

2025 Program of Work: Elevate Businesses

Our goal is to elevate Rowlett businesses by connecting with them on their level, asking questions, and communicating solutions based on their needs.

Membership Goals:

- Membership growth. Increased attention to new member recruitment and retention
- Increase non-dues revenue through sponsorships and participation.
- Continue promoting new programs designed to engage different audiences within our membership.
 - Emerging Leaders
 - EmpowHer
 - Senior Service Alliance
 - Rowlett Manufacturers Association
- Develop committees or task forces to evaluate benefits, focusing on VALUE at all levels.
- Continue to enhance and add to key relationships within our community

Advocate: Continue to advocate on behalf of our members and the business community

- Provide legislative updates
- Host candidate forums for city council races, as necessary.
- Host speakers who can provide legislative information on bills relevant to Rowlett at Eggs & Issues Breakfast or Membership Luncheon.
- Downtown Business Alliance (DBA)

Educate: Focus on providing educational opportunities utilizing our partnership with Dallas College.

- Enhance communication by using focus groups or surveys to determine business training needs, with follow-up and follow-through.
- *Business & Breakfast Educational Series:* Poll members on topics of interest/need and provide speakers.
- *Donuts & Details: Maximize Your Membership* is designed to educate members on “how to” access and use the Chamber’s website to enhance their business presence.
- Luncheons will feature informative presentations by entities such as the City, GISD, Dallas College, and the State of the Chamber.
- Continue providing free business counseling through our partnership with SCORE.
- Enhance Leadership Rowlett by adding a leadership skills development component. Employers want to gain something from their or their employees' participation to help their business, which could result in higher enrollment.
- Workforce training for manufacturers and small businesses.

Build: Business Relationships

- Provide quality opportunities for members to meet their peers and ideal clients
- Use breakfast or lunch meetings to introduce them to elected officials and community leaders, including the non-profit world
- *Make a Connection* is our most popular business-building event and an excellent way to introduce new and prospective members to the Chamber.

- Continue *the Party with a Purpose, which* benefits local food banks and provides a social atmosphere for building business relationships.
- *Emerging Leaders* and *EmpowHer* are critical to building relationships, but can provide educational opportunities and topics to enhance professional and personal development.
- Host monthly *Senior Service Alliance* meetings and assist those members who provide services and benefits to Rowlett's aging population and their families with a referral system that benefits all participants.

Beyond finances: We are transitional, not transactional. Your Partner in Progress!