



South Salt Lake
**Chamber of
Commerce**

Strategic Plan 2024-2026

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City of South Salt Lake

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Cameron Construction

Tereza Bagdasarova - *Co-Chair*

Managing Director

Teri Slauch - *Past Co-Chair*

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Amy Peuler

SSL Community & Economic
Development

Chauna King

Outcome Private Wealth

Heather Anderson

Steele Encounters

Kelli Meranda

Promise South Salt Lake

Lucia Murdock

SLC Workshop

Martine Celstin

PDQ

Jessica Potter

South Salt Lake City

Melissa Ceballos

Elevated Financial Wellness

Suzanna van Skyhawk

Spectrum Engineers

Jennifer Goodwin

Northwestern Mutual

BUSINESS EDUCATION COMMITTEE

Rick Taggart - Chair

American Funds and Trusts

Sean Neal

Granite Education Foundation

Mike McCormick

Cottonwood High School

Jason Rosvall

Youth in Custody (YESS)

Christine Christensen

Woodrow Wilson Elementary

Sarah Bruner

GSD Gang Prevention

April Boone

GSD Gang Prevention

Mandy Chapple

Granite Technical Institute

Anthony Biamont

SSL Neighborhoods

Lily Haidari

Learning for Life

Principal Karly Chavez

Olene Walker Elementary

Principal Michael Douglas

Cottonwood High School

Principal Christopher

Granite Park Junior Hgh School

Principal Milton Collins

Lincoln Elementary

L.t. Ryan

SSL Police

Sharen Hauri

Director of Neighborhoods

Kelli Meranda

Promise South Salt Lake

Tori Smith

Promise South Salt Lake

Georgia Smith

Learning for Life

Gary Birdsall

Executive Director & CEO

CHAMBER AMBASSADORS

Spencer Hafen

Fabian VanCott

Cameron Wilkins

America First Credit Union

John Calveri

Servpro

Gary Birdsall

South Salt Lake Chamber

Tereza Bagdasarova

Managing Director

CHAMBER STAFF

Gary Birdsall

Executive Director & CEO

Tereza Bagdasarova

Managing Director

Executive Summary

In a city boasting more than 27,000 residents, and 3,200 businesses, an unwavering commitment to economic development is crucial for long-term sustainability and growth. Drawing insights from research, strategic planning sessions with the Board of Directors, and conversations with local business owners, and in alignment with the evaluation of existing data and expectations of local stakeholders, the South Salt Lake Chamber of Commerce has crafted a comprehensive strategic plan aimed at fostering economic growth in South Salt Lake City over the next three years.

Among the various forms of feedback gathered, five primary focus areas consistently emerged as priorities: fortifying the Chamber's foundation, building a strong membership, addressing workforce development and small business assistance, aligning with City economic development goals, and enhancing marketing and awareness efforts. In accordance with the Professional Services Agreement formulated by the Redevelopment Agency of South Salt Lake, these four categories lay the groundwork for the organization to effectively convey the value of supporting the growth and success of existing businesses in the South Salt Lake community.

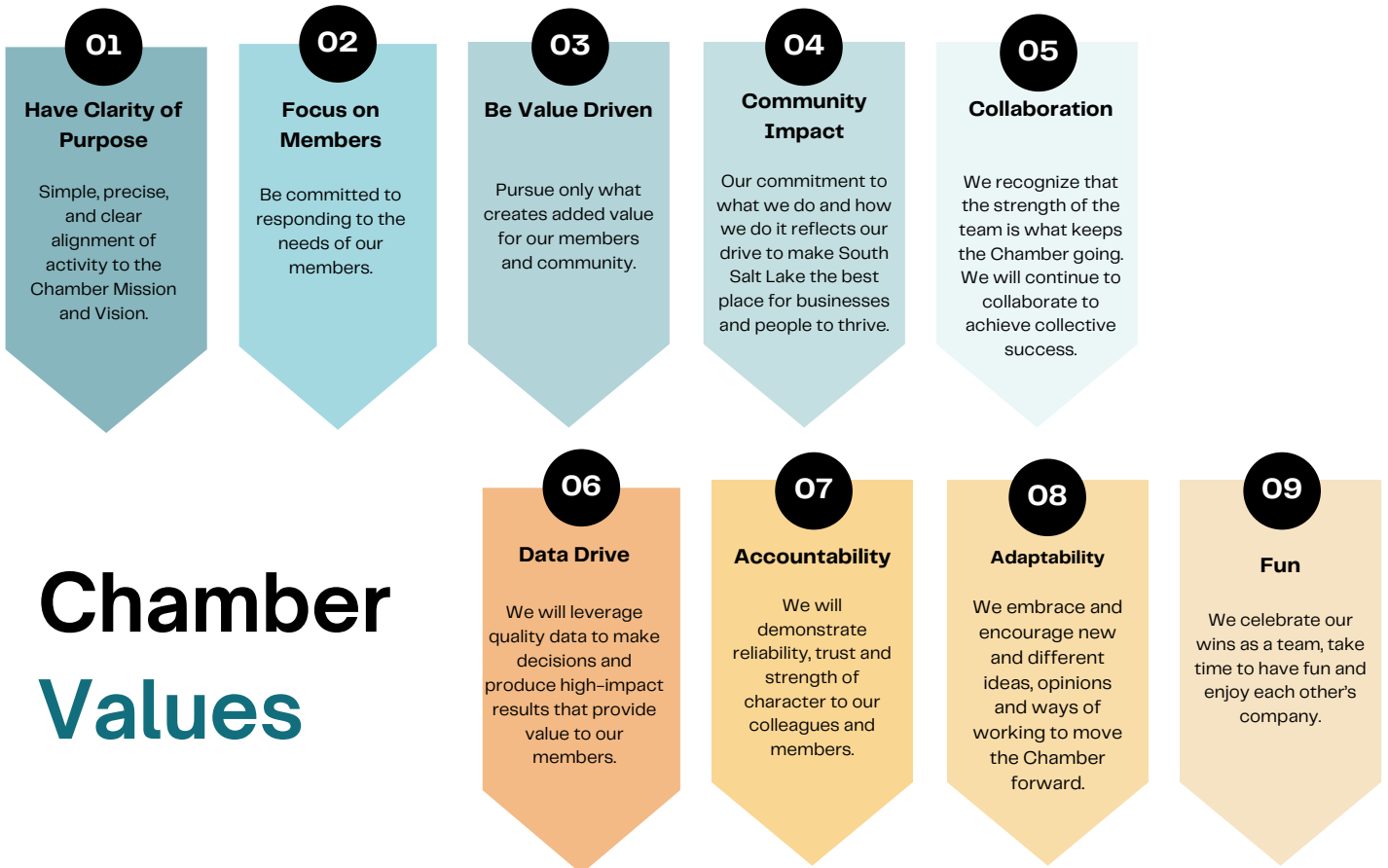
The plan outlines goals, strategies, and objectives for each priority over the next three years, providing proposed means of measurement and estimated costs and staffing needs associated with the allocation of additional resources. As the Chamber strives to rebuild and position itself as an entity adept at connecting the South Salt Lake business community with the essential components of sustainable success, it remains steadfast in its vision: "The South Salt Lake Chamber passionately champions vibrant communities and thriving networks, empowering businesses to contribute meaningfully to the economic landscape through dynamic engagement opportunities, recognizing that success is intrinsically tied to community well-being."

Mission Statement

At the heart of the SSL Chamber's mission is a profound commitment to fostering vibrant communities and robust networks. Through dynamic and creative engagement opportunities, we empower businesses to thrive and actively contribute to the interconnected tapestry of our broader economic landscape. As a dedicated catalyst for community building, we understand that true success is rooted in the well-being of our communities. By nurturing a strong and interconnected network, the SSL Chamber emerges as an influential force, propelling businesses toward enduring success while championing collaboration and shared prosperity.

Vision Statement

Our vision is a dynamic business ecosystem where the SSL Chamber, through innovative engagement, community building, and networking, empowers businesses to thrive collectively. We aspire to be the driving force that fosters networking and collaboration, shared success, and enduring prosperity, creating a resilient and vibrant network within a supportive community



PRIORITY 1:

Fortify the Chamber's operations and internal foundation.

OBJECTIVES

- Ensure excellent stewardship of members' investments and trust.
 - Create a beneficial membership package and fulfill membership promises that meet member investment.
- Maintain and develop quality staff, volunteer leadership, and partners.
 - Clearly define roles and responsibilities for staff, volunteers, and partners to ensure everyone understands their contributions and expectations, using the person-role-system tool.
 - Develop effective recruitment strategies for board and committee members to attract high-quality leaders and implement retention strategies to ensure volunteer satisfaction and commitment.
 - Update Chamber obligations.
 - Practice efficient responses to emails and communication from board and committee members.
- Develop a cohesive brand identity to leverage the chamber and expand program and initiative reach.
 - Restructure the mission statement, vision statement, and values to reflect the Chamber's evolving goals and aspirations.
 - Ensure that all Chamber outputs strongly align with both the mission statement and the needs and expectations of its membership.
 - Build our comprehensive branding packages designed for effective outreach, encompassing various elements that convey the Chamber's message and identity.
- Conduct a comprehensive internal audit to identify operational strengths and weaknesses.
 - Implement efficiency measures to streamline internal processes and enhance organizational effectiveness.
 - Commit to leveraging QuickBooks as the primary tool for managing and tracking membership activities.
 - Revamp the website to improve online accessibility, allowing for seamless and efficient membership sign-up processes.
 - Introduce automation to streamline and simplify the membership renewal process, ensuring timely and hassle-free renewals for all members.
 - Implement email automation and optimize membership onboarding procedures to reduce wait times and enhance efficiency in recruiting new members.

PRIORITY 1:

Fortify the Chamber's operations and internal foundation.

OBJECTIVES

- Develop and implement a strategic plan that aligns with the Chamber's mission and objectives.
- Enhance technology infrastructure to improve communication and data management.
 - Investigate the feasibility of incorporating ChamberMaster as the membership CRM system to enhance organizational efficiency.
 - Harness the capabilities of QuickBooks and integrate relevant website plug-ins to optimize financial management and enhance online functionality.
 - Migrate all Chamber documents, currently stored in paper format and within office cabinet files, to Google Drive for centralized and accessible document management.
- Diversify revenue streams through innovative funding models and strategic partnerships.
- Foster an environment of open communication to ensure that staff, volunteers, and partners feel heard and valued. Regularly solicit feedback to address concerns and make improvements.
 - Implement staff evaluations for board members and self-evaluations.
- Regularly assess and update governance policies and procedures to ensure transparency and accountability.
- Strengthen relationships with key stakeholders, including members, the community, and city officials, to build a solid foundation of support.

HOW WE WILL MEASURE SUCCESS

- Measurement of delivering on promised membership benefits and services.
- Satisfaction levels of volunteers through regular surveys or feedback sessions.
- Measurement of alignment of the restructured mission statement, vision statement, and values with the Chamber's goals during the annual strategic planning board retreat.
- Effectiveness of the website revamp in improving online accessibility and streamlining membership sign-up processes, through click rates and annual audits.
- Percentage of strategic plan objectives successfully implemented.
- Completion percentage of migrating all paper documents to Google Drive.
- Responses from staff evaluations from board members and board/staff self-evaluations.

PRIORITY 2:

Build a strong membership. Improve Membership Retention and Recruitment

OBJECTIVES

- Provide services and benefits that offer Chamber members the opportunity to thrive, grow their networks, access valuable resources, and stay informed about industry trends, ultimately fostering their professional development and contributing to the success of their businesses.
- Build and support shared information platforms that assist small and micro businesses.
- Support various B2B mentoring programs to strengthen the community, enhance connectivity, and serve new and existing business owners alike.
- Host training seminars aimed specifically at the needs of start-ups.
- Expand membership benefits and marketing services.
- Deliver value for membership investment (business climate efforts and direct benefits).
- Encourage board members and Ambassadors to be involved in membership recruitment and retention.
- Offer new member orientation sessions.
- Utilize committees and volunteers to implement successful Chamber and community events.
- Utilize Ambassadors to welcome new and expanding businesses (ribbon cuttings and follow-up).
- Provide our members with a sense of belonging.
- Create opportunities for member businesses and their employees to interact and expand their networks.
- Increase focus on recognizing and celebrating member businesses.

PRIORITY 3:

Enhance member communications, marketing, and awareness efforts.

OBJECTIVES

- Clearly define and communicate the history, programs, and activities of our Chamber of Commerce to all communities.
- Develop strategic partnerships with community agencies to enhance our outreach and membership efforts, focusing on collaboration with local businesses, civic organizations, and government entities.
- Redefine our Chamber's communication materials, emphasizing the positive contributions of member businesses and districts in the community, showcasing the benefits of Chamber membership, and promoting various events across all districts.
- Maintain an updated and user-friendly Chamber website, encouraging active participation from member businesses and individuals in contributing events, news, and relevant information.
- Increase our presence on social media to effectively communicate our initiatives and achievements to the broader community.
- Compile a comprehensive list of Chamber members with business details to create a directory.
- Create engaging content such as blog posts, videos, and events that will bring more business to South Salt Lake, specifically the downtown area.
- Create useful and engaging monthly newsletters.

HOW WE WILL MEASURE SUCCESS

- Open rates, click-through rates, and subscriber growth for the monthly newsletters.
- Completion and maintenance of a regularly updated Chamber member directory.
- Growth in social media followers, engagement rates, and reach, monitored weekly or monthly, with specific attention to key performance indicators on platforms such as Facebook, LinkedIn, and Instagram.
- Monthly website traffic and user engagement statistics, including the number of event submissions, news contributions, and updates from member businesses.

PRIORITY 4:

Partner with educational, business, and nonprofit communities to address the region's growing workforce development and small business assistance needs.

OBJECTIVES

- Partner with local institutions to improve the effectiveness of job-training programs and other educational offerings focused on building critical skills in great demand by area businesses.
- Engage the region's youth through seminars, internships, events, and trade fairs to help them identify opportunities and career paths in South Salt Lake and neighboring cities.
- Better utilizing the Chamber's Foundation to have a stronger impact on talent/education efforts in the region.
- Create industry roundtables to discuss market climate, industry trends, employment/skills needs, and growth prospects.
- Expand mentoring programs in elementary and middle schools (support the Adopt-a-School program).
- Support efficient use of public resources for common education (advocate sensible administrative consolidation to maximize funding for the classroom).
- Offer resources and support services for small businesses, including access to funding, mentoring, and workshops on business growth and sustainability.
- Collaborate with nonprofit organizations to enhance support systems for workforce development and small businesses, ensuring a holistic and community-driven approach.
- Work with local businesses to create internship opportunities, bridging the gap between education and real-world work experiences for students.
- Organize workshops and seminars in collaboration with educational institutions to address specific areas of skill development and business assistance.

HOW WE WILL MEASURE SUCCESS

- Percentage increase in the participation of businesses in job-training programs.
- Number of seminars, internships, events, and trade fairs organized.
- Qualitative impact assessments of the Foundation's initiatives on talent and education efforts.
- Number of schools and businesses participating in the Adopt-a-School program.

PRIORITY 5:

Align with City economic development goals

OBJECTIVES

Once the foundation for an effective organization is built and on a positive trajectory, the Chamber will be able to launch more robust and involved economic development activities. The Chamber will hone in on areas that plug into and enhance the activity of current economic development organizations. Key opportunities exist within the small & mid-sized business (SMB) segment, key regional industries, and promotion of the region to support attraction and retention efforts.

- Promote the resources, positive activities, and accomplishments of South Salt Lake; and encourage community members to take pride in their community by developing greater community awareness, identity, and image
- Champion regionalism to enhance the business environment and boost economic development through the coordination and leveraging of resources
- Showcase area business success stories on digital platforms
- Launch a Downtown Alliance to unify businesses, strengthen community ties, and enhance the overall economic vitality of the city center.
- Actively participate in collaborative planning sessions with city officials and economic development stakeholders to align the Chamber's goals with the overall economic development strategy of the city.
- Establish open lines of communication with city officials to stay informed about economic development priorities and to ensure the Chamber's initiatives are in sync with city goals.
- Coordinate marketing and promotional activities with the city to collectively showcase the region's economic strengths and attract businesses and investments.

HOW WE WILL MEASURE SUCCESS

- Board member attendance rate to invited events (e.g., board meetings and events)
- Member involvement in programs as volunteers
- Annual survey and event survey responses that specify "Significantly favorable" rating
- Balance resources and work week hours of chamber staff
- Total membership increase due to referrals
- Total event attendance

Women in Business Scope

Mission Statement

The mission of the Women in Business (WIB) initiative by the South Salt Lake Chamber is to empower women and nurture their professional growth. Our commitment revolves around providing mentoring support, creating leadership opportunities, and organizing networking events to facilitate women's success in their careers. Grounded in principles of integrity, honesty, and compassion, we aspire to foster a supportive community that elevates women in the business realm. Our goal is to have a positive impact on the growth and success of women in our local business communities.



The South Salt Lake Chamber's Women in Business (WIB) is dedicated to empowering women and fostering their professional development. WIB has outlined a series of specific steps and benchmarks to ensure that every woman we engage with experiences meaningful progress in her career. Simultaneously, we aim to uplift SSL industries and provide intentional, customized support for SSL businesses to thrive economically.

The Women in Business project will be executed through the WIB Committee, consisting of Chamber staff, nonprofit and industry leaders, small business owners, and SSL City Councilwomen. The concerted efforts of Women in Business receive support from the Chamber board and staff. Within an 18-month timeframe, Women in Business endeavors to implement comprehensive strategies, offering mentoring support, facilitating leadership opportunities, and hosting networking events crucial for empowering and supporting women in their personal and professional growth journeys.

Women in Business Goals

- Education: Launch a new range of educational programs, workshops, and seminars designed to enhance the skills and knowledge of women professionals within various industries.
 - 2024-2025 events:
 - Women in Business monthly luncheons
 - FireSide Chats @ PDQ
 - Monthly WIB Breakfasts (Internal Planning)
 - Partnering with the City of SSL and the JEDI Council on the Women's Job Fair
 - Provide competency training for participating SSL organizations and companies to bring awareness to women in the workplace.
- Networking and Collaboration: Women in Business will act as a hub for female industry professionals by hosting events, forums, and conferences that promote the exchange of ideas, build relationships, and forge partnerships. The intentionality of the networking events fosters a collaborative environment that encourages innovation.
 - While WIB events focus on highlighting female-led initiatives and topics, the WIB is available to everyone. WIB acknowledges the many male professionals who support the WIB initiatives and work to foster an inclusive professional environment together.
- Advocacy and Representation: The Women in Business will work to strengthen relationships between the business community, education community, and city representatives to advocate for policies and initiatives that affect women and support the interest of local businesses and large-scale companies that reside in the South Salt Lake.
- Mentorship (Phase 2 Mid 2024-2025): The Women in Business will work to establish a robust mentoring program and create a structure that connects experienced professionals with aspiring women leaders. The program will connect mentors and mentees based on compatible goals and backgrounds to foster meaningful relationships. WIB will recruit mentors from diverse backgrounds and encourage professionals from various industries to participate as mentors.

SSL CHAMBER COMMITTEES

Chamber Ambassadors

The SSL Chamber Ambassadors constitute a dedicated group of business and community professionals based in SSL. They generously devote their time and efforts to serve as official goodwill ambassadors, with a primary focus on member retention and recruitment.



Business Education

Business Education brings together representatives from various educational institutions, local businesses, officials from the police and fire department, Chamber, and the City. to give back to the youth in South Salt Lake.



JEDI

The SSL Chamber actively engages in JEDI, concentrating on infrastructure to support the resident workforce and businesses. Local job opportunities are both available and accessible to residents, ensuring equitable access to digital inclusive practices. Additionally, residents have access to education, including job skills and preparation—information on where to find jobs, application procedures, and eligibility criteria.



Women in Business

WIB is dedicated to providing mentoring support, facilitating leadership opportunities, and hosting networking events that empower women to thrive in their careers. With a foundation rooted in integrity, honesty, and compassion, WIB aims to create a supportive community that uplifts women in business.

Event Planning Committee

The SSL Chamber Events Committee oversees the planning and execution of events and educational opportunities that promote business in our local community.

Membership **Levels**

SMALL BUSINESS: \$150

Will receive Bronze Membership benefits for one year.

BRONZE: \$300

- Networking: Opportunity to attend networking events throughout the year with member pricing.
- Signature Events: Opportunity to attend educational programs and signature events with member pricing.
- Newsletter Subscription: Subscription and member spotlight in the SSL Chamber newsletter.
- Civic Engagement and Community Service - Opportunity to get involved in community service and civic activities that impact the South Salt Lake community, building your company's brand.
- Ribbon Cutting/Open House
- Proud Member - "Proud Member" online certificate - attach to email sign-offs, stickers, etc.
- Member Directory - All members will be listed in the membership directory to optimize membership exposure.
- Advertisement - Opportunity to be spotlighted twice a year through various Chamber media channels.
- Community Calendar - Opportunity to expand the reach of your corporate events through the Chamber's community calendar/newsletter and social media channels.
- Member News - Opportunity to post your company's announcements in the "Member News" section on the Chamber website.
- Education workshops- Members will have access to member pricing for educational events and multi-part series, designed to keep you informed about critical topics.
- Legislative affairs newsletter and updates.
- "In the Know" City Newsletter and events - Members will be alerted with South Salt Lake City updates and workshops to better understand what's taking place in SSL, how to thrive in SSL as a business, and engage in community events.
- Committee Participation - Members will have an opportunity to participate in Chamber committees and provide input to the direction of the Chamber while giving their business exposure.
- Women in Business membership - Opportunity to join Women in Business and access to additional lunches and events.
- Prioritization of businesses for signature events.
- Certificate of Origin membership discount

SILVER: \$500

- Silver membership will receive all bronze-level membership benefits.
- 2 Spots in the golf tournament
- 4 SSL Chamber Annual Banquet spots are allocated to your business.
- Spotlight during events to increase the visibility of your organization/company.
- Opportunity to add something to the swag bags for crucial events.
- Opportunity to have a booth at one of our events to help you promote your business. Whether at a golf tournament, networking, or an education event, you can choose which event(s) best fit your business.
- Opportunity to be spotlighted four times a year through various Chamber media channels.
- Membership discounts

GOLD: \$750

- Gold members will receive all bronze-level and silver-level membership benefits.
- 4 spots in the golf tournament
- Opportunity to become a hole sponsor during the golf tournament
- Company will have a table (8 spots + signage) for the annual banquet
- The company logo with an embedded link leading to the landing page will be displayed on the Chamber website.
- Opportunity to be spotlighted monthly through various Chamber media channels.
- Membership discounts

EXECUTIVE CIRCLE: \$1000 AND ABOVE

- Executive Circle members will receive all bronze-level and gold-level membership benefits.
- Recognition at signature events - your business will get credit at ALL of our events through logo displays, mentioning your business verbally, and social media posts to thank you for your event sponsorship.
- First rights to host a Business After Hours
- Onsite membership orientation
- VIP Executive Circle events access

Follow Us on Social Media



SOUTH SALT LAKE
CHAMBER OF COMMERCE



Stay connected with the vibrant South Salt Lake business community by following the South Salt Lake Chamber of Commerce on our social media channels. Discover exciting events, valuable resources, and opportunities to engage with local businesses – join us in building a stronger community together!



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