

# BUSINESS SUPPORT

## OVERVIEW

CEP employs a very lean organizational model that is fluid and engages cooperation and teamwork. In order that Core Program staff can focus on the delivery of services to our partners, investors and clients, a small but key Business Support staff will assist and engage. The Business Support plan outlines the activities of three of those areas:

**Communications** provides support to all program areas to ensure a unified message and a comprehensive message of programs, events and activities of the CEP.

**Partner Engagement** works to retain our partners while providing feedback and information to leadership on concerns, issues, and ideas from partners; plan programs to assist new partners with maximizing their partnership, and coordinating the Ambassador program.

**Partner Attraction** works to attract new partners to the CEP.

CEP is committed to creating no silos—Business Support connects partners and teams across all areas and programs more than any other team.

## ANNUAL BUDGET SUMMARY

Communications	\$ 42,800
Partner Engagement	\$ 9,500
<u>Partner Attraction</u>	<u>\$ 1,200</u>
<b>ANNUAL REVENUE</b>	<b>\$ 82,500</b>
<b>ANNUAL EXPENSES</b>	<b>\$ 53,500</b>

### Primary Staff

Jessica Cairnes, Director of First Impressions  
Erin Emanuel, Director of Partner Engagement  
Sadie Fitzpatrick, Director of Communications  
Kimberly Langley, Partner Attraction Assistant  
Joe Reichel, Director of Partner Attraction  
TBD, Advertising Account Executive

# COMMUNICATIONS

*Purpose*—Communications provides support to all program areas to ensure a unified message and a comprehensive message of programs, events and activities of the CEP.

## Annual Luncheon

*Description*—The premier public event for the CEP, this is the organization's opportunity to demonstrate success and share goals for the new year.

*Goals*—

- Educate partners as to the organizations successes;
- Share future goals;
- Provide an opportunity retention and partner recruitment.

*Revenue*—\$32,000

*Cost*—\$25,000

*Timeline*—February 2017

## Branding

*Description*—The CEP has a strong identification but not necessarily a recognized brand. This effort will seek to build brand awareness.

*Goals*—

- Expand access to the brand;
- Maintain brand identifiers;
- Provide marketing collateral;
- Create orientation and engagement collateral;
- Ensure that all materials confirm to the brand guidelines.

*Cost*—\$5,000

*Timeline*—Ongoing

## Public Relations

*Description*—Helping our internal publics understand who CEP is and what we do.

*Goals*—

- Raise brand awareness;
- Build relationships with the media;
- Provide an opportunity for staff and key stakeholders to engage.

*Cost*—\$3,500

*Timeline*—Ongoing

## **Advertising Sales**

*Description*—The primary role of CEP’s Advertising Account Executive is to sell advertising to partners in the various CEP publications and mediums including but not limited to Partner Connections, Hyper.Directory, and the CEP websites.

*Goals*—

- Aggressively work to offer marketing packages in CEP mediums, which provide a positive return to partners;
- Increase non-partnership revenue for the CEP by generating advertising sales.

*Revenue*—\$15,000 (online ads)

*Cost*—\$1,000

*Timeline*—Ongoing

## **Hyper.Directory**

*Description*—This guide provides visitors and residents with a snapshot of Ocala and its many cultural, culinary and educational facets. It also includes a comprehensive listing of all of our partners.

*Goals*—This program will accomplish the following:

- Keep information up-to-date;
- Regularly add new content.

*Revenue*—\$4,500 (sales)

*Cost*—\$1,800

*Timeline*—Ongoing

## **Partner Connections**

*Description*—This monthly magazine helps connect our partners to local businesses in the area. It is THE go-to for all partner news, announcements and much more.

*Goals*—This program will accomplish the following:

- Keep information up-to-date;
- Regularly add new content.

*Revenue*—\$15,000 (ad sales)

*Cost*—\$1,000

*Timeline*—Ongoing

## **Relocation and Business Guide**

*Description*—This guide provides visitors and residents with a snapshot of Ocala and its many cultural, culinary and educational facets. It also includes a comprehensive listing of all of our partners.

*Goals*—

- Keep directory information up-to-date through outreach to partners;
- Regularly add new content;
- Develop the ultimate guide to Ocala-Marion County.

*Revenue*—\$10,000 (royalty)

*Cost*—\$500

*Timeline*—Q1

## **Website**

*Description*—The websites are a primary way that many publics, both internal and external, learn about our community and keep up with the activities of the CEP. Keeping the sites current is essential.

*Goals*—

- Keep information up-to-date;
- Regularly add new content;
- Protect the CEP brand by controlling similar and related domains.

*Cost*—\$5,000

*Timeline*—Ongoing

# PARTNER ENGAGEMENT

*Purpose*—To engage CEP partners at all levels to ensure they are receiving the appropriate return on their investment and remain long-term partners.

## Outreach & Retention

*Description*—The Director of Partner Engagement works to retain and potentially upgrade existing partners by strengthening relationships with current partners, cultivating relationships with new partners, growing affinity programs, and engaging the Ambassador Committee.

*Goals*—

- Aggressively work to retain existing partners through the Partner Touch Point Plan, partner calls, and engagement meetings;
- Develop an annual visitation program for top tier partners to provide program and initiative updates, including hosting special information and networking events;
- Host monthly president's luncheon for partners with upcoming renewals;
- Upgrade partners that are seeking greater opportunities for engagement and exposure;
- Provide feedback to leadership on opportunities and issues;
- Increase ROI through various affinity programs;
- Provide an intentional onboarding and engagement process for new partners, utilizing the CEP Ambassador Committee;
- Maintain rank in the top 10% in retention rate among similar size and character chambers based on annual ACCE benchmarks;
- Assist with business attraction and retention events as well as partner orientations.

*Cost*—\$3,500

*Timeline*—Ongoing

## Ambassador Committee

*Description*—Our volunteer Ambassadors are literally our ambassadors to the business community. They engage new partners at CEP events and serve as a dynamic sales and retention force throughout the community.

*Goals*—

- Assist with the attraction and retention of partners;
- Participate in CEP events and initiatives;
- Increase attendance and involvement at CEP ribbon cuttings and ground breakings;
- Host two annual open enrollments;
- Host one monthly update luncheon for all active Ambassadors;
- Show appreciation for time invested through president after hours;
- Host one awards dinner at the end of the year.

*Revenue*—\$1,500 (sponsorship)

*Costs*—\$3,500

*Timeline*—Ongoing

## **Bi-Annual Chairman's Luncheon**

*Description*—This event is to update the top two tiers of partnership on developments that take place post-annual luncheon.

*Goals*—

- Educate partners as to the organization's ongoing successes;
- Share future goals;
- Provide an opportunity for retention and partner recruitment.

*Revenue*—\$1,500 (sponsorship)

*Costs*—\$1,500

*Timeline* – once per year

## **CEP 101: Partner Orientation**

*Description*—With two monthly partner orientations, CEP 101 provides potential, new and existing partners with an overview of CEP benefits and shows how to ensure each partner is receiving their ROI.

*Goals*—

- Provide an opportunity to learn more about the benefits of CEP partnership;
- Build awareness of the many programs, services and networking opportunities available to partners.

*Revenue*—\$1,500 (sponsorship)

*Cost*—\$500

*Timeline*—Twice monthly

## **Operation Thank You**

*Description*—During this program CEP volunteers, several who are Ambassador Committee members, personally contact most of our 1,400 partners during a single day to gain input for our program development and to say a well-deserved “thank you” for their support. *Operation Thank You* is an opportunity for partner peers to connect with business decision makers and build rapport while delivering a copy of our annual *Relocation & Business Guide*.

*Goals*—

- Provide key CEP volunteers with an opportunity to connect with other CEP partners;
- Present partners with their annual copy of the *CEP Relocation & Business Guide*;
- Provide a critical Touch Point to partners by making personal contact and thanking them for their continued support of the CEP.

*Revenue*—\$1,500 (Sponsorship)

*Cost*—\$500

*Timeline*—March 2017

## **Partner Services**

*Description*—In order to attract and involve the business community, the CEP must create value in the form of service to our partners. CEP's desire to have all partners receive CEP benefits that meet their needs and exceed expectations for return on investment. Through the Director of First Impressions, we will ensure that CEP remains the front door to the community for our various stakeholders.

*Goals*—Focus on increasing value to our partners by serving their needs, supporting their interests through:

- Maintaining the Relocation Nook filled with partner information and mailing customized packages to those interested in relocation;
- Managing key partner benefits—Room rental, mailing lists, Notary Public, and Certificate of Origin Program;
- Providing Partner Portal assistance—Events calendar, job postings, online listing, event registrations, partner to partner discounts.

*Revenue*—\$0

*Cost*—\$0

*Timeline*—Ongoing

## **PARTNER ATTRACTION**

*Purpose*—The ultimate frontline of the CEP, Partner Attraction works to recruit and engage partners in the activities and opportunities of the CEP.

### **Outreach**

*Description*—The Director of Partner Attraction will actively look for ways to attract new partners.

*Goals*—

- Grow the number of partners;
- Educate potential partners to the activities of the CEP.

*Cost*—\$1,200

*Timeline*—Ongoing