of the Overland Park Chamber of Commerce is to enhance the business environment and quality of life in our community.

### **Member Success**

**Goal:** Provide superior value for our members' investment to enhance their growth and success

#### **Strategies:**

- Provide networking opportunities and other events to meet member needs, incorporating unique venues and targeted audiences to enhance business connections
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- Celebrate member successes through the Diplomats with grand openings and ribbon cuttings, promoting through social media, the newsletter, e-news and on the website
- Celebrate community and member good news at "Good Morning, Overland Park!", the Mayor's State of the City Address, and through the website, newsletter and social media
- Provide professional/leadership development and member connections through Executive Leadership Series and other events that showcase regional executive talent
- Provide marketing opportunities for members through newsletter, website, sponsorships, e-news, and other avenues
- Utilize the Chamber Foundation Center as a resource for members, prospects and the community as a home for community convening, exceptional member and community services and delivery of professional development and conferencing options.
- Enhance the strength of the Chamber through recruitment and retention of member/investors
- Customize member engagement with data-driven research in conjunction with the Communication/Branding Division to improve use of membership services and

improve member retention, including expanded communication deeper and across more levels within companies, use of technology, member meetings, and Member Orientations to increase connection with Board leadership and staff

- Broker expanded markets, new business opportunities, professional development and connectivity for members through forums, roundtables, programs and activities among specific leadership, demographic, geographic and industry sectors
- Foster member-to-member connections through lead generation and knowledge of member products and services, markets and needs
- Evaluate Chamber programs and services for effectiveness and relevance and explore new opportunities through the framework of the Horizons Initiative from the Association of Chamber of Commerce Executives
- Enhance engagement of young professionals with programming designed to equip them to lead, network, learn and contribute to community activities
- Provide opportunities for Young Professionals to engage with community leaders as a valued source of information on community issues
- Create a more welcoming culture and expand diversity in programming and members' workforce through partnerships with groups such as the Asian American Chamber of Commerce of Kansas City and the Hispanic Chamber of Commerce of Greater KC.

## **Job Creation and Economic Development**

**Goal:** Expand the revenue base and economic opportunities in Overland Park through job creation, capital investment and focus on talent recruitment and retention

### **Strategies:**

- Work with the City of Overland Park to expand the economic base through creation of high quality jobs and investments
- Enhance the focused retention plan for existing companies, increasing involvement of local executives and facilitating job expansion and retention, including industry/occupational roundtables, peer groups and events
- Assist retention efforts through special recognition of growing companies and major employers
- Expand tax base and job growth through support of retail development to enhance first-to-market offerings, increased occupancy, redevelopment and consumer choice based upon market research and demographics
- Enhance Overland Park's quality of place and experience through support of appropriate mixed-use development and redevelopment to serve the needs of young professionals through retirement
- Provide the business leadership voice regarding strategic use of public/private

partnerships to guide development to increase capital investment, jobs and workforce attraction and retention

- Strategically market Overland Park as more than a great place to raise a family through website and regional and national media exposure, partnering with the City, Visit OP and the business community
- Continue one-on-one engagement with developers, site consultants and prospective companies through site visits and consultant trips
- Convene regional employers and K-12 and higher education leaders to enhance the region's global workforce readiness, create opportunities for student, faculty and business engagement, and keep curriculum in sync with changing business needs
- Develop strategies to address unique needs of global companies
- Enhance value of EDC investment through additional services, communication, diverse luncheon venues and speakers/topics
- Create first-class prospect visits and special events, increasing interest in eventual job creation and investment
- Increase number of EDC investors, providing additional opportunities for involvement and increasing funds for investment in the marketing program
- Promote bio and life science initiatives
- Promote technology infrastructure
- Promote development of Class A office space
- Reinforce Overland Park's role in the region and state through cooperation with Johnson County Partnership, KCADC, Kansas Department of Commerce and Kansas Economic Development Alliance (KEDA), Global Cities and KC Rising
- Support the City of Overland Park's Vision Metcalf plan and ForwardOP initiatives relative to the goals of a high-quality built environment, diversity in housing, smart and connected infrastructure and state-of-the-art mobility
- Implement an internship program to provide post-secondary students with valuable experience and career exploration with local companies, with the goal of retaining talent in the region
- Continue assistance to small business through information and resources, building resources for entrepreneurs and minority-owned businesses
- Proactively communicate economic development successes
- Provide demographic and relocation information to members and general public
- Utilize alternative communication tools/mediums to provide timely, relevant information to members, investors and the community at large
- Protect and enhance Overland Park's quality of life advantages to maintain an economic environment for job growth.

## **Public Policy and Advocacy**

**Goal:** Promote a positive business climate through government affairs programs and activities, advocacy, public awareness, voter engagement and policy development to enhance our local, regional and state's competitive advantage

### **Strategies:**

- Advocate public policy positions that foster a healthy business climate and a high quality of life, focusing on priority areas of education, transportation, taxation, local control and economic development
- Increase member public policy education and voter engagement through task forces, legislative breakfasts, Congressional lunch, State of the County, and other events
- Foster and model civil discourse by providing training and convening community conversations about critical issues.
- Advance the mission of the Chamber and goals of ForwardOP by convening conversations and task forces on priority areas of smart, connected infrastructure, transportation, diversity in housing, mobility, quality of place, workforce development and opportunities for innovation
- Enhance awareness of Chamber's pro-business legislative agenda through use of website, "This Week in Topeka" reports, publication of Voting Record, social media and newsletter
- Increase voter engagement locally and throughout the region, raising awareness through employer and community grassroots voter registration and get-out-the-vote efforts, including votejoco.com, candidate forums, business partnerships and special events
- Expand relationships with local, county, regional and state civic and elected groups and leaders through increased Board, member and staff interaction and involvement
- Increase understanding of Overland Park and regional quality of life assets through events, tours and advocacy with elected officials and their staff
- Increase use of technology to engage members with instant, "need to know and act-now" information at local, state and federal levels and provide methods to communicate their business' needs to elected officials
- Protect and enhance Johnson County's quality of life advantages to maintain an economic environment for job growth
- Communicate public policy information to wider audiences beyond the membership to advocate the importance of business and quality of life-friendly policies, providing data and policy analysis relevant and critical to issues discussion

- Expand funding, contribution, and capacity options for the Quality of Life Committee to facilitate support for pro-business issues
- Organize local meetings and member trips to Topeka and Washington D.C. to advocate pro-business public policy positions to local, state and federal officials.

## **Communication and Branding**

**Goal:** Present a leadership voice for the Chamber's advocacy of economic development, public policy and business services, and serve as a key information resource for business

### **Strategies:**

- Create additional brand recognition for the Chamber and promotional opportunities for members to partner with the Chamber, including integration of the Chamber's logo into members' collateral materials
  - Regularly communicate Chamber's value message through media, print and electronic messaging, social media, and Board and staff personal communications
  - Utilize media relations plan to increase the Chamber's visibility and leadership voice in the state and region, and clearly communicate the value of the Chamber's services and member benefits
  - Customize member engagement with member feedback and data-driven research in conjunction with Membership/Member Services Division to improve use of membership services and improve member retention
  - Gather and utilize information about the needs of members and their preferred methods of communication to help them achieve their business goals
  - Continuously improve [www.opchamber.org](http://www.opchamber.org) and our social media platforms to enhance efficiencies and content; promoting ease of use and utilization of "members only" features
  - Communicate proactively with regional media to increase awareness of the Chamber's mission and members' successes
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- Continue integration of Forward OP messaging into Chamber communications to provide opportunities for member engagement during implementation phase
  - Develop branding for the Chamber, EDC and partners to enhance Overland Park's quality of life messaging to appeal to all generations
  - Broaden communications to non-member audiences to increase understanding of Chamber mission and boost member recruitment.

## **Regional Leadership**

**Goal:** Provide leadership to influence metropolitan and state-wide decision-making and public policy

Strategies:

- Use the Chamber's voice as a catalyst to draw more voices to discussions about the importance of a pro-business environment to the prosperity of Johnson County and Kansas
- Study issues of regional relevance, such as transportation, transit and taxation, seeking opportunities to provide leadership, analysis and focus
- Foster partnerships between education and business to ensure curriculum alignment with workforce needs, particularly regarding STEM fields
- Explore programs that connect business skills, both technical and soft, to the classroom, through educator in-service, meetings, externships and student internships
- Actively participate and provide leadership to groups with regional missions
- Have representatives engaged on boards and committees with regional goals
- Provide leadership on regional and state-wide issues, seeking expanded contacts throughout the metro on both sides of the state line to improve dialogue and cooperation
- Engage regional elected officials in issues dialogues
- Continue participation and leadership in groups such as Johnson County Presidents Council, Johnson County Public Policy Council, Johnson County Economic Development Partnership, Kansas Coalition of Local Chambers, Chamber of Commerce Executives of Kansas, Kansas Chamber and Kansas Economic Development Alliance
- Increase dialogue with legislators and business leaders throughout the state, increasing awareness of common issues and gaining understanding of regional differences and priorities
- Assist in promotion of the Johnson County Education and Research Triangle
- Participate in exchanges, coalitions, and other opportunities to foster local, regional and state relationships and goals.

## **Overland Park Chamber Foundation**

**Goal:** Be a leader in providing business education, leadership development and vision for Overland Park

Strategies:

- Identify and engage community members with leadership potential
- Utilize Leadership Overland Park to develop community and Chamber leaders, enhancing understanding of critical community issues
- Provide opportunities for community involvement for Leadership Overland Park graduates, encouraging leadership in appointed and elected bodies as well as key non-profit

- organizations, tracking alumni throughout the region
- Prioritize the implementation phase of ForwardOP with engagement of diverse voices from throughout the community to plan for Overland Park's next 30 years
  - Sponsor relevant education programs, with a focus on small business, sales, and entrepreneurship, while utilizing technology and exploring new community partnerships and formats to enhance marketability, availability and relevance of programming