

ACTION PLAN – MULTIPLE YEAR PLAN

Goal Category	Objective	Timing	Activities/Means/Responsible Staff Member
MEMBER SUPPORT / NETWORKING	Conduct events to facilitate member value and networking Support members Keep members more informed regarding Bureau initiatives and results	Continue programs not redlined; Redlined should be considered for the future	<ul style="list-style-type: none"> • Golf Tournament (Yvonne) • Quarterly Mixers dedicated to networking and advising members of community initiatives • Annual Banquet (Megan) • Ribbon cutting and groundbreaking (Paulette) <ul style="list-style-type: none"> ○ Develop policy/list of services provided by Bureau for ribbon cutting (Megan & Paulette) ○ Policy should treat all ribbon cuttings the same ○ Policy should include that ribbon cutting cannot be scheduled in conflict with other events • Recruit new members (Paulette) Salado Military Spouse Support Network Ambassadors Co-op advertising
WORKFORCE DEVELOPMENT & TRAINING	Grow, attract and retain a qualified workforce by partnering with business, education and community resources Provide training that assists business growth Conduct activities that increase business awareness	All activities in this category to be considered for the future	Small business counselor available once per week Basics of Opening a Business Lunch ‘n Learns – 4 per year Social Media Happy Hour Young Professionals Business Luncheon Job Shadow Days Salado Young Professionals Leadership Salado
MAIN STREET – INFRASTRUCTURE DEVELOPMENT COMMUNITY DEVELOPMENT QUALITY OF LIFE BRANDING	Support quality of life initiatives	Now – major priority	<ul style="list-style-type: none"> • Adopt and implement a Main Street Master Plan (Chamber Business Growth and Development Committee, Yvonne, and Kim/Director) <ul style="list-style-type: none"> ○ Should reflect selected brand ○ Address walkability – sidewalks, lights ○ Address beautification, “district” identification, create sense of place, experiential/ engaging improvements, plazas ○ Address wayfinding-general wayfinding signs, kiosks, I-35 gateway sign ○ Meet TXDOT deadlines – window of opportunity ○ Address the basics: curbs, restrooms, parking, quality of internet ○ Work with businesses on Main Street and side streets to solicit their participation in investing in the Main Street vision (Yvonne)
EVENTS – TOURISM DEVELOPMENT	Hold events that attract tourists and overnight stay	Now	<ul style="list-style-type: none"> • Create roles and responsibilities document/revise Chamber SOPs for services provided by event coordinator and relationship with volunteer committees (Yvonne) • Make recommendations for Bureau Executive Board consideration to cut, consolidate, or revamp existing events and recommend new events if applicable (Yvonne) • Explore supporting private sector sponsored and directed events (Yvonne) • Coordinate small attractions such as musicians on the plaza (Yvonne) • Report event profitability to the Board; ensure reporting system is detailed for each event (Yvonne) • Marketing of events (Megan) • Work with entertainment hotels, venues, meeting venues, restaurants, etc to create packages (Yvonne) to market to groups, retreats, and visitors through website and social media (Megan) <ul style="list-style-type: none"> ○ Seek cooperative marketing with other venues to leverage resources and exposure (Yvonne)
MARKETING & BRANDING – BRANDING AND PERCEPTION OF THE	Consider branding Salado as center of creativity		<ul style="list-style-type: none"> • Develop and implement <u>Tourism Marketing Plan</u> (Director) <ul style="list-style-type: none"> ○ Ensure community identification/ branding is included (All staff) ○ Reflect tourism study recommendations • Expand use of social media for all activities in the Action Plan (Megan) • Revamp website to create a more interactive site (Megan)

COMMUNITY			<ul style="list-style-type: none"> ○ Include day planning component, event booking, discounts, reflect tourism study Recommendations (Megan & Yvonne) ○ Change website provider to allow staff to make more updates (Megan) ● Create and distribute printed materials (brochures, rack cards, posters, Visitors Guide, statewide print, hotel/B&B directories) (Megan)
BUSINESS DEVELOPMENT, RECRUITMENT, EXPANSION, & RETENTION	<p>Recruit new business & venues and expansions that meet target markets</p> <p>Recruit businesses that are creativity based? (arts, software development, digital media)</p>		<ul style="list-style-type: none"> ● Develop and implement <u>Tourism / Venue Master Plan</u> (Director - all staff) <ul style="list-style-type: none"> ○ Reflect community branding (Megan & Director) ○ Define what we have & what is missing: Inventory of venues, restaurants, retailers, meeting space (type, hours, visibility/presence on road, attractiveness of fronts) (Yvonne) ● Develop and implement target market list for venues, attractions, and target businesses (Director and Business Growth and Development Committee) <ul style="list-style-type: none"> ○ Recruit new attractions to fill identified gaps in venues (Director & Business Growth and Development Committee) ○ Recruit new businesses/expansions in targeted industries (Director & Business Growth and Development Committee) ○ Attend trade shows (Director and member of the Business Growth & Development Committee) ● Engage in governmental relations and regional cooperative initiatives (Director)
TOUR & MEETING GROUPS- RECRUITMENT	<p>Attract groups (tour and meeting) for destination meetings</p>		<ul style="list-style-type: none"> ● Create materials & proposal packages to recruit tour and meeting groups (Megan and Yvonne) ● Distribute materials, respond to inquiries, and RFPs to recruit tour and meeting groups (Megan) ● Actively cold call, attend conventions, to recruit private and public sector meetings & retreats (Megan) <ul style="list-style-type: none"> ○ Develop and execute list of organizations to market to (Megan) ○ Attend meeting planner conventions and trade shows (Megan) ○ Identify additional ways to recruit the meetings industry (Megan) ● Work with meeting venues to improve and expand their space (Yvonne) ● Historic tours ????? (if this stays, recommend it not be a staff member)