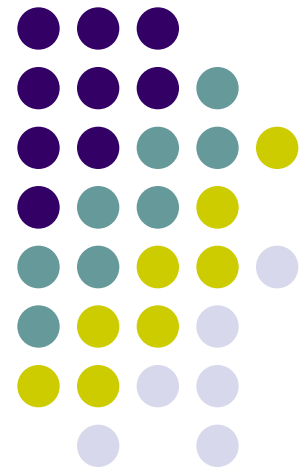
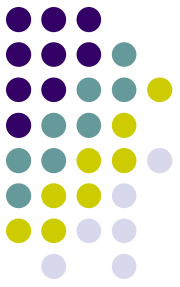


FY 2010 PROGRAM OF WORK



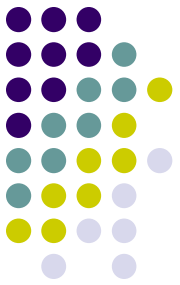
What is the Newport County Chamber of Commerce?



The Newport County Chamber of Commerce is a member-driven and professionally staffed nonprofit association of business people committed to improving the economic climate and the quality of life in Newport County and Rhode Island. The Chamber was organized in 1927, in Newport, by a group of business leaders who saw the need for an organization to represent business interests and to coordinate community events in Newport and, later, across Newport County.

The Chamber incorporated as a 501(c)(6) business association. It serves businesses and organizations as members in the communities of Newport, Middletown, Portsmouth, Jamestown, Little Compton, and Tiverton. Membership is not limited to the geographic area of the Newport County and is recommended for any business or organization that desires a business presence in the Newport County region. Membership is open to any business, nonprofit organization, or through the Friends of the Chamber program.

2009/2010 Chamber Board Officers



Chairman

Don Troppoli
Sovereign Bank
RI1-/TWR-04-35
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752-1088 FAX: 752-1040
EMAIL: dtroppol@sovereignbank.com

Vice Chair

Eric Offenbergl 2010 * **
rTerra renewable energy partners
97 John Clarke Road
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619-5290 Fax 619-5291
email: Eric.offenberg@rterra.biz

Treasurer

Bill Corcoran 2011* **
Newport Tent Company
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Portsmouth, RI 02871
683-9160 Fax 683-6730
EMAIL: bill@newporttent.com

Chairman - Emeritus

Tosca Carpenter
Newport Hospital
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EMAIL tcarpenter@lifespan.org

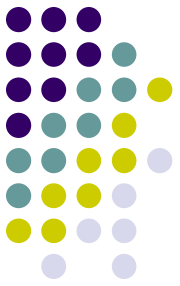
Legal Counsel

William R. Harvey
Harvey, Carr & Hatfield
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FAX 849-7203
EMAIL: wrrh-hch@choiceonemail.com

Executive Director

Jody Sullivan
Newport County Chamber of Commerce
35 Valley Road
Middletown, RI 02842
847-1608 FAX 849-5848
EMAIL: jodyjude@newportchamber.com

MISSION STATEMENT



Mission Statement – The Newport County Chamber of Commerce is organized to advance the business, civic and economic vitality of Newport County and Rhode Island.

The Chamber’s primary mission is to promote a healthy economic climate of goods, jobs, capital creation and honest, responsive government.

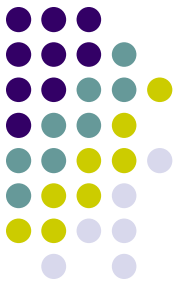
Position Statement - The Newport County Chamber of Commerce helps its members succeed through legislative advocacy, education, savings, networking and increased visibility.

What is FY 2010 PROGRAM OF WORK



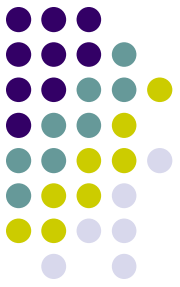
- **FY2010 Program of Work** is a direct outcome of the yearly planning efforts of the Chamber staff and Board of Directors.
- **FY2010 Program of Work** will also reflect program and service recommendations from the October 2009 Board Strategic Planning Retreat and also the responses from the July 2009 Chamber Member Survey.
- **FY2010 Program of Work** also reflects the comments, critiques, and recommendations that the Chamber has received from the general membership during the course of the proceeding year.
- **FY2010 Program of Work** goals, objectives and action items will be reviewed and measured for performance by the Board of Directors.

2009 Business/Market Survey Response Summary



- **Main reason to join the chamber is networking opportunities and enhanced visibility in business community**
- **Business leads and networking opportunities are highly valued membership benefits**
- **The Annual Business Expo is rated as the most valuable member event, along with Buy Local Campaign and Member To Member Discounts as most valuable member service**
- **Chamber's leadership in economic development activities was highly valued**
- **Monthly Flyers were the most read chamber member correspondence**
- **Support of tourism industry and improving parking and traffic were seen as most important economic development initiatives**

FY 2010 PROGRAM OF WORK

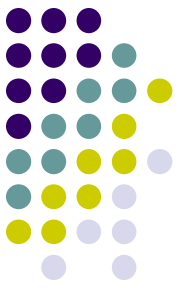


The Program of Work is divided into five strategic elements:

- General Operations & Financial Stability
- Membership Growth & Retention
- Chamber Marketing & Communications
- Economic Development & Community Planning
- Legislative Advocacy

Each strategic element will be divided into program and service objectives that will be overseen for implementation by **Lead Staff Members**. Most objectives will be assigned specific timeframes for implementation and future benchmarking.

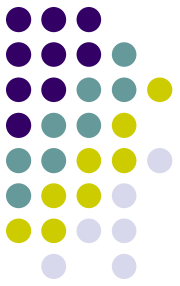
ELEMENT ONE: General Operations & Financial Stability



Strategic Objective – *Maintain the highest standards of financial management while initiating new and innovative programs to sustain Chamber physical plant and member resources.*

- Review & revise chamber staffing by 1st Quarter to enhance membership retention, communications and office efficiency and operations by end of FY2010. (Lead Staff – Sullivan)
- Review all service contracts to ensure full cost benefits of services rendered to the Chamber by 1st quarter. (Lead Staff – Sullivan)
- Improve & expand Corporate Sponsorship Program (Lead Staff – Sullivan)
- Review the creation of a Membership Retention Committee. (Lead Staff – Sullivan)
- Continue to expand alternative revenue programs & sponsorships. (Lead Staff – Sullivan)
- Organize & Implement a New Member Blitz by 2nd Quarter 2010. (Lead Staff – Sales & Membership Staff)
- Expand incentive program for members to refer new members by 1st quarter. (Lead Staff – Sullivan & Membership Staff)

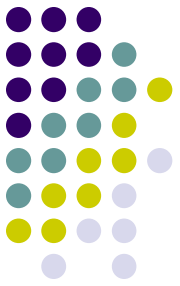
ELEMENT TWO: Membership Growth & Retention



Strategic Objective- *Provide opportunities to promote member businesses in Newport County and to do business with chamber members. Provide greater information access to members and provide information to meet member's needs. Promote products services and achievements of our members.*

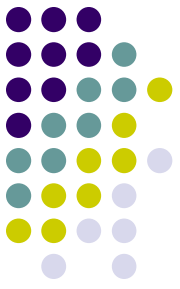
- Revise & expand the Member-To-Member Discount & Buy Local programs by 1st Quarter (Lead Staff – Membership Staff)
- Reorganize & prioritize membership retention efforts including active Board participation by 2nd Quarter of FY2010. (Lead Staff Membership Staff)
- Produce 3rd Annual Excellence in Business Awards to recognize outstanding member achievements (Lead Staff – Membership Staff)
- Continue to offer member seminars and workshops with topics to reflect responses from member survey. (Lead Staff – Membership Staff)
- Ensure that Business After Hours are hosted in each Newport County community (Lead Staff - Membership Staff)
- Continue to expand Gift Certificate Program to include all eligible members (Lead Staff - Membership Staff)
- Identify & implement Profit By Association programs for members
- Revise Web Site to improve member services, visitor access to information and banner sales by 1st Quarter of FY2010. (All Staff)
- Develop comprehensive new member sales program that assists in achieving new member revenue as detailed in FY2010 budget by 1st quarter. (Lead Staff – Sales Staff)
- Partner with RI Chamber Coalition to reinstitute Workers Compensation Safety Program

ELEMENT THREE: Chamber Marketing & Communications



Strategic Objective – *To develop a comprehensive & effective marketing and communications plan to promote business benefits of chamber membership and reinforce in the state-wide market that the Newport County Chamber is a vital business growth leader.*

- Task Chamber Marketing Committee for developing and overseeing FY2010 Marketing Plan that prioritizes member communication, retention & non dues revenue.
- Enhance chamber sponsorships as marketing opportunities for members. (Lead Staff - Sullivan)
- Research Providence and state-wide business marketing events for increased chamber exposure, i.e. Providence Chamber Expo, SBA events, economic forums, etc. (Lead Staff – Sullivan/Membership Staff)
- Expand member affinity programs with other media resources, i.e. Jamestown Press, Providence Business News, Cox, etc. by 2nd quarter. (Lead Staff - Membership Staff)
- Develop marketing and sustained advertising and media initiatives to better inform Chamber members and the general public about the role, goals, programs and results achieved by the Chamber as well as promote working together to achieve a positive spirit of community. Implement plan by 2nd quarter. (Lead Staff – Stokes/ Membership Staff)

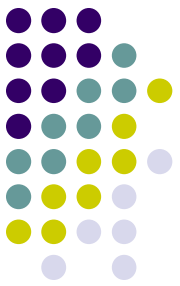


ELEMENT FOUR – Economic Development & Community Planning

Strategic Objective - *Continue to promote those economic, business and community planning activities that create qualitative and diversified economic growth for all of Newport County. (Lead Staff – Sullivan)*

- Continue to promote quarterly member lecture series on the “State of the Newport County Economy” inviting professional speakers providing useful insight in key business and economic development issues.
- Continue to work with RIEDC and Naval Station Newport to achieve BRAC 2005 capital investments and renewable energy programs for base.
- Participate with the Town of Middletown in implementing the Aquidneck Corporate Park capital improvement plans and town-wide business promotion programs.
- Continue to promote Newport North End Plan with particular emphasis on assisting the City of Newport in developing a acquisition and development plan for former Navy Hospital.
- Assist City of Newport in developing and implementing public parking and traffic management programs.
- Work with City of Newport and Newport Redevelopment Agency on implementation of Harbor Center Redevelopment.
- Continue to coordinate the Melville Marine Center expansion plan with Town of Portsmouth, State of Rhode Island and US Navy
- Implement Aquidneck Island Regional Wastewater Planning.
- Assist the Town of Tiverton in developing Tiverton Industrial Park.

ELEMENT FIVE – Legislative Advocacy



Strategic Objective - *To represent the business interests of Chamber members before local, state, and federal authorities in order to actively pursue legislative initiatives that promote a fair and competitive business environment within Newport County and Rhode Island. (Lead Staff – Sullivan)*

- Have Chamber Government Lobbyist host an issues briefing for Executive Committee, Board and Legislative Committee members by 1st Quarter 2010.
- Continue to closely monitor and work with RI Congressional Delegation regarding Department of Defense and US Navy investments in Newport County.
- Continue to advocate for local, state, and federal funding support for those programs and investments that best promote sound economic development and business competitiveness.
- Direct Chamber Legislative Committee to review mechanisms to increase business competitiveness in critical areas including:
 - Enhance participation in RI Chamber Coalition
 - Small Business Health Care Revisions
 - Business Tax Incentives – Middletown
 - Public Parking Policies – Newport
 - Utility Capacity – Aquidneck Island
 - Reestablish Enterprise Zone – Portsmouth
 - Commercial Design Standards – Tiverton
 - Support efforts of NCCVB to merge with Bristol - Bristol