



ROWLETT AREA
CHAMBER
& VISITORS CENTER

Marketing Plan

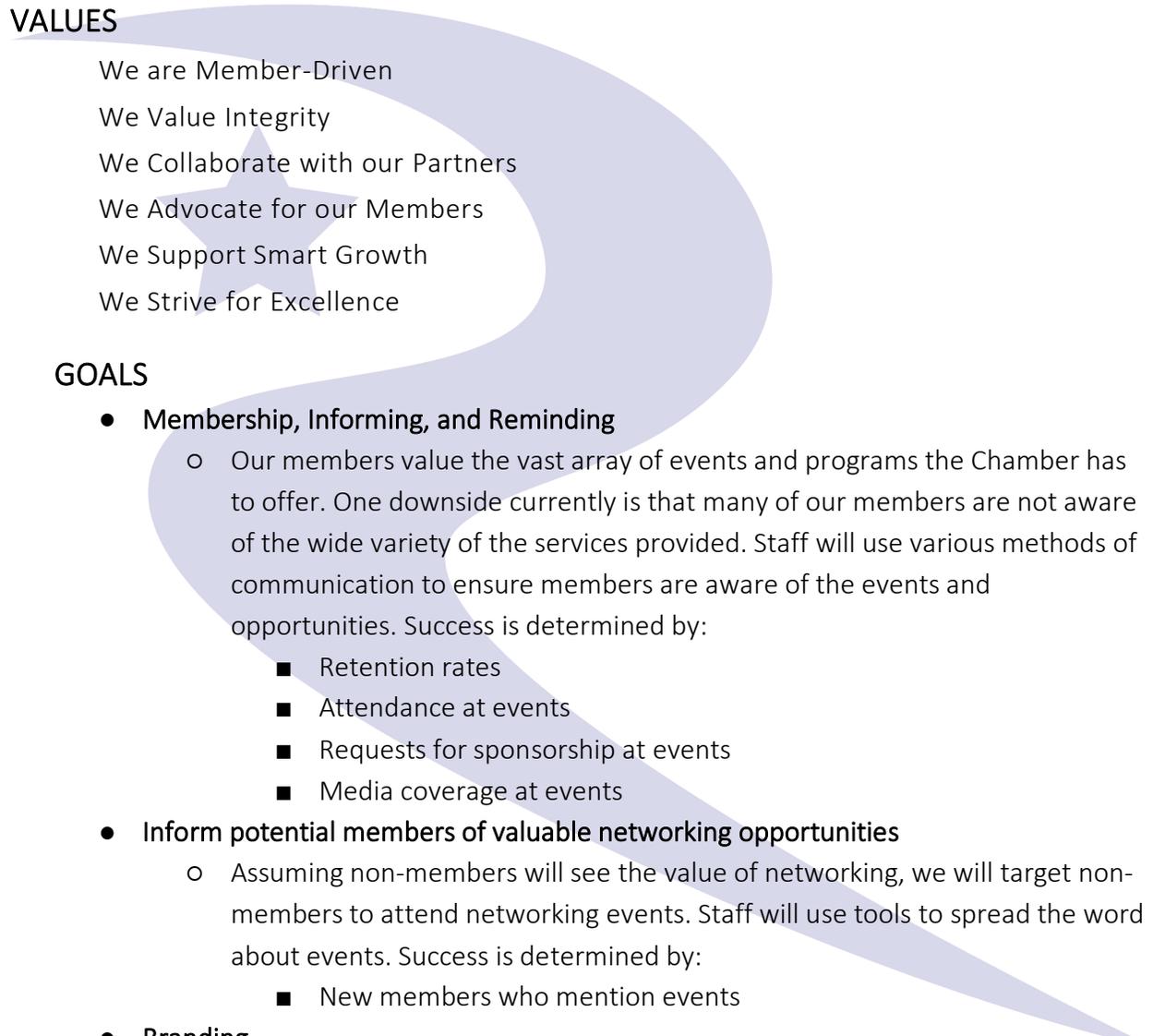
MISSION

To represent and promote the economic well-being of the business community.

VISION

To be the leading catalyst for business, tourism, and leisure.

VALUES



We are Member-Driven
We Value Integrity
We Collaborate with our Partners
We Advocate for our Members
We Support Smart Growth
We Strive for Excellence

GOALS

- **Membership, Informing, and Reminding**
 - Our members value the vast array of events and programs the Chamber has to offer. One downside currently is that many of our members are not aware of the wide variety of the services provided. Staff will use various methods of communication to ensure members are aware of the events and opportunities. Success is determined by:
 - Retention rates
 - Attendance at events
 - Requests for sponsorship at events
 - Media coverage at events
 - **Inform potential members of valuable networking opportunities**
 - Assuming non-members will see the value of networking, we will target non-members to attend networking events. Staff will use tools to spread the word about events. Success is determined by:
 - New members who mention events
 - **Branding**
 - Provide effective communication for all of our programs and services through a consistent branding approach that will serve the Rowlett Area Chamber and Visitors Center members and the community better. Success is determined by:
 - Consistency in use of logo guidelines
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- Recognition of Chamber in involvement of events
- Positive coverage in the media
- **Key Initiatives - Strategic Business Development**
 - Champion business development opportunities within the Chamber.
 - Utilize the Visitors Center to its maximum potential.
- **Key Initiatives - Strengthening the Local Economy**
 - Retain, expand, and attract business.
 - Resource for economic information.
 - Communicate value and benefit for business.
 - Expand opportunities for small, minority, and women-owned businesses.
 - Attract visitors and tourists.
- **Promoting the Community**
 - Identify what mediums our target audience prefers to consume information.
 - Create year-round advertising and marketing initiatives to promote the events and programs to expand public awareness of the Chamber.
 - Promote Rowlett as the leading catalyst for living, business, leadership, and leisure.
- **Networking Opportunities to Foster Business Relationships**
 - The following programs provide valuable opportunities to build relationships with one another.
 - Make A Connection - weekly breakfast networking meetings
 - Rowlett Young Professionals - Monthly meetings and monthly networking events
 - Rowlett GEMS - Rowlett women's group
 - Nonprofit Alliance
 - Monthly Luncheons
 - We continue to position the Chamber as the "go-to" organization for business resources.

Key Target Audiences

- Primary - Current members, small-medium sized businesses (1-99 employees), large sized businesses (100+ employees), policymakers
 - Secondary - Prospective members, tourism, relocation
 - Tertiary - General public
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SAMPLES OF CURRENT COMMUNICATIONS TOOLS

Chamber Newsletter

The Chamber Newsletter is the monthly e-newsletter of the Chamber. It contains news on upcoming events, initiatives, and programs of interest to members of the Rowlett Area Chamber & Visitors Center.



Chamber Website



The Chamber website is periodically reviewed and updated with new looks and improved features to make it easier to find information and to better serve our member businesses and overall viewing public.

Letterhead

The Chamber letterhead contains our new logo and mission statement.



Business Cards

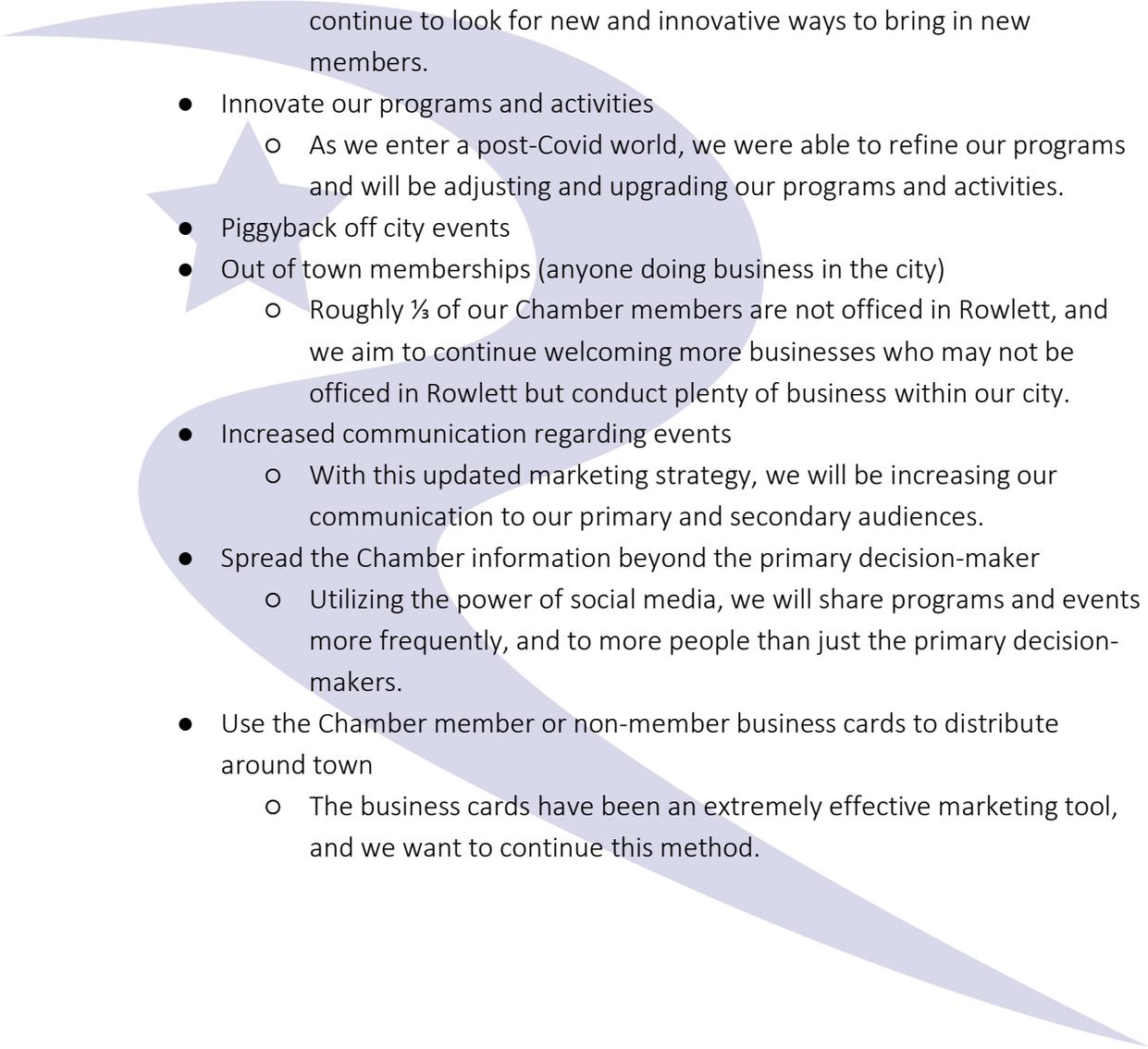


Staff members have business cards that are handed out at trainings and Chamber events. They are also displayed at the front reception desk.

OPPORTUNITIES FOR FURTHER CONSIDERATION

The Chamber recently completed a SWOT analysis of our current communications strategy. As a result of the analysis, the following opportunities were identified:

- CVB
 - With the development of Sapphire Bay and the introduction of the CVB, the Chamber has every intention of obtaining the CVB.

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- Multi-city mixer
 - We are thankful for the strong relationships we have in the community and are looking forward to opportunities to partner with local Chambers.
 - Create a marketing budget to reach non-members/to boost membership
 - We are looking to capitalize on a successful membership drive, and continue to look for new and innovative ways to bring in new members.
 - Innovate our programs and activities
 - As we enter a post-Covid world, we were able to refine our programs and will be adjusting and upgrading our programs and activities.
 - Piggyback off city events
 - Out of town memberships (anyone doing business in the city)
 - Roughly $\frac{1}{3}$ of our Chamber members are not officed in Rowlett, and we aim to continue welcoming more businesses who may not be officed in Rowlett but conduct plenty of business within our city.
 - Increased communication regarding events
 - With this updated marketing strategy, we will be increasing our communication to our primary and secondary audiences.
 - Spread the Chamber information beyond the primary decision-maker
 - Utilizing the power of social media, we will share programs and events more frequently, and to more people than just the primary decision-makers.
 - Use the Chamber member or non-member business cards to distribute around town
 - The business cards have been an extremely effective marketing tool, and we want to continue this method.
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