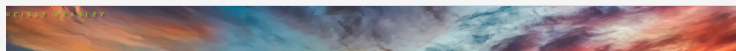
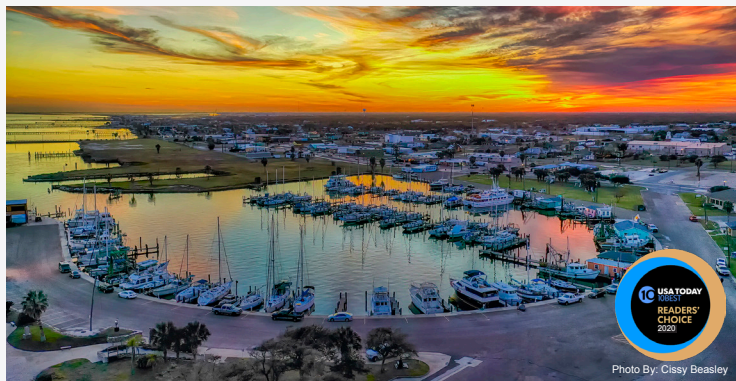


PROGRAM OF WORK

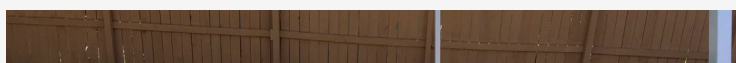
THEME: "HONORING OUR HEREOS"



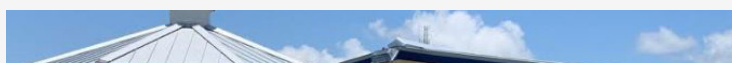
PROMOTION



NETWORKING



LEADERSHIP



ECONOMY



ADVOCACY



PLANE-LY SPEAKING . . .

GOALS

ACTION PLAN

MISSION AND VISION

AND MORE!



GOALS AND ACTION PLANS

GOAL ONE: BUILD RELATIONSHIPS FOR LONG-TERM GROWTH AND SUSTAINABILITY

- A. Member and volunteer involvement
 - i. Recruit new members and volunteers across cultures and age groups
 - ii. Increase Diversity at events and programs
 - iii. Reach age group diversity at events and programs
- B. Leadership Graduate Engagement
 - i. Fine tune leadership program orientations for clearer outcomes
- C. Small Business Assistance
 - i. Small Business support group round-table
- D. Committee Chair Orientations
 - i. Conduct a Committee Chair Orientation as a group

GOAL TWO: STREAMLINE COMMUNICATIONS

- A. Effective Communication
 - i. Improve conference room for live broadcasts
- B. Facilitate One Voice
 - i. Continue Local community updates thru Pandemic
 - ii. Continue community news releases in a cohesive unit
- C. Web Presence
 - i. Review and improve Chamber portion of Website
- D. Quality Programming
 - i. Continue all programming as able (Show Compassion)
- E. Diversity in Marketing
 - i. Shoot series of compassion-oriented video for social media

GOAL FOUR: ENHANCE VISITOR INFORMATION EXPERIENCE

- A. State-of-the-Art Visitor Center
 - i. Present design and budget to Finance Committee
 - ii. Begin fundraising
- B. Hurricane Harvey Exhibit
- C. Professionally Trained Volunteers
 - i. Monthly training and certification for Charmers
- D. Online Store

GOAL THREE: LEVERAGE STRATEGIC LEADERSHIP AS AN AVAILABLE CAPITAL

- A. Be "Change Leaders" in "New Era"
 - i. Identify emerging entrepreneurial leaders
- B. Evaluate Consolidate, Adapt
 - i. LAC Alumni to develop community insight night
 - ii. Implement piece-of-the-pie program to attract non-members
 - iii. Form Business Retired Executives Group
 - iv. Bay Blazers personally recruit new members
 - v. Board Members assist broadcast studio development
- C. Fundraise for the Future
 - i. Online auction for Sea-A-Bration event
- D. Care Approach
 - i. Utilize leadership to show compassion for the community

CHAMBER FOUNDATION

The mission of the Rockport-Fulton Chamber Foundation is to support, encourage, develop, and enable, through charitable programs, the social welfare and improvement of Aransas County through education, training, resident, business and governmental involvement, leadership development, infrastructure enhancement and assisting the community with recovery from community wide natural disasters. The Foundation is a 501 (c) (3) supporting organization of the Rockport-Fulton Chamber of Commerce. Programs and Events of the Foundation include Leadership Aransas County Class Projects, Hurricane Harvey Relief and Fund, Scholarships and Hospitality Training. Because of the support of so many businesses, organizations, individuals and chamber members like you, the Rockport-Fulton Chamber Foundation's impact on our community continues to grow. Thank you for helping us develop the future of our beautiful community with a clear and productive vision.



MISSION AND VISION

MISSION: To work in partnership with all businesses, individuals and governmental entities to promote commerce and tourism while maintaining the environment.

VISION: To be recognized as an effective resource, working to support the prosperity of our members, enhancing the business climate and quality of life in Aransas County.

MONTHLY/QUARTERLY EVENTS

CHAMBER LUNCHEONS

September/December/February/May
Enjoy informative, action packed luncheons at various venues around the community.

COMMUNITY CHAT AND CHEERS

Last Thursday
Mingle and networking fun at various locations. Chance to win. Community insight speakers.

BUSINESS BREAKFAST SERIES

October/January/March/June
This includes breakfast speakers, speed networking, Windshield Tour, and the Hurricane Preparedness Breakfast.

BUSINESS OF THE MONTH

Various times and locations
One business is selected for this award each month.

TOOL KIT TALK TUESDAYS

First Tuesday
Learn something at every one of these sessions!

NETWORK WEDNESDAYS

Every Wednesday, 9 to 9:45 a.m.
Free admission
Come tell about your business, service or product in 60 seconds. Chance to win in a Prize!

HOSPITALITY TRAINING

Call to inquire on dates and times.
This is a two and one half hour training for employees to achieve employee customer service. Receive a certificate, pin, and award.

ANNUAL PROGRAMS

ANNUAL BANQUET

June
A fabulous awards night featuring live and silent auctions and the changing of the Board of Directors of the Chamber.

LEADERSHIP ARANSAS COUNTY

September-June
A community orientation program with a 9-month curriculum. Now on its 23rd class. Applications available online.

YOUTH LEADERSHIP

September-April
A program for middle school students and facilitators to learn about the community. Graduation in April.

WINTER TEXAN APPRECIATION DAY

Last Saturday in January
This is an appreciation event for our Winter Visitors.

SMALL BUSINESS SATURDAY

Saturday of Thanksgiving Weekend
An event of participating businesses with prizes, drawings and special events.

SPRING FLING OUTDOOR MEDIA EVENT

Invitation Only
This is a Sunday-Monday event held in April each year to attract media that will write/broadcast stories on our area.

RF NIGHT AT THE HOOKS

April - Opening Night at Corpus Christi Hooks Baseball Game
Come join in and mingle with your fellow community members at this fantastic night show with the Corpus Christi Hooks.

ANNUAL PROGRAMS CONTINUED

CANDIDATES & ISSUES FORUM

First day/night of early voting

CANDIDATES & ISSUES SCHOOL

Friday in January
Those interested can learn the ins and outs of community government, elections, etc.

ARANSAS COUNTY DAY & CB TO DC DAY

Call to inquire on dates
This is to join in with a group to our state or nation's capitol.

BUSINESS EXPO

Last Thursday in April
This event is filled with businesses sporting their product or service in trade show style at the festival grounds.

CHAMBER COMMITTEES

Tourism Development Council
Hotel & Lodging Council
RV Park Council
Home-based Business Council
Attractions Committee
Charmers
Bay Blazers
Business Builders
Leadership Aransas County Steering Committee
Leadership Alumni Association
HummerBird Celebration Committee
Seafair Committee
Sea-A-Bration Committee
Young Professionals
Finance Committee
Governmental Affairs Council

JOIN A COMMITTEE TODAY!

EVENT AND PROGRAMS DATES ARE SUBJECT TO CHANGE

CHAMBER BENEFITS

LOGIN TO THE CHAMBER WEBSITE TO:

- Register and pay for events
- Complete your profile to 100%
- Post job openings to the Chamber's online job board
- Promote Hot Deals to boost your business' promotions
- Share community events on the Chamber's online calendar
- Pay invoices quickly and easily online
- Share news from your company or organization

FREE BASIC LISTING IN ONLINE DIRECTORY:

- Description of business
- Keywords for search
- Links to Social Media
- Hours of Operation
- Driving directions

\$150 ENHANCED LISTING IN ONLINE DIRECTORY:

- Business logo and photo slideshow
- Embedded YouTube video player
- Expanded business description
- Additional keywords for search
- Bullet highlights content area
- Logo, website link and short description in search results

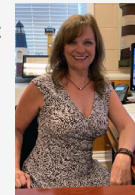
WOW AND THERE IS MORE:

- Free listings in Chamber Magazine
- Free Small Business Counseling Assistance
- Business referrals via phone or walk-ins to the Visitor Center
- Business Card/Brochure Display in the Visitor Center
- Complimentary copy of the Quarterly Newsletter
- Complimentary Membership Window Decal
- 15% Discount in the Visitor Gift Shop
- Discounted pricing to Chamber events
- Advertising Opportunities
- Free economic and demographic information for business planning
- Ribbon Cutting Ceremony held within 90 days of joining
- Groundbreaking ceremony
- Informative information sharing sessions
- Business After Hours, a monthly event with food, drinks, and fun!
- Window decal to show member credibility

CHAMBER STAFF



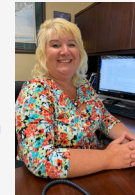
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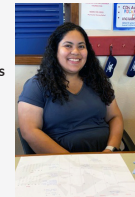
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Facebook: @Rockport.Fulton.Chamber
Instagram: @VisitRockportFulton
Twitter: @CharmofTXCoast
LinkedIn: search Rockport Fulton Chamber of Commerce
Pinterest: @RFCOC
YouTube: Rockport-Fulton Chamber of Commerce

Use our hashtag when you upload something to social media: #RockportFultonChamber