



MORRILTON AREA
CHAMBER OF COMMERCE

Program of Work
2012

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Economic Development

A successful economic development program is the cornerstone for every successful community, as well as the Morrilton Area Chamber of Commerce and Conway County Economic Development Corporation. The economic impact of, and our roles in, business recruitment and expansion should be well known and easily communicated by the entire staff and board.

- Implementation of a Business Retention & Expansion Program allows the CCEDC to follow trends in each local industry and stay aware of the situations that affect each industry in Conway County. The BRE Program will educate Board and staff members of the many challenges industry and businesses face and will allow us to help address issues and assist industry leaders.
- Host Executive Forum (plant managers, facility managers, etc.) at least twice annually.

Community Development

Any successful economic development program has a basis in community development. The Morrilton Area Chamber of Commerce and Economic Development Corporation will lead certain community development efforts in the Morrilton area.

- Establish a committee that will form a plan and identify goals and objectives on how to address key issues that have been addressed in previous strategic planning initiatives:
 - Appearance and show of the Morrilton area
 - Lack of immediately available housing for middle & upper management level personnel
 - Workforce education and development

Long-Range Plan

Morrilton has had no comprehensive long-range plan for the future. While the City and County have been very successful with strong leadership, no formal plan has been established.

- Establish a joint committee to lead city and countywide planning efforts to being the process for structuring a long-range plan.
- Communicate progress to the public via local media outlets.
- Identify a benchmark city and execute an annual trip for community leaders to learn about best practices in both economic and community development.

Marketing

The Morrilton Area Chamber of Commerce began an extensive rebranding process in 2009. As a result of that process, the “See Further” mantra was created, along with the MACC logo and other branding elements.

Continued and effective implementation of the MACC/CCEDC branding will ensure recognition of the unique MACC brand.

- Keep membership, general population, and media informed of Chamber programs, services, and other items of interest to the local area.
- Develop and implement social media use guidelines to ensure consistent messaging across social media platforms.
- Build and promote social networks, email database, and other electronic messaging tools to better promote the Chamber.
- Produce and disseminate advertising and other marketing materials for local, regional and statewide distribution.
- Develop marketing plan to promote Morrilton and Conway County as a tourism destination, focusing on attractions such as Petit Jean State Park, Museum of Automobiles, Rialto, the Winthrop Rockefeller Institute, and historic downtown Morrilton.

Membership

Retention of members should be a priority for the Chamber. All programs should be designed to add value to the membership experience.

- Develop membership retention plan for the MACC.
- Develop and implement a series of programs designed to add value to memberships:
 - Business After Hours
 - Chamber Academy
 - Chamber Connection
 - LEADS groups
 - Member appreciation visits
 - Membership Appreciation Lunch
 - Membership Committee

Events

Goals to be met through events in 2012:

- Conduct events that correspond with other goals of the MACC.
- Increase profit and attendance from existing events.
- Establish new events that generate revenue and/or act as a service to the community.

Members expect to see their chamber being active in the community. One way to do that is through events. The events listed below will generate revenue and/or act as a service to the community.

Large-profit events:

- Annual Chamber Banquet
 - Sponsorships, ticket sales, and a silent auction generate revenue
- Cajun Night (2013)
 - This event was held by Community Service in the 1990s. We would like to work this year on bringing it back for 2013 as a MACC event.
- Teacher Appreciation Lunch and Expo
 - Sponsorships generate revenue

Service-based events:

- Ladies Shopping Tour of Morrilton
 - In conjunction with the Annual Auto Show and Swap Meet, the MACC takes ladies on a tour of Morrilton and provides transportation from and back to the Museum of Automobiles.

Events that promote education and/or involvement of members (to be planned and conducted with the Director of Membership and Marketing):

- Business After Hours
 - Held quarterly and hosted by different businesses at a \$100 fee
- Executive Forum
 - Biannual luncheon and open forum exclusively for CEOs, plant managers, and facility managers
- Chamber Academy
 - Biannual or quarterly luncheons with educational themes relevant to business professionals
- Chamber Connection
 - Similar to Conway's Membership Maximizer, this biannual event serves as new member orientation and also acts as an involvement opportunity for members that are coming up for renewal.
- Membership Appreciation Lunch
 - The purpose of this annual lunch is to show appreciation to our members for their support of the MACC. The BBQ lunch will be held in the early summer and will be free to all attendees through sponsorships.

Government Affairs/ Advocacy

The Chamber should actively work to position itself as the voice of business to all levels of government. Chamber staff will develop and maintain relationships with elected officials and their staff. The Chamber will develop a Federal and State Program of Work and advocate for specific project completion as needs and issues are identified. The Chamber will be a resource for small business interaction with local, state, and federal government.

Fayetteville Shale

The development of the Fayetteville Shale in north-central Arkansas has propelled Arkansas into a major energy-producing state. Morrilton and Conway County have been the recipient of hundreds of natural gas related jobs, and the industry has helped the local economy grow during the last recession. Natural gas and energy issues at the state and federal levels have a direct impact on the economy of the area.

- Establish the Chamber as the lead community-based organization that advocates for the protection and future development of the Fayetteville Shale and natural gas/petroleum industry in Conway County.
 - Work with other chambers in the state and region in opposing any legislation that is harmful to the oil/gas industry at the state or federal level.

Tourism

Over 500,000 people travel through Conway County to visit Petit Jean Mountain each year. In 2011 Petit Jean State Park documented over \$2.5 million in revenue which flowed through the State Park. Tourism is a growing industry. The Conway County Economic Development Corporation and Morrilton Area Chamber of Commerce need to actively discover new ways to market the Morrilton area for tourism using assets located throughout the county.

- Establish a joint tourism committee to begin development of a comprehensive marketing plan for the Morrilton area that focuses strictly on tourism.

Facilities/Property

The Morrilton Area Chamber of Commerce is the front door for the community. Facilities should always reflect the progressive nature of the Morrilton area and business community. With partnerships increasing, Chamber leadership should have a master plan for staff and facilities to accommodate growth.

- Identify alternate locations for Chamber office relocation.
 - Secure funding and/or financing plan for the relocation of the Chamber office.

Property Management/ Identification

Controlling property allows for quick decisions and aggressive incentive packages. The Conway County Economic Development Corporation should work to identify property for the Morrilton area's economic development needs for the next several decades. The Conway County Economic Development Corporation should also strictly maintain currently property holdings to ensure readiness in the event a site selector or potential business shows an interest in the Morrilton area.

- Identify potential industrial and office sites in the Morrilton area that should be preserved for those uses and identify a plan to purchase or control them.
- Establish a maintenance plan for the North Industrial Park to ensure property shows well at all times and does not fall into poor condition.
- Revise current industrial park property covenants to set higher standards for property and building maintenance, and ensure that future facilities complement the area and increase property values.