

Southern Wayne County Regional Chamber

Strategic Direction

2023-2026



Young Patriot's Park
Sibley Rd. | Riverview



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Meet the Chamber Team



Ronald J. Hinrichs
President/CEO



Monique Reister
Senior Director of
Membership Engagement



Kate Currie
Events & Marketing
Manager



Mary Pilon
Administrative Assistant

The Southern Wayne County Regional Chamber provides member businesses and organizations across 21 municipalities throughout the region with opportunity and resources to engage and network with other business professionals, enhancing financial growth, professional development, and the ability to contribute to a thriving community environment. Our membership is diverse, including large corporations, nonprofit organizations, manufacturing companies, real estate developers, healthcare organizations, retail establishments, business service providers, restaurants, hotels, municipalities, government officials and much more.

The SWCRC's mission is to provide opportunities for engagement that will empower every member to achieve success.

It is our vision to be the unifying body for the Southern Wayne County business community, bringing people and organizations together to have a positive, lasting impact on our region.

The SWCRC is one of the most influential forces in local government and regional economic development. We are a business organization that provides resources such as business networking groups, monthly networking events, signature B2B events, legislative voice and committees throughout the year.

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Communities Served

The Southern Wayne County Regional Chamber serves as the regional chamber of commerce for the communities of Allen Park, Belleville, Brownstown, Ecorse, Flat Rock, Gibraltar, Grosse Ile, Huron Township & New Boston, Lincoln Park, Melvindale, River Rouge, Riverview, Rockwood, Romulus, Southgate, Sumpter Township, Taylor, Trenton, Van Buren Township, Woodhaven, and Wyandotte.

Strategic Priorities:

Lead Business Advocacy

- To be the most influential business voice for our communities
- To convene leaders and influencers to act on matters of regional importance

Add Membership Value

- To continue to add value for all businesses and nonprofit organizations in our region
- To increase opportunities for engagement among members

Support Small Business

- To be the primary resource for small business growth in the region
- To establish partnerships with key organizations, generating new opportunities and resources for small businesses.

Strategic Priority Commitments:

Lead Business Advocacy: The Southern Wayne County Regional Chamber of Commerce has a long-standing legacy of advocacy for the twenty-one municipalities it supports and maintains strong relationships with elected officials at all levels of government. It is a priority for the Chamber to continue its reputation for being a convener of leaders on issues of regional importance and to bring diverse groups together to create a positive impact on the region. This will be accomplished by fostering important relationships, participating in the Chamber Federation, and representing membership interests with government officials.

Add Membership Value: As the needs of area businesses change over time, the Chamber commits to adding to its membership value proposition and increasing opportunities for engagement with businesses/nonprofit organizations of all sizes and types. This will be achieved through intentional efforts to match member value with the individual business needs, improving communication with all members to demonstrate value, and to increase engagement with emerging businesses.

Support Small Business: The success of a local economy is due largely to the activity of small business. Through strategic partnerships, the Chamber is a primary resource for starting and growing small businesses in the region and works to provide programs and activities that help the small business community thrive.

STRATEGY MAP AND SCORECARD:

Priority Area	Goals	Suggested Evaluations
Lead Business Advocacy	Continue to convene leaders and influences on matters of regional importance	Impactful discussions with community leaders that lead to meaningful solutions Complete and communicate scorecard of Chamber participation in regional issues
	Continue to participate in the chamber federation on local, regional, state and federal business issues	Number of opportunities to support and participate in federation issues
	Establish and foster relationships with elected officials	Performance evaluation with elected leaders including mayors/supervisors, city/township managers, councils, state legislators and members of Congress
Add Membership Value	Develop next generation programming to support member succession and leadership opportunities	Providing impactful opportunities to next generation members, resulting in new engagement and increased investment Number of next generation members in leadership positions
	Execute programming to broaden membership engagement, particularly with BIPOC, women and veteran populations	Providing impactful programming and opportunities for diverse populations with meaningful resources to overcome real challenges in our community Number of volunteers and organizational leaders from diverse populations
	Develop communications to demonstrate Chamber value in engagement, advocacy, leadership, and access	Number of members Membership retention Membership engagement in opportunities Member communication open and click rates
Support Small Business	Build capacity to support small business program partnerships	Creation and engagement of meaningful partnership with resources in the community to benefit small business members
	Diversify programming to empower more small businesses to participate	Creation and development of meaningful opportunities and programming for small business members Number of small business members

Suggested Action Items to Support Priority Areas and Goals

Priority Area	Goals	Consider the following activities	Outcome
Lead Business Advocacy	Continue to convene leaders and influencers on matters of regional importance	<p>“Quarterly Mayor Meeting” in partnership with the DCC - convene leaders for each of the Chamber’s represented communities to discuss matters of importance. Agenda might include shared priorities among the communities, regional collaboration opportunities, or an open forum to find agreement or resolve conflicts.</p> <p>Regularly meet with elected officials and representatives to discuss regional issues.</p> <p>Continue to host critical legislative and business forums offering opportunities for members to engage elected leaders. Evaluate community to understand challenges and provide resources and relevant speakers to work toward creative and effective solutions.</p> <p>Convene task forces or summits/forums to problem solve significant issues (such as affordable housing, transportation, etc.) with business and government leaders</p> <p>Host economic forecast activity to highlight economic trends or regional economic development activity</p> <p>Grow Leadership programming to educate and recruit business leaders for greater participation in community and regional issues</p> <p>Partner with DDAs on hyper-local programs</p> <p>Partner with community organizations to help align economic development efforts in the region</p>	<p>To be viewed by community leaders and stakeholders as the premier resource in the Southern Wayne County region for convening discussion on regional challenges, and working toward positive and impactful solutions to those challenges.</p> <p>Increase engagement from elected, business, and non-profit leaders in the community and within the Chamber.</p> <p>Enhance awareness of the Chamber, increase its positive influence and reputation amongst leaders, employers, the labor force, and the public.</p>

Priority Area	Goals	Consider the following activities	Outcome
Lead Business Advocacy	Continue to participate in the chamber federation on local, regional, state and federal business issues	<p>Participate in state and US Chamber coalitions on significant business matters</p> <p>Participate in state and US Chamber events to stay knowledgeable on key issues</p> <p>Identify a priority advocacy agenda to allow the Chamber to quickly participate in coalition activities</p>	<p>Increase the Chamber's influence and member voice in statewide and federal conversations of importance.</p> <p>Increase the Chamber's presence and reputation in state and federal levels of influence and leadership.</p>
Lead Business Advocacy	Establish and foster relationships with elected Officials	<p>Hold regular meet and greets with Chamber leadership and elected officials to establish a positive and impactful relationship</p> <p>Keep lines of communication open with elected officials by inviting them to speak at board meetings or with public policy committee</p>	Increase our influence with local, state, and federal leaders, resulting in the increase of opportunity, membership and value.

Priority Area	Goals	Consider the following activities	Outcome
Add Membership Value	Develop next generation programming to support member succession and leadership opportunities	<p>Host regular new board member orientation and consider young professionals for committee and board openings</p> <p>Convene YP committee to comment on Chamber programming and positioning</p> <p>Recruit next generation leaders in leadership programming</p> <p>Connect emerging leaders to board opportunities in the community</p> <p>Engage with high schools to build chamber awareness</p> <p>Use technology to reach audiences where they get their information</p>	<p>Establish a realistic pathway for future Chamber growth and success with the engagement of next generation members.</p> <p>Relevancy among youth. Provide meaningful and valuable opportunities for young professionals and students, thereby making the Chamber relevant to our region's youth.</p> <p>Increase overall membership of region's next generation members.</p>
	Execute programming to broaden membership engagement, particularly with BIPOC, women and veteran populations	<p>Develop database to include demographic information to support diversity in attendance</p> <p>Support regional diversity Chamber programs to develop relationships</p> <p>Host women's leadership programming</p> <p>Develop programs for hiring veterans, starting a business, translating military experience to the private sector</p> <p>Implement intentional efforts to develop relationships with diverse audiences and invite them to Chamber programs</p> <p>Regularly conduct member and non-member surveys to evaluate Chamber programs and get feedback on missing activity</p>	<p>Increase in relevancy of the Chamber with ethnic minority populations and business owners.</p> <p>Increase equality of opportunities for all people in the workplace, with a focus on providing resources to disadvantaged members.</p> <p>Establish the Chamber as a perceived leader and resource in the community on equality and opportunity.</p>

Priority Area	Goals	Consider the following activities	Outcome
Add Membership Value	Develop communications to demonstrate Chamber value in engagement, advocacy, leadership, and access	<p>Implement best practices in digital and print communication to reach current and prospective members</p> <p>Segment communications to deliver most relevant content and increase readership and engagement</p> <p>Maximize messaging on key deliverables (such as advocacy and leadership) through thought leadership content: social media, blogs, etc.</p> <p>Communicate wins or Chamber successes to break through communication clutter and demonstrate clout</p>	<p>Decrease disengagement and increase engagement with Chamber communications among members.</p> <p>Increase the relevancy, influence, and reputation of the Chamber with meaningful and resourceful content via newsletter, social media posts, and website content.</p>
Priority Area	Goals	Consider the following activities	Outcome
Support Small Business	Build capacity to support small business program partnerships	<p>Establish relationships with MEDC, SBDC, SBA and other entrepreneur groups to extend reach on small business development</p> <p>Collaborate with nearby chambers on small business programming</p> <p>Identify partners to assist with access to capital, particularly for BIPOC, women and veteran populations; groups like Michigan Women Forward, Minority Supplier Council, and other venture capital groups</p> <p>Develop small business and entrepreneur resources through partner agencies</p> <p>Develop reserves to offer micro-loans to small business</p>	<p>Perceived by membership and community as a primary source of meaningful programming through the generation of key partnerships.</p> <p>Increase membership by providing key programming and resources seen as necessary by area employers and leaders.</p> <p>The generation of new opportunities for growth amongst small businesses and nonprofits with the creation of new partnerships by the Chamber.</p>

Priority Area	Goals	Consider the following activities	Outcome
Support Small Business	Diversify programming to allow more small businesses to participate	<p>Consider offering on-demand programs for small business owners that can't participate during normal business hours</p> <p>Offer early morning or after-hours programs</p> <p>Make members unable to attend events feel included (such as hosting events at member locations, providing synopsis or takeaways summaries, offer livestream or recorded content, etc.)</p> <p>Host smaller, more frequent events in communities rather than centralizing programs</p> <p>Regularly survey members to receive feedback on programming solutions</p> <p>Create additional value in reports, toolkits, and resource pages to provide programming outside events</p> <p>Develop small-business only programs tailored for companies with less than 50 employees</p> <p>Highlight more small businesses in social media</p>	<p>Increase engagement in Chamber programming from area small businesses.</p> <p>Create an organizational reputation of value and respect amongst area small businesses.</p>



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