



State of the Chamber: January to June 2020

Will Holmes, Chairman of the Board
Submitted July 2, 2020



State of the Chamber- July 2020

Important: Please put your mic on mute and type your questions and comments in the chat box. All questions will be answered during Q&A. Additionally, please feel free to post your contact info. This is an opportunity to network with other attendees and make some new business connections.

Download this deck at <https://whcusa.com/wp-content/uploads/2020/07/State-of-the-Baltimore-City-Chamber-July-2020-Will-Holmes-Chairman.pdf>

Have questions or ideas? Schedule a call with Will Holmes at <https://whc.as.me/baltimorechamber>

Agenda

- I. Welcome from the Chairman of the Board
- II. Our Value to the Baltimore Business Community
- III. Membership Statistics and Current Access to Resources
- IV. New Committees
- V. The Future of Member Benefits
- VI. 2020- 2021 Growth Objectives
- VII. Q&A

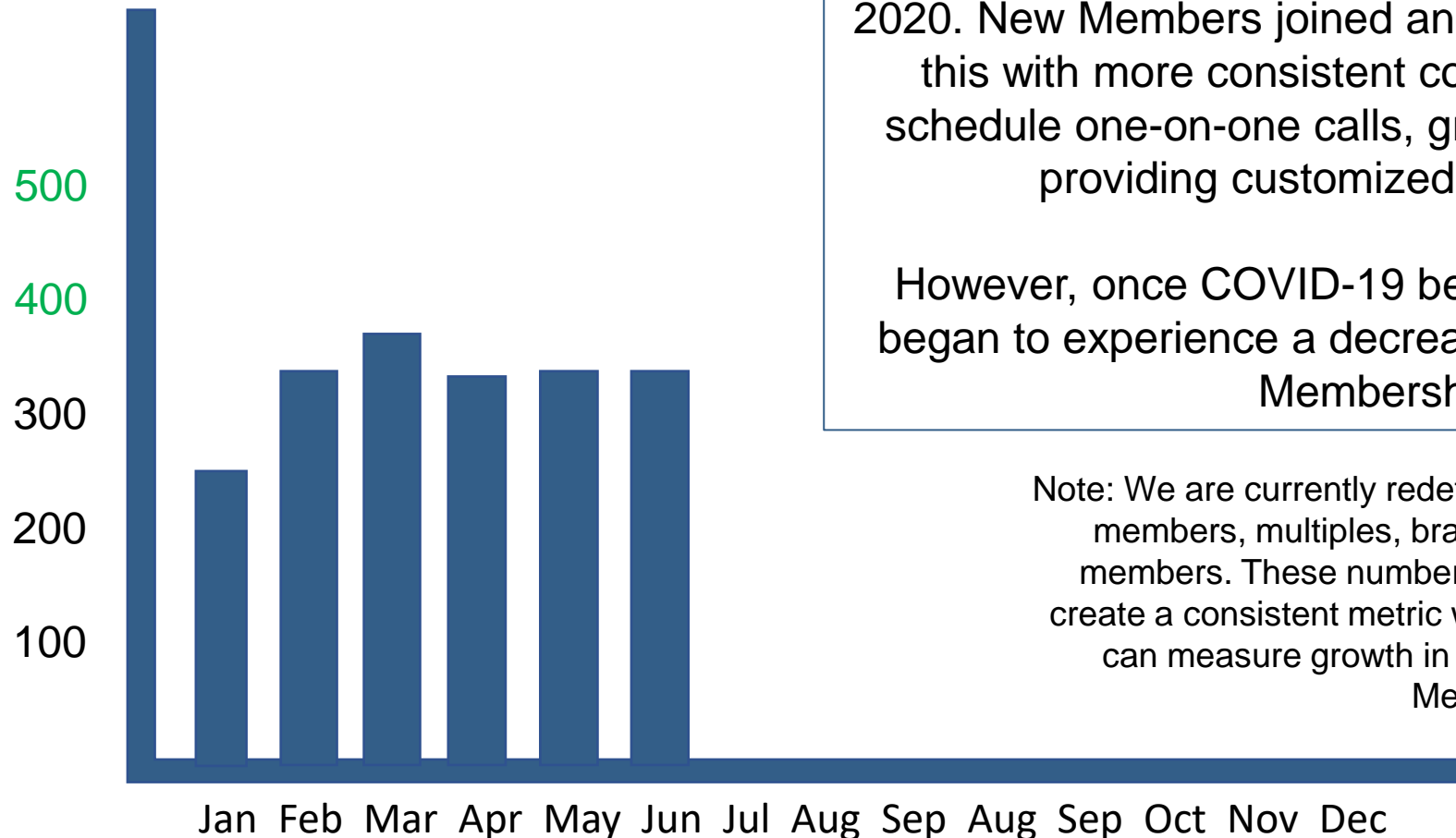
Our Value

We **connect** start-ups, professionals, growing organizations and large anchor institutions to:

- Inexpensive Channels for Marketing New Initiatives, Products and Services
- Low-Cost Methods for Gaining New Customers via Joint Events, Webinars and Videos
- Guidance for Building Capacity and Adding/ Retaining Jobs
- Business Coaching, Training and Professional Development Programs
- Leadership, Committee, Community Service and Mentoring Opportunities
- New Jobs and Sub-Contracting/ Contracting Opportunities
- Networking Opportunities with Chamber Members
- Baltimore City, State and Federal Resources and Decision Makers
- Capital and Assistance with Applying for Capital
- Opportunities to Amplify Their Voice with Elected Officials

State of the Chamber- July 2020

2020 Membership



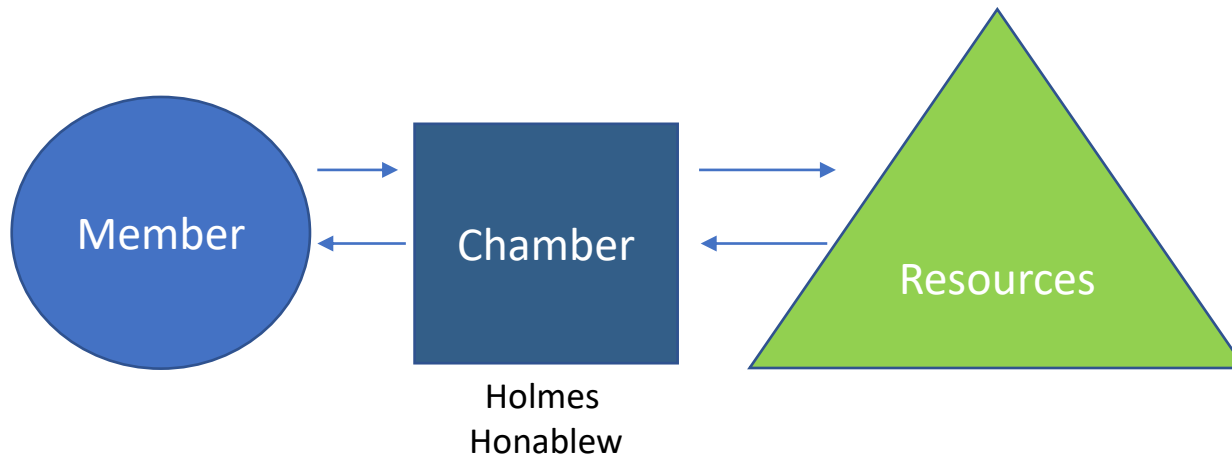
The Chamber grew to its highest level of total Members in March 2020. New Members joined and renewals were steady. We achieved this with more consistent communication and events, easy-to-schedule one-on-one calls, greater social media presence and by providing customized solutions to Member needs.

However, once COVID-19 began to affect the local economy, we began to experience a decrease in renewals and a slowing of new Memberships in April 2020.

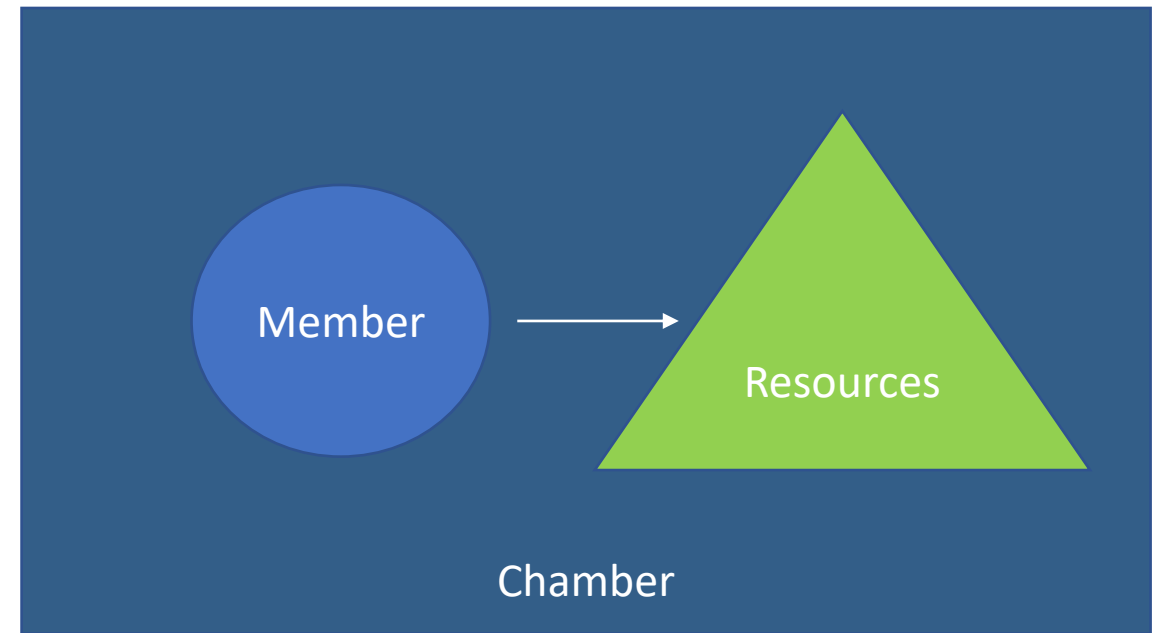
Note: We are currently redefining our definitions of current total members, multiples, branches, renewals and individual members. These numbers will be revised later in 2020 to create a consistent metric with the final definitions so that we can measure growth in various sub-populations of our Membership.

State of the Chamber- July 2020

Current Access to Resources



Future Access to Resources



Committees

- I. **Women's Leadership (New)**- Networking, Professional Development, Referrals
- II. **Young Professionals (New)**- Mentoring, Jobs Opportunities, Leadership Opportunities
- III. **Fundraising (New)**- Connect with Sponsors and Donors and Grants
- IV. **Procurement Office Relations (New)**- Connect Members with Procurement Opportunities
- V. **Strategic Partnerships (New)**- Connect with local organizations with shared objectives and create valuable Member Benefits
- VI. Events (Special thanks to Christina Lambie & Morgan Lyons)
- VII. Public Policy (Special thanks to Hal Resnick, James Dorf, Phil Cronin, Sonny Morstein, Beverly Williams, Faviola Donato-Galindo, Dr. Kimya Dennis, Moshe Pelberg, Mostafa Razzak)
- VIII. Membership (Special thanks to Steve Braun)

The Future of Membership Benefits

Jane Jenkins
Jenkins Enterprises



MEMBER 2020-2021

New and Added Value:

- Discounts on Services
- Special Deals on Products
- Benefits for Employees
- Special Access to Events
- Travel Discounts
- VIP Treatment

7 Objectives for Growth:

1. Increase the Value of Membership and Improve Retention
2. Strengthen our Members with Information that helps them Add/ Improve Jobs and Increase Revenue/ Income
3. Engage Elected Officials and Amplify the Voices of our Members
4. Create New Committees and Support Safe, Fun Opportunities for Members, Business Professionals and Politicians to Engage One Another
5. Connect Members and the Baltimore Business Community to Resources
6. Grow Chamber Revenue and Build Membership to 400+ Active Members
7. Make the Chamber the Business Resource Connector for Entrepreneurs, Business Owners, Professionals, Government Agencies, Procurement Offices & Elected Officials in Baltimore

Q&A

Have questions or ideas? Schedule a call with Will Holmes
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Objective 1. Increase the Value of Membership and Improve Retention

Those Actions Are:

- 1: Divide Stakeholders into Categories & Monitor (Sm./ Med./ Lg. Members, Partners, Sponsors & Politicians)
- 2: Understand Growth Needs of Each Category via One-on-One Calls, Meetings & Surveys & Compile Results
- 3: Develop Recurring Events That Address Needs of Each Category & Provide Value
- 4: Based on Member Needs, Develop & Cultivate Partnerships with Procurement Offices, Prime Contractors, Government Agencies, Anchor Institutions & Sponsors
- 5: Based on Member Needs, Develop & Cultivate Partnerships with Politicians, Resources, Grants & Other Chambers
- 6: Update the Self Reporting Business Health Score Card (Jobs, Revenue & Opportunity Pipeline) & Report Monthly
- 7: Be Responsive & Realign Board Duties, Committees & Automated Marketing Tools to Support Executive Director's Efforts
- 8: Monitor Operational Basics Weekly (Fundraising, Grants, Budget, Accounting, Taxes, Regulations & Ethics)
- 9: Constantly Measure Value to Members & Create Culture of Member Pride, Collective Unity & Strength
- 10: Maintain Transparency with our Members, Seek Their Opinions & Communicate Regularly with Invitations & Updates
- 11: Maintain Daily Conversation on How the Chamber Can Strengthen Baltimore's Business Ecosystem
- 12: Maintain Daily Efforts to Attend Events & Recruit Members, Partners, Sponsors & Political Connections
13. Build online tools that allow Members to more efficiently access resources.



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Objective 2. Strengthen our Members with Information that Helps them Add/ Improve Jobs and Increase Revenue/ Income

Those Actions Are:

- 1: Assess current demands of Member Businesses and create entrepreneurial workshops.
- 2: Assess current demands of Member Professionals and create professional development workshops.
- 3: Develop events that mix learning with networking and fun.
- 4: Ensure that events provide a valuable format for our sponsors.
- 5: Partner with Primes, Government Agencies and Anchor Procurement offices to create opportunities for Member Businesses to learn about contracting opportunities.
- 6: Partner with Human Resources, Workforce Development and other professional organizations to create growth opportunities for Member Professionals.
- 7: Finalize schedule of events for the year, create calendar invitations and send to all members.
- 8: Starting 60 days out, use social media, email marketing and automated reminders to drive interest and maximize attendance.
- 9: Assess effectiveness of events with polls, surveys and one-on-one interactions with attendees, members and sponsors.
- 10: Reinforce call to action of sponsors to the attendees before, during and after the event.
- 11: Ask Members to report jobs added in their organizations on a monthly basis.



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Objective 3. Engage Politicians and Amplify the Voices of our Members

Those Actions Are:

- 1: Monitor local and state Legislative Agenda and determine which bills may affect our Members.
- 2: Poll Members and determine Member support and popular position.
- 3: Present Member poll results to Public Policy Committee.
4. Public Policy Committee should compile results and present to the Board of Directors.
5. The Board of Directors will discuss and vote the Chamber's official position.
6. The Public Policy Committee will work with the External Communications Committee to draft letters, templates and social media campaigns.
7. Instructions and templates should be sent to Members with instructions of how to participate in a campaign to influence the political process.
8. We engage Politicians and express our position and work with them to understand the needs of our Members. We should track these efforts and monitor outcomes.



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Objective 4. Create Safe, Fun Opportunities for Members, Business Professionals and Elected Officials to Engage One Another

Those Actions Are:

- 1: Create opportunities for all our stakeholders to engage one another when appropriate.
- 2: Use opportunities to gather members so they can network.
- 3: Use opportunities to gather members so they can have fun and build relationships.
4. Create consistent recurring events so members can plan to attend.
5. Have events with high attendance so Sponsors and Politicians can find value.
6. Have smaller events where attendees can interact more closely with each and with Sponsors and Politicians.
7. Always create environments where members and attendees can feel safe and supported.



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Objective 5. Connect Members and the Baltimore Business Community to Resources

Those Actions Are:

- 1: Assess the gaps in the Baltimore Business/ Entrepreneur Ecosystem and fill them with workshops and information.
- 2: Acknowledge the existing resources and partner with these organizations to refer members and inquiries when appropriate.
- 3: Ask our resource partners to refer potential members when appropriate.
- 4: Be consistent in our marketing efforts and share information with stakeholders.
- 5: Maintain a calendar on our website, a Meetup group, Facebook group, Eventbrite page, and a weekly update so that we can keep Members and potential members informed about resources in Baltimore.
- 6: Follow up with people we refer to resources to gather feedback on those resources.
7. Build enhanced online training programs, make audio recording and videos available and develop a library of resources.



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Objective 6. Grow Chamber Revenue and Build Membership to 400+ Active Members by January 2021

Those Actions Are:

- 1: Create an Individual Member level with a low-cost automated subscription payment option for easy conversion of attendees at events.
- 2: Develop an enticing Sponsorship package that provides value to sponsors based on what they want.
- 3: Be creative in developing products and services that Members and Sponsors and Non-Members will want to purchase.
4. Have a consistent process for Welcome Calls of all Members, Follow-up on Member requests and solutions for their problems.
- 5: Listen to our Members and provide what they want.
- 6: Set a goal of 25 new net members per month and maintain the members we have on our roster.
7. Pay attention to expenses, minimize costs and invest in systems and processes that will increase membership and revenue.
- 8: Recreate Ambassador Role. The Ambassador title is earned based on actually recruiting New Members. Recognize the efforts of Ambassadors.



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Objective 7. Make the Chamber the Business Resource Connector for Entrepreneurs, Business Owners, Professionals, Government Agencies, Procurement Offices & Elected Officials in Baltimore

Those Actions Are:

- 1: Be consistent in offering the highest quality advice, workshops, events and connections to value.
- 2: Help people and organizations to be successful.
- 3: Always do what's best for our Members and the Baltimore Business Community.
- 4: Be proactive and make partnerships with Procurement Offices, Community Organizations and Government Agencies. Track these efforts and monitor progress.
- 5: Teach our members how to work together within the chamber to leverage our position and influence change.
6. Make our tools available to Members and Non-members in Baltimore.
7. Use our conference call auto scheduler to create high accessibility to Members and Non-members in Baltimore.