



PIERRE AREA

CHAMBER OF COMMERCE

Strategic Vision 2019 - 2021

Organization Vision:

“Promoting prosperity, growth, and our way of life in the lower Oahe region”

Vision W - Workforce Development

Filling a major need of member/non member businesses. Workforce impacts all businesses in Pierre and Ft. Pierre. Increasing our focus in this area will provide significant community value.

Goal W1: Increase the number of recruitment tools available to member businesses

	Description	Date	Leader
W.1.1	Promotional packet/video highlighting communities for workforce recruitment	Dec 2020	Workforce
W.1.2	Create tip sheets about workforce recruitment topics and make available to members (posting jobs, new employee needs, etc.)	April 2020	CEO
W.1.3	Create a platform for potential job seekers to submit a resume and cover letter.	Sept 2020	CEO
W.1.4	Create a job fair coop among member businesses to promote job opportunities in the Pierre area.	Feb 2021	Workforce
W.1.5	Create Workforce committee and assign committee members	Feb 2020	Board of Directors
W.1.6	Community tours for new hires or top job candidates	Oct 2020	Hospitality

Goal W2: Increase conversations regarding workforce initiatives in Pierre/Ft. Pierre

	Description	Date	Leader
W.2.1	Define core group of stakeholders for conversation	April 2020	Workforce
W.2.2	Stakeholder summit bringing all entities together	Jan 2021	Workforce
W.2.3	Compile workforce reports from individual entities (city, St. Mary's, etc)	July 2020	Workforce

Vision V - Visitor Relations

Local dollars help keep communities alive and thriving, but outside contributors to our economy can be catalysts for growth. Travelers, events, and groups/organizations are a focus for other cities, chambers, and CVB's around South Dakota.

Goal V1: Work to improve visitor numbers annually

	Description	Date	Leader
V.1.1	Find unique ways to entice interstate travellers	April 2021	CVB Director
V.1.2	Partner with tourism agencies to highlight scenic route through Pierre	April 2021	CVB Director
V.1.3	Continue to promote Pierre/Ft. Pierre at sport shows and events (fishing/hunting)	Ongoing	CVB Director
V.1.4	Promote backroads of SD during Sturgis 80th anniversary	Aug 2020	CVB Director & Events Committee
V.1.5	Increase hunting and fishing promotion/activities (i.e. - Gov's hunt replacement)	Oct 2020	Govs Hunt task force

Goal V2: Acquire at least 1 new or recurring event for Pierre/Ft. Pierre each year

	Description	Date	Leader
V.2.1	Work more closely with local organizations/schools to submit bids on sporting events	Ongoing	Sports and Rec
V.2.2	Reach out to current sporting event organizers for testimonials to use in future bids	Dec 2019	Sports and Rec
V.2.3	Work with convention centers and hotels to stay informed of all upcoming bids for events/activities	Ongoing	CVB Director
V.2.4	Make convention and visitors information available online (facility capacity, contact information, etc)	Dec 2019	CVB Director
V.2.5	Determine need for additional 1 or .5 CVB staff to be hired and define job description	Dec 2020	CEO

Goal V3: Increase marketing presence to outside communities

	Description	Date	Leader
V.3.1	Destination videos/Professional images promoting Pierre/Ft. Pierre amenities	Dec 2020	CVB Director
V.3.2	Hospitality focus in messaging (newsletter, radio, social media)	Ongoing	Communications Director
V.3.3	Explore additional marketing opportunities for agricultural tourism	July 2021	CVB Director
V.3.4	Enhance digital marketing of the Pierre Area	Ongoing	CVB Director

Vision M - Memberships

The life-blood of the Pierre Area Chamber of Commerce. A focus on building value for members, expanding membership opportunities, and increasing/sustaining current membership levels will help us grow to meet our long-term goals.

Goal M1: Add more value to our membership options

	Description	Date	Leader
M.1.1	Restructure membership dues and sponsorship options with value focus	Jan 2020	Membership Dues taskforce
M.1.2	Create a member referral group that meets quarterly	Sept 2020	Ambassadors
M.1.3	Developing member business mentor program	Jan 2021	Membership Director & CEO
M.1.4	Create monthly business spotlights highlighting member businesses/successes	Ongoing	Communications Director

Goal M2: Initiate meaningful one-on-one contact with every member business annually

	Description	Date	Leader
M.2.1	Board members will invite new people to at least two chamber events each year	Ongoing	Board of Directors
M.2.2	Utilize database to track "touch points" with members/non-members	Ongoing	Chamber Staff
M.2.3	Create a monthly list of member businesses and allow board members to select their preferred contacts	Ongoing	Board of Directors

Goal M3: Maintain/increase current membership annually

	Description	Date	Leader
M.3.1	Develop/strengthen retention and recruitment strategies (Ft. Pierre membership drive)	Jan 2020	Membership Director
M.3.2	Develop new Loyal 2 Local messaging each quarter	Ongoing	Ambassadors
M.3.3	At least 7 "Thank you" messages to members each year (mass email, note, phone call, in person, social media, etc.)	Ongoing	Chamber Staff and Board

Vision C - Community

Pierre and Ft. Pierre are great places to live, work, and play. This focus will help us explore opportunities for collaboration (events, community promotion, marketing, etc.) and working together to make Pierre/Ft. Pierre even greater.

Goal C1: Increase efforts to effectively reach young people in the Pierre Area

	Description	Date	Leader
C.1.1	Expand/promote the Leadership Pierre program and its success	Ongoing	Leadership Pierre
C.1.2	Review Pierre Young Professionals committee for resilience and sustainability	Dec 2019	PYP Committee
C.1.3	Explore new strategies to reach area youth (i.e. - loyal 2 local at football games, social media)	Aug 2020	Communications Director
C.1.4	Partner with YMCA, B&G Club, school district, Future Business Leaders of America, and Junior Achievement educators to spread positive Pierre message	Feb 2020	Communications Director & Administrative Coordinator

Goal C2: Continue efforts to increase Pierre/Ft. Pierre community pride

	Description	Date	Leader
C.2.1	Facilitate two conversations each year between community leaders (mayors, council members, tourism)	Sept 2020	CEO
C.2.2	Cross promote Ft. Pierre events/activities/advertising through social media and website	Ongoing	Communications Director
C.2.3	Finding what matters most to people about living in Pierre/Ft. Pierre (personal stories)	Jan 2021	Board of Directors
C.2.4	Initiate Community Day of Kindness (clean up, repair, paint, project, etc.)	July 2020	Events Committee

Goal C3: Increase promotion of local events/activities

	Description	Date	Leader
C.3.1	Make monthly requests for member business events/activities	Ongoing	Communications Director
C.3.2	Continue promoting events through Chamber communication platforms.	Ongoing	Communications Director

Goals and Objectives

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