

# Annual Program of Work

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## 2023

Dr. Craig Esrael, Chairman

FEBRUARY 21, 2023

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Bartlett Area Chamber of Commerce





# Table of Contents

Overview .....3

    Planning for the Year Ahead of Us.....3

Key Goals and Objectives for 2023 .....3

    Our Key Goals for 2023 are to:.....4

    Objectives to Fulfill Key Goals:.....4

Membership Objectives .....5

Promotional and Marketing Goals.....6

    Primary marketing areas on which we will concentrate in 2023 .....6

Economic Development Outlook .....7

Looking to the Future.....8



# Overview

## Planning for the Year Ahead of Us

### New Challenges, New Opportunities

2023 finds us living in a post-COVID world. As such, we continue to share some of the same challenges as our members as we are all adapting to new and changing business environments.

Along with these changes are new opportunities.

In Bartlett—as in all of Shelby County—we’re seeing companies struggle to find and retain skilled employees. As a result, many firms must seek creative solutions to maintain their workforce.

Fortunately, the BACC is affiliated with several organizations that not only train individuals in a variety of in-demand skills but also work to connect businesses with employees who possess the skill sets they're seeking. The BACC supports these organizations which helps facilitate this training-to-work pipeline.

These underrated services will be heavily promoted by the BACC this year, along with others that can help businesses meet their employment needs.



Still, within this current environment, we've seen a small decline in old membership--mostly as a result of having downsized or closed their business. However, we're seeing a tentative rebound in new member activity.

This Program of Work will present our key objectives, membership goals, marketing goals, and projections on economic development.



# Key Goals and Objectives for 2023

## Our Key Goals for 2023 are to:

- Strengthen our role as the City of Bartlett's economic development partner.
- Maintain the BACC as the leading business organization in Shelby County's NE Corridor.
- Increase our membership with consistent and aggressive recruitment.
- Continue to add value of our member's ROI and their customer experience.
- Heighten the image of the Chamber and its members throughout the community.
- Promote the assets of Bartlett through the Chamber's partnering website and through effective promotional literature.



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## Objectives to Fulfill Key Goals:

- To be recognized as one of the leading economic development organization for Shelby County.
- Work closely with the City of Bartlett and its Administration in developing a comprehensive long-range strategic economic development plan.
- Create an economic development website, jointly with the City, that promotes Bartlett as both a great place to do business and to live.
- Develop a viable retail development plan with the City that focuses on higher end establishments.
- Increase our level of associates through aggressive marketing and a coordinated membership campaign.
- Constantly look for ways to improve existing products and programs and seek new innovations that enhance the ROI for our members and the community.



# Membership Objectives

- A minimum of six Staying Ahead of the Curve events featuring dynamic presenters—speaking on relevant, cutting-edge topics.
- General membership luncheons with interesting speakers and engaging agendas.
- A minimum of four to six Business After Hours events offering a variety of member locations suitable for networking.
- Revamp the Ambassadors program with the aim of building stronger relationships with current chamber members while setting goals to contact potential members.
- Add a new A.M. networking event for small businesses, **“Perk Before Work”**, with rotating venues and interesting guest speakers.
- Continue to grow and promote the popular “Travel with the Chamber” program—the only program of its kind in the region.
- Establish a new Retail Council that focuses on existing businesses to help them address their needs.
- Continue building on successful programs such as the EXPO, Christmas Festival, Insights and Farmers Market and initiate new ones that create value for the community.
- Begin planning for a major “Membership Drive Campaign” using a nationally recognized chamber of commerce membership facilitator with a goal of 100 new members. Look at early fall of 2023 or early 2024.



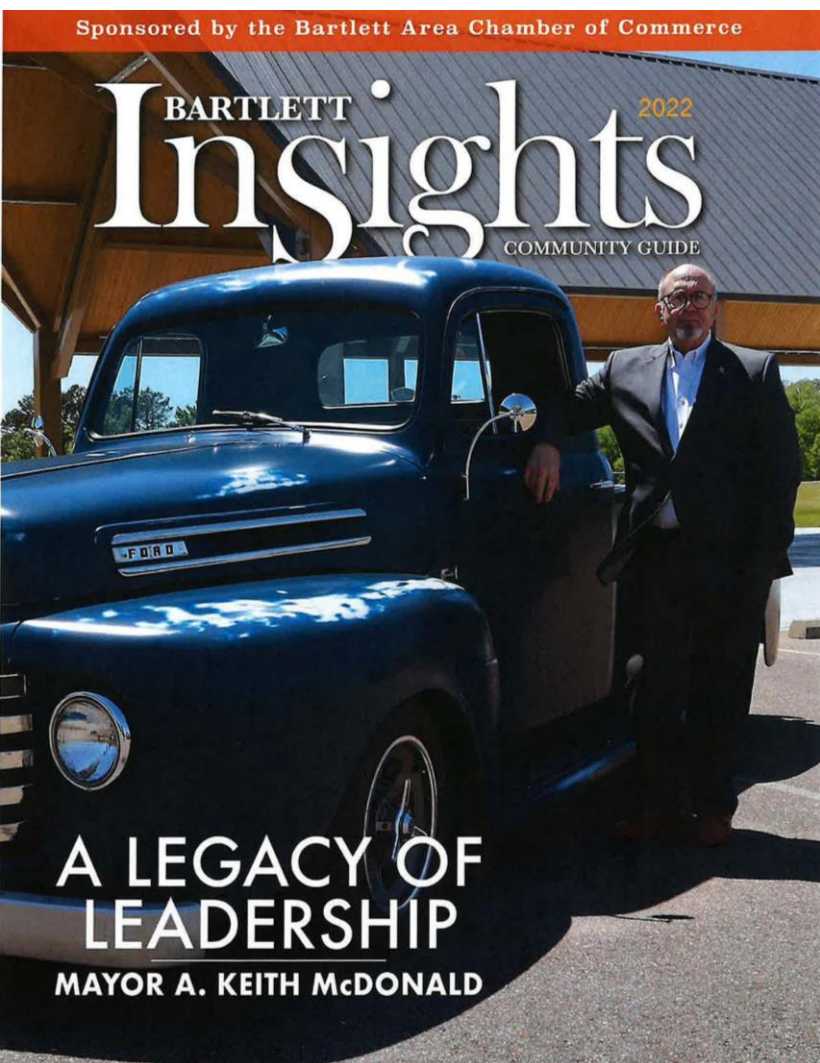
# Promotional and Marketing Goals

Primary marketing areas on which we will concentrate in 2023

- Newsletters, event promotion, monthly *Bartlett Express* column, and other articles
- Insights Magazine, web-based promotion, media cultivation and outreach, press releases
- Direct member and non-member contact
- Expand LinkedIn with more articles and member promotion
- Letters and mailers
- Event planning assistance

Publications such as *Bartlett Insights* help us create brand awareness in the community for the Chamber and its members.

Last years the BACC obtained a monthly column in the *Bartlett Express* to promote our activities and members. We were also featured in a segment of “Behind the Headlines” on WKNO, and interviewed for an article by the *Memphis Business Journal*. We also received coverage in *the Daily Memphian*



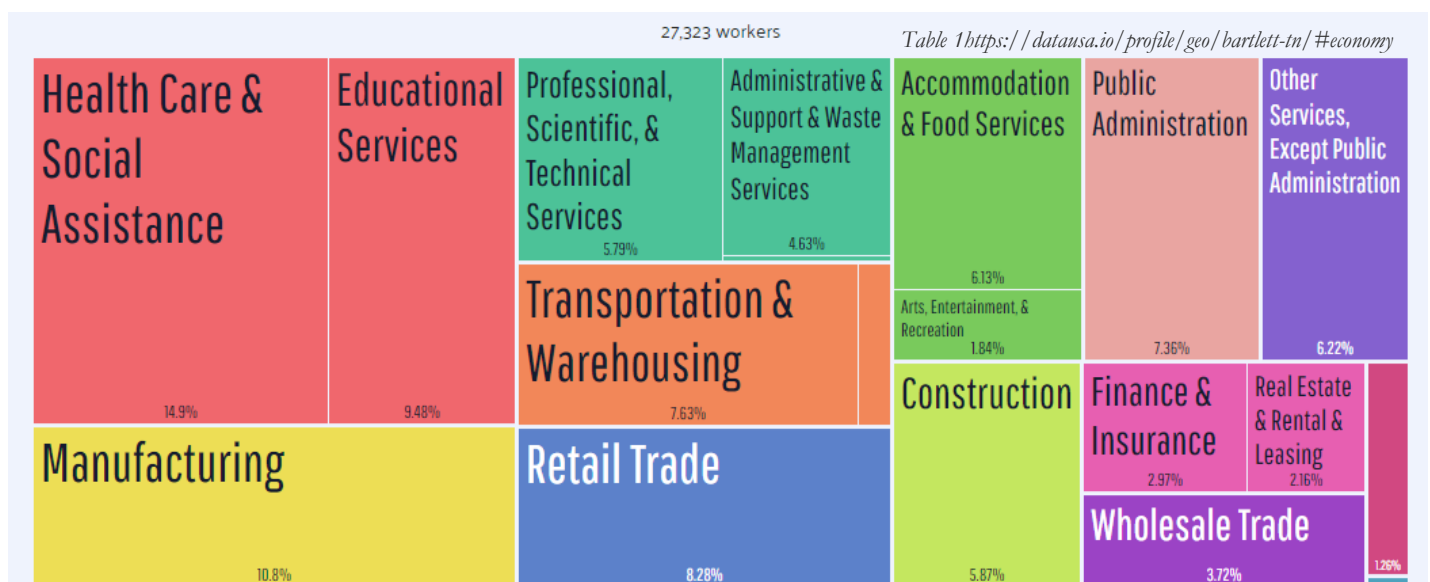
## 2023 Marketing Activities Include:

- Increase ad revenue in Insights Magazine—and regain advertisers impacted by COVID
- Maximize website traffic and engagement
- Increase media coverage of BACC events and its membership
- Work with BACC staff and ambassadors to retain existing members and recruit new ones
- Carve out new niche areas to target new prospective members
- Explore new marketing avenues such as a quarterly mail-out newsletter, periodic or regular in-house podcasts, and other possible ways to promote the BACC

# Economic Development Outlook

## The Bartlett Area Chamber of Commerce is Committed to:

- Highlighting Bartlett's status as a premier employment center by aggressively marketing the area's advantages and strengths.
- Maintaining close dialogue with primary employers to ascertain their issues and concerns.
- Continue promoting Bartlett as “the” epicenter for the Memphis medical device industry.
- Encouraging companies to make use of the job readiness/training programs and workforce initiatives available to them.
- Attracting high-end retailers/service companies with the goal of luring complementary businesses to further economic growth and development.
- Assisting the Greater Memphis Medical Device Council (GMMDC) in becoming a self-sustaining industry association.
- Identifying and working with the City of Bartlett to help secure industrial property for development.
- Collaborating with City Government to promote growth within Bartlett by developing effective incentive packages such as PILOT's, TIF's and other innovative programs.
- Developing a relationship with Bartlett Station multi-tenant property owners to encourage a long-term strategy.
- Working closely with local and state officials to address immediate infrastructure enhancements.
- Developing a long-range economic development plan in partnership with the City of Bartlett.





# Looking to the Future

With a new year and a new administration in place, the BACC is committed to working closely with the City of Bartlett in developing a comprehensive economic development strategy. We will use the pooled resources of the Strategic Partners and others who can assist with this important task.



Last year two major reports by Younger Associates were released, both of which confirmed that Bartlett is poised for unparalleled economic growth. The "Suburban Communities Significance to the Shelby County Economy" study revealed Bartlett contributes \$8.3 Billion of the \$16.9 Billion produced by the alliance cities. The "Economic Impact Analysis of the Medical Device Industry Cluster" confirmed the significance of this growth industry, pointing to \$1.5 billion in total wages and direct property tax of \$3.9 Million, and a total output of more than \$4.06 Billion annually.

In addition to the burgeoning medical device industry, Bartlett is in the pathway of Ford Blue Oval City. By this time next year, we predict Bartlett will begin to feel the impact of Ford Blue Oval City on our community.

It goes without saying that the strength and worthiness of any chamber of commerce is directly dependent on its members. Ronald Reagan once remarked that a prosperous community is reflected in its chamber. The BACC is fortunate to have the support of both the private and public sectors, which together, forms a dynamic organization that builds a better future.

