



Marketing and Communications Plan

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I. EXECUTIVE SUMMARY

The Fort Bend Chamber of Chamber of Commerce (FBCC) recognizes the importance of executing communication and marketing goals. This plan outlines the objectives and strategies to achieve the defined marketing and communication goals.

II. HISTORY

Originally founded in 1972 as the East Fort Bend Chamber of Commerce and located on Main Street in Stafford, Texas, the Fort Bend Chamber of Commerce is rooted in history. In 1982, the old Sugar Land Depot which served as a stop for the Southern Pacific Railroad located in front of the Imperial Sugar Factory on Highway 90 in Sugar Land was about to be demolished. Sugar Land's Heritage Society led the effort to save the depot and in 1985 the building was cut into two sections and trucked to the current Commerce Green site. After extensive renovations, the new home for the Fort Bend Chamber was established.

III. WHO WE ARE

The Fort Bend Chamber is comprised of over 1200 companies and organizations, small to large, who know that "Success is Just Around the Bend". The chamber is comprised of local, national and global; as well as small, medium and large and Fortune 500 ranked businesses and organizations. Our members represent a variety of industry sectors including construction, education, financial, medical, media, real estate, restaurants retail, service, technology and more. Sixty two percent of these have 0-10 employees, 11% have 11-20 employees, 15% have 21-100 employees and 10% have 101 plus employees. These members span the market from advertising, engineering, community advocacy, technological industries, educational institutions, real estate brokers, restaurant owners, and many more. The Chamber also has a very active membership of nonprofit organizations, numbering over 120. The largest single county chamber in the Houston region, we are the voice and advocate for business excellence providing measurable benefits, along with access and influence in a dynamic business climate.

The United States Chamber of Commerce has awarded the Fort Bend Chamber of Commerce with 5-Star Accreditation for its sound policies, effective organizational procedures, and positive impact on the community. With 7,077 chambers in the United States, 207 of these are accredited with only 82 receiving a 5-Star designation. Accreditation validates a chamber as having programs that benefit their local economy and for positively influencing action in their community.

IV. MISSION/PHILOSOPHY

A. VISION

We will become the foremost resource providing relevant, innovative and impactful programs, initiatives and services to enhance the business climate and quality of life in Fort Bend County.

B. VALUES

Our values are the principles and beliefs that guide the Board of Directors and Chamber staff. From here, we establish policies and define important priorities determining our program of work and actions we will take on behalf of our investors. These values establish a framework and drive the culture of the Fort Bend Chamber of Commerce.

- Private Enterprise
- Integrity and Transparency
- Member Support & Advocacy
- Partnerships & Collaboration
- Building Community through Diversity and Inclusiveness

C. MISSION STATEMENT

The mission of the Chamber is to be the advocate for business excellence in Fort Bend County.

D. THE FIVE PILLARS

Focusing on our Members
The Voice of Business
Telling our Story
Business and Entrepreneurial Development
Developing Leaders for the Future

For more information, refer to Fort Bend Chamber of Commerce's Strategic Plan 2014 - 2019.

V. MARKETING AND COMMUNICATIONS GOALS

A. To communicate the value of Chamber membership, opportunities and services to prospective and existing members.

Measure of Success

- Increase the number of new members to align with Strategic Plan
- Increase retention rates to align with Strategic Plan
- Increase event attendance each year
- Increase number of sponsorships

B. To deliver consistent messaging and branding across all media.

Measure of Success

- Consistency in use of logos and sub-identities
- Increased use of digital brand by members
- Increase number of website hits
- Increased participation in social media
- Positive media coverage

C. To communicate on public policy issues.

Measure of Success

- Status of legislation opposed or supported
- Increase in participation in Chamber activities by elected officials
- Increase attendance at government affairs related events
- Increased activity on advocacy section of website

VI. PRIORITIES, OBJECTIVES AND ACTION STEPS

2018 Key Priorities

- Complete Advocacy module for FBCC website
- Publish Public Policy Guide
- Grow awareness of website and member benefits
- Grow website and social media participation
- Develop Digital Brand usage
- Increase Member advertising presence on website
- Investigate new forms of technology and make plans to bring these into fruition

Focusing on Our Members

Strategic Objective #1

Communicate the value and benefit of membership and engagement.

Action Steps

- Complete tiered dues investment transition
- Use social media effectively to increase member participation and engagement
- Create awareness of website as a member tool by marketing at events, on social media and through email marketing
- Drive traffic to the website as the primary source of information by marketing at events, on social media and through email marketing
- Increase usage of digital brand
- Examine retention rate and identify measures to increase or maintain

The Voice of Business

Strategic Objective #2

Increase awareness and effectiveness of the Chamber's ability to advocate on behalf of membership on local, state and federal issues affecting job creation, economic development and the overall vitality of the region.

Action Steps

- Survey membership to determine priority issues
- Develop a public policy guide
- Establish website module to serve as a grass roots vehicle to communicate information on issues and provide access to elected officials
- Build strong relationships with elected officials who can serve as champions for positions supported or not supported by the Fort Bend Chamber membership

Telling our Story

Strategic Objective #3

Communicate the programs, projects, events and resources available through the Chamber to prospective and existing members and the community at large.

Action Steps

- Use available resources to reach primary, secondary and tertiary markets as identified
- Solidify brand identity by communicating brand consistently internally and externally
- Implement a continuous review process of website and social media
- Use media and communication tools to build awareness of available programs
- Implement communication and marketing plan
- Maintain and improve media relations

Business and Entrepreneurial Development

Strategic Objective #4

Communicate the value of doing business in Fort Bend County and the value of the Chamber to increase opportunities for growth, success and profitability, especially for small business. Examine methods and increase member inclusiveness to represent the great diversity of Fort Bend County.

Action Steps

- Actively partner with other community stakeholders to ensure published information is current and meaningful for potential businesses and relocations
- Provide and communicate availability of relevant division programming and events that inform primary, secondary and tertiary markets as identified
- Explore remote programming opportunities such as webinars and website videos to expand access to resources
- Examine methods and media outlets to increase member inclusiveness to represent the great diversity of Fort Bend County

Developing Leaders for the Future

Strategic Objective #5

Promote the involvement of organizations, businesses and individuals in Chamber programs that are leadership driven, ensuring there is leadership succession in the Chamber and the community at large.

Action Steps

- Promote the Leadership Program
- Increase participation in Chamber Young Professional (CYP)
- Increase awareness and expand support from the business community for these programs
- Explore ways to increase leadership alumni participation

VII. KEY PUBLICS AND TARGET AUDIENCES

Primary - Current members, Elected Officials, **Secondary** - Prospective members, tourism, relocation, **Tertiary** - Anyone encountering the Chamber through programming/social media

VIII. DIVISION COMMUNICATION STRATEGIES

(P)Primary - Current members, Elected Officials, (S)Secondary - Prospective members, tourism, relocation, (T)Tertiary - Anyone encountering the Chamber through programming/social media

Division Communication Strategies	B&P	CYP	CR	EDU	GOV	HEALTH	INFR	MS
Engage Members	P	P	P	P	P	P	P	P
Recruit Members	S, T	S, T	S, T	S,T	S,T	S,T	S,T	S,T
Recruit Participants	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T

Increase Diversity	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P.S.T
Engage Young Professionals		P,S,T	P,S,T						P,S,T
Retain Members	P	P	P	P	P	P	P	P	P
Engaging Youth		P,S,T							
Educate the Community	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	
Engage volunteers	P	P	P	P	P	P	P	P	P
Involve Non Profits			P,S,T						
Provide Legislative Updates				P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	
Increase awareness within FBCC	P	P	P	P	P	P	P	P	P
Attract an audience outside FBCC	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P.S.T

B&P - Business and Professional, CYP - Chamber Young Professionals, CR - Community Resources, EDU - Education, GOV - Government, HEALTH - Healthcare, INFR - Infrastructure, MS - Member Services

IX. COMMUNICATION TOOLS

P (Primary) - Current members, Elected Officials, (S) Secondary - Prospective members, tourism, relocation, T(Tertiary) - Anyone encountering the Chamber through programming/social media

EVENTS	Electronic Communications					Print Communications			
	Website	Social Media	E-News Letter	E Blasts	Web Ads	Directory	News	Magazine	Postcards, Invitations, Flyers and Signage
Chairman's Gala	P, S	P, S	P, S	P, S	P, S, T	P, S, T	P, S, T	P, S, T	P, S, T
Sugar Land Wine & Food Affair	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T
Farmers Market at Imperial	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	
Leadership Forum	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	
Chamber Challenge Golf Tournament	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T	P,S
Business & Professional Division						P,S,T			
Monthly Division Events	P,S	P,S	P,S	P,S	P,S		P,S,T		P,S
Chamber Young Professional Division						P,S,T			
Monthly Division Events	P,S	P,S	P,S	P,S	P,S				P,S
Community Resources Division									
Leadership for Non Profits	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		
Investment in Youth Lunch	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		P,S,T
Fort Bend Volunteers Breakfast	P,S	P,S	P,S	P,S	P,S				P,S
Education Division						P,S,T			
Monthly Division Events	P,S	P,S	P,S	P,S	P,S				P,S
Candidate Forums	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		P,S,T
State of Higher Ed	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		P,S,T
State of the Schools	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		P,S,T
Principal's Appreciation	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		P,S,T
Government Division						P,S,T			
Monthly Division Events	P,S	P,S	P,S	P,S	P,S				P,S
Candidate Forums	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T		P,S,T

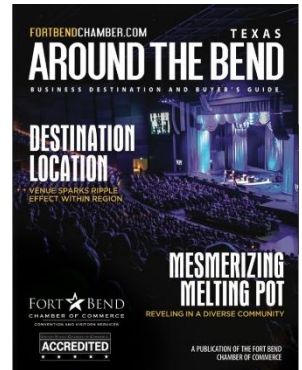
State of the Cities	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T	P,S,T	P,S,T
State of the County	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T	P,S,T	P,S,T
Legislative Updates	P,S	P,S	P,S	P,S	P,S		P,S,T	P,S,T	P,S,T
Healthcare Division						P,S,T			
Monthly Division Events	P,S	P,S	P,S	P,S	P,S				P,S
Healthcare Expo	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T	P,S,T	P,S,T
Infrastructure Division						P,S,T			
Monthly Division Events	P,S	P,S	P,S	P,S	P,S				P,S
Infrastructure Summit	P,S,T	P,S,T	P,S,T	P,S,T	P,S,T		P,S,T	P,S,T	P,S,T
Member Services Division						P,S,T			
Network Nites	P,S	P,S	P,S	P,S	P,S		P,S	P,S	P,S
New Member Receptions	P	P, S, T	P, S, T	P, S, T	P, S, T	P, S, T	P, S, T	P, S, T	P, S, T
Ribbon Cuttings/Ground Breakings	P	P	P				P	P	

X. SAMPLES OF TOOLS

Annual Membership Directory

Newcomer Guide. With distribution of more than 40,000 copies, the complimentary Fort Bend Newcomer and Relocation Guide provides a comprehensive guide for everything you need to know about living and working Fort Bend County. This glossy publication is distributed chamber members, newcomers, area realtors and out-of-town inquirers seeking information on schools, healthcare, communities, entertainment, and more.

Business Resource. Included in the Newcomer Guide, this section will contain a useful membership directory in which members receive a free category listing. Unique digital and print advertising opportunities are available to chamber members.



Website

The Fort Bend Chamber of Commerce launched a new website in October 2018 with new looks and improved features to make it easier to find information and better serve our members and the public.



Our new website is responsive and is easily viewed on mobile devices.

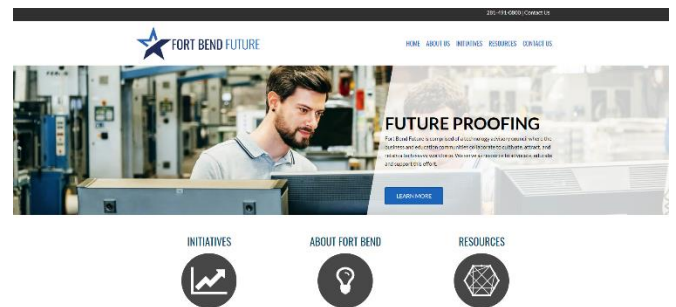
FortBendChamberVotes.com

The Fort Bend Chamber of Commerce has completed an advocacy module that is accessible from our main website. This advocacy module provides information on legislative issues important to our membership and serves as a vehicle for grassroots participation and connection to elected officials.



FortBendFuture.com

Fort Bend Future is comprised of a technology advisory council where the businesses and education communities collaborate to cultivate, attract, and retain a tech-savvy workforce. This group serves as a resource to advocate, educate and support this effort.



Event mailers/promotions

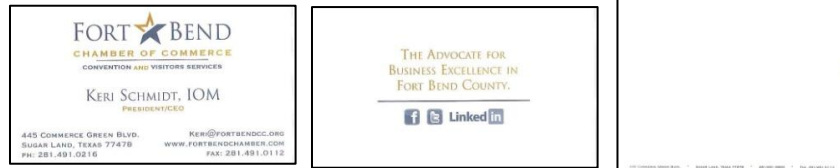
Each division of the Fort Bend Chamber holds events throughout the year. These special events are promoted with registration flyers. Events have associated marketing materials such as name tags, table tents and sponsor signs.



Letterhead and Business Cards

Our letterhead contains our new logo, mailing address, phone and fax numbers and website address. (We now use our accreditation logo.)

Each staff member has business cards that are handed out at programs and events. They are also displayed at the front reception desk



XI. OPPORTUNITIES FOR FURTHER CONSIDERATION

The Fort Bend Chamber of Commerce will continue to look for opportunities available through media, new technology and programs to expand outreach and increase membership to better reflect the diversity of the community.

XII. COMPLIANCE

The Fort Bend Chamber understands and complies with The CAN-SPAM act.

- Using MailChimp as our email marketing service, we comply with their terms of use
- Our distribution lists are generated by those who have expressed an interest in the Chamber, its divisions or programming
- Our header and subject lines are clear and non-deceptive
- Our campaigns all include an unsubscribe link which we honor in a prompt manner
- We include our contact information and physical address on each Chamber email

XIII. IN CONCLUSION

In summary, the Fort Bend Chamber of Commerce will continue to improve and build on this plan to promote our organization and members through our brand and messaging. This effort will have the net benefit of supporting local business, encouraging economic development, creating jobs and contributing to the overall economic vitality of Fort Bend County.