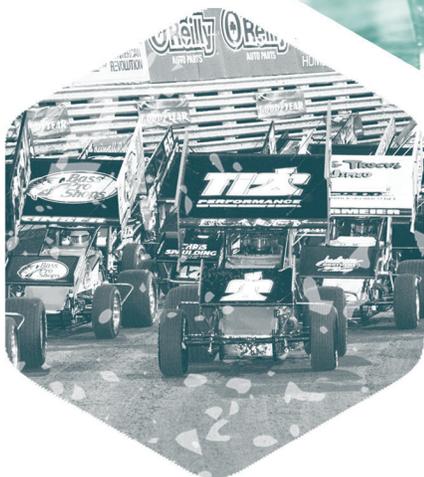


KNOXVILLE

CHAMBER OF COMMERCE

2019 Business Plan



KNOXVILLE
CHAMBER OF COMMERCE

217 S Second St
Knoxville, Ia 50138
641.828.7555

info@knoxvilleiachamber.com
www.knoxvilleiachamber.com





10 year

V I S I O N

10-YEAR VISION STATEMENTS

Vision 1: The Knoxville Chamber of Commerce will be considered the most important resource for existing and potential businesses in the Knoxville, Iowa area.

Vision 2: The Knoxville Chamber of Commerce will contribute to Knoxville resident's quality of life through a vibrant business community.

Vision 3: Business in the Knoxville, Iowa area will understand the importance and have the routine of engaging with the Knoxville Chamber of Commerce regularly.

Vision 4: Knoxville Chamber of Commerce will be the tourism sales arm of the Knoxville Community.





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CHAMBER OF COMMERCE

Marketing Committee

PURPOSE:

This council shall be responsible for upholding and pushing forward the Knoxville Chamber of Commerce brand, communicating Chamber activities, and help keep the public informed on community happenings.

2019 Plan

INITIATIVE:

To define the relevant marketing data needed to create Knoxville Chamber of Commerce's Dashboard

STRATEGIES:

- Identify 3-4 key metrics to track for all overall reach of Chamber messaging

INITIATIVE:

To further develop the #IChooseKnoxville campaign to promote a sense of pride for living, working, and owning a business in the Knoxville area

STRATEGIES:

- Create a video of #IChooseKnoxville personal testimonies and print coasters and coffee sleeves to distribute around town
- Play video in opening credits at the Grand Theater for 1st and 2nd quarter
- Paint #IChooseKnoxville sidewalk stencils in front of participating businesses
- Hold quarterly contest for those posting on social media using the #IChooseKnoxville

INITIATIVE:

To create a campaign specific to Chamber membership benefits, activities and initiatives

STRATEGIES:

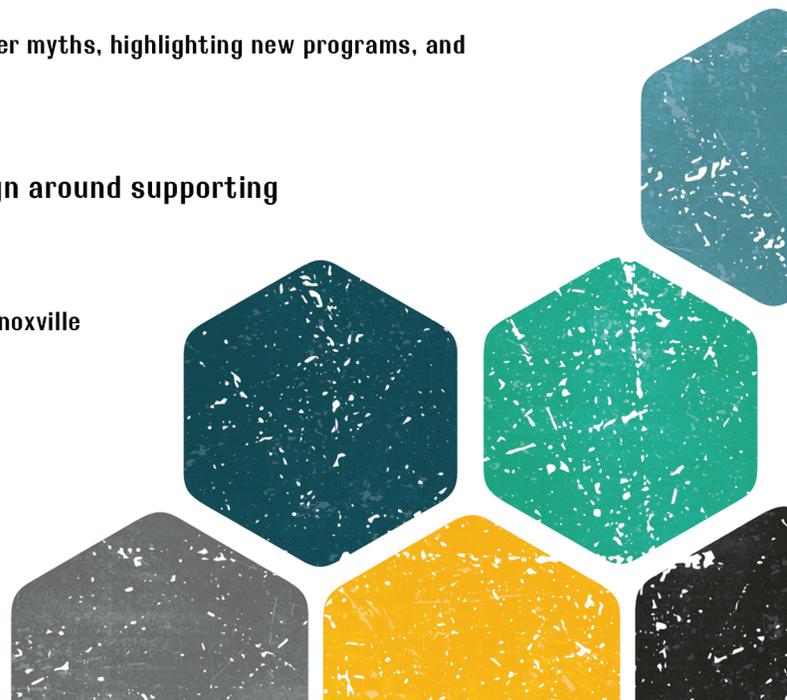
- Host a Facebook live every other Friday debunking Chamber myths, highlighting new programs, and sharing benefits of being a Knoxville Chamber member

INITIATIVE:

To distribute membership decals and create a campaign around supporting Knoxville Chamber members

STRATEGIES:

- Make and distribute membership and website decals to Knoxville Chamber of Commerce Members
- Create video with theme, "When you support a Knoxville Chamber member, you're supporting"
- Play video in opening credits at the Grand Theater for quarter 3 and 4





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CHAMBER OF COMMERCE

Membership Committee

PURPOSE:

This council shall be responsible for all issues affecting members of the institution, exclusively but not limited to dues structure, educational opportunities, Chamber mixers, organization membership data, membership recruitment, and member affinity programs.

2019 Plan

INITIATIVE:

Define the relevant data needed to create Knoxville Chamber of Commerce's Dashboard

STRATEGIES:

- Identify key metrics on how we want our members interacting with the organization

INITIATIVE:

Complete a curriculum needs assessment about qualities that are missing in local businesses

STRATEGIES:

- Survey members to find out needs in their local businesses
- Plan Lunch & Learns around the needs of Knoxville businesses

INITIATIVE:

Create webinar or video recording capability for all education sessions

STRATEGIES:

- Benefit analysis between video recording and audio recordings
- Upload all content to the back-end of the Chamber website for members to access all year long

INITIATIVE:

Implement a new members orientation

STRATEGIES:

- Create program to engage new members early in their membership
- Hold two session per year





Business & Community Development Committee

PURPOSE:

This council shall be responsible for supporting industrial and business recruitment and expansion as well as business retention and address the needs of current business. The committee will provide information to potential developers and keep current on all business demographics.

2019 Plan

INITIATIVE:

Define the relevant data needed to create Knoxville Chamber of Commerce's Dashboard

STRATEGIES:

- Identify important data to track with assistance from Greater Des Moines Partnership

INITIATIVE:

Collect information on available funding and put together a resource for local businesses

STRATEGIES:

- Assess and edit Revolving Loan Fund
- Collect applicable funding sources for the community

INITIATIVE:

Complete a downtown assessment

STRATEGIES:

- Work with the City of Knoxville as well as Iowa Economic Development or Iowa State Extension to assess the downtown district.

INITIATIVE:

Complete a needs assessment for business in Knoxville

STRATEGIES:

- Identify what major gaps Knoxville has in business
- Create a strategy around filling those gaps
- Create Knoxville sales sheet for new business prospects





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Tourism Committee

PURPOSE:

This council shall be responsible for tourism activities under the Chamber of Commerce including but not limited to Nationals, Red Rock Balloon Festival, and marketing the community on a regional level.

2019 Plan

INITIATIVE:

To define the relevant tourism data needed to create Knoxville Chamber of Commerce's Dashboard

STRATEGIES:

- Identify key metrics to track tourism increases in Knoxville

INITIATIVE:

Determine Knoxville's participation in the Red Rock Balloon Fest in 2019

STRATEGIES:

- Hold a seat on the planning committee
- Get more activities in Knoxville during the event

INITIATIVE:

Generate more community involvement in the Knoxville Nationals

STRATEGIES:

- Create a communication strategy to better inform guests of things to do while in Knoxville
- Implement new strategies for the Nationals Parade attracting people to stay downtown for more time after the event

INITIATIVE:

Get a resolution agreement with the City for Hotel/Motel tax to hire full-time Tourism/Marketing associate for 2020

STRATEGIES:

- Create presentation on why tourism matters in the community
- Identify ways that tourism can be grown in Knoxville
- Put together Knoxville key messaging marketing plan





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Membership Form

INFORMATION

Please list how you would like your information to appear to the public.

BUSINESS/ORGANIZATION

Business Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Website: _____

Facebook: _____ Twitter _____ Instagram: _____

Short Business Description: _____

CATEGORY (choose all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> Accountants/Tax Service | <input type="checkbox"/> Caterer | <input type="checkbox"/> Computer Services |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Contractor | <input type="checkbox"/> Counseling |
| <input type="checkbox"/> Education | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Financial Advisor |
| <input type="checkbox"/> Financial Institution | <input type="checkbox"/> Funeral Services | <input type="checkbox"/> Health Care |
| <input type="checkbox"/> Hotels/Motels/Lodging | <input type="checkbox"/> Industry | <input type="checkbox"/> Insurance Agency |
| <input type="checkbox"/> Landlord | <input type="checkbox"/> Locally Made Goods | <input type="checkbox"/> News & Media |
| <input type="checkbox"/> Non-Profit | <input type="checkbox"/> Organization/Club | <input type="checkbox"/> Out of Home Business |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Religious Institution | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Services (please list) | <input type="checkbox"/> Utility |
| <input type="checkbox"/> Other (Please list) | _____ | |

NUMBER OF EMPLOYEES Full-time _____ Part-time _____

CONTACT INFORMATION

This will only be seen by fellow chamber members.

First Name _____ Last Name _____

Direct Phone Number: _____

Email Address _____

Billing Address _____

Preferred Communication: Email Postal Service

ADDITIONAL CONTACT

First Name: _____ Last Name _____

Phone: _____ Email: _____

FIND US ON SOCIAL MEDIA

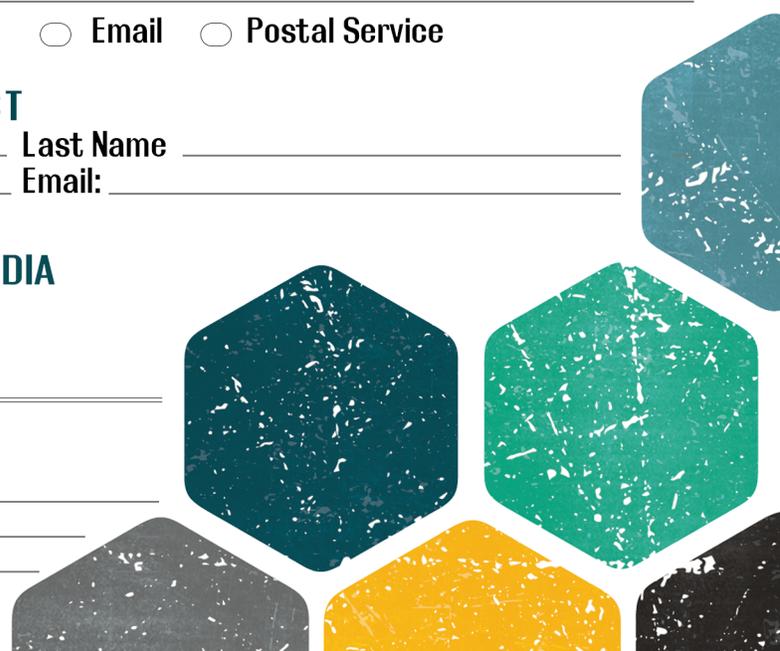


OFFICE USE ONLY

Invoice Sent: _____

Payment Received: _____

In Database: _____



MEMBERSHIP DUES

RETAIL • RESTAURANTS • SERVICES INDUSTRY • STAFFED ORGANIZATIONS

(2 part-time employees = 1 full-time)

1 - 2 employees	\$200
3 - 4 employees	\$267
5 - 7 employees	\$334
8 - 9 employees	\$400
10 - 19 employees	\$467
20 - 49 employees	\$694
50 - 99 employees	\$920
100 - 499 employees	\$1280
500 + employees	\$200 + \$2.5/employee

HOME-BASED BUSINESS - \$150
(not primary breadwinner of household)

NON-STAFFED CIVIC ORGANIZATION - \$100

EVENT VENDOR - \$100

UTILITIES - \$200 + .25 PER SUBSCRIBER

FINANCIAL INSTITUTIONS -
\$500 + \$30 PER \$10 MILLION IN DEPOSITS

REAL ESTATE - \$200 + \$30 PER LICENSED AGENT

HOTEL - MOTELS - \$200 + \$5 PER ROOM

LANDLORDS - COMMERCIAL & RESIDENTIAL - \$200 + \$5 PER UNIT

INDIVIDUALS

Single membership	\$75
Couple membership	\$100

SINGLE/RETIRED MEMBERS

Single membership	\$20
Couple membership	\$30

**CHECKS CAN BE
MADE OUT TO
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Membership Dues

12

reasons to become a member

1

Acquire Referrals

2

Increase visibility in the community

3

Communications of local & state happening that could affect your business

4

Favored by local shoppers.

5

Have your information known by the communication hub of the community.

6

Chamber Website Presence

7

Collaborative Marketing Opportunities

8

Education Seminars

9

Greater Des Moines Partnership Dual Member

10

Chamber Newsletter and Calendar Inclusion

11

Ribbon Cutting and Celebration Promotion

12

Media Exposure



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