

Collingsworth Chamber of Commerce

Strategic Planning Meeting

10/27/2021 update

1 - Next 6 months		1 - Top 5
2 - Next 12 months		2 - 2nd top 5
3 - 24 months	1 - High	3 - 3rd top 5
4 - Long Range	2 - Medium	4 - 4th top 5
5 - Consider later	3 - Low	5 - 5th level

Idea	Fit	Rank	Priority	Owner	Projected Cost
City Wide Garage Sale	1 - Next 6 months	1 - High	1 - Top 5	? Geney	\$ 400
Wild & Free on 83 - Affair on the Square	1 - Next 6 months	1 - High	1 - Top 5	Margret & Neal	\$ 3,000
Business of the Month	1 - Next 6 months	1 - High	1 - Top 5	Cliff	\$ 1,080
Social media team - Facebook, Twitter, Instagram & website	1 - Next 6 months	1 - High	1 - Top 5	Neal & team	Yes
Membership drive - team & plan	1 - Next 6 months	1 - High	1 - Top 5	President & VP	\$ 200
Consider adding committees - Membership, Communications, Social Media, Events, Projects, etc.	1 - Next 6 months	1 - High	1 - Top 5	President & VP	
Work with Ex-Student Reunion - list and contacts for W&F83	1 - Next 6 months	1 - High	1 - Top 5	Margret & Neal	
Development and maintain a master event calendar	1 - Next 6 months	1 - High	2 - 2nd top 5	Lynn +	
Develop working relationship with City Council, Mayor & EDC	1 - Next 6 months	1 - High	2 - 2nd top 5	President & VP	
Pickup Wellington - High School	1 - Next 6 months	1 - High	2 - 2nd top 5	?Lorie & Bryan Moo	\$ 1,000
Trunk or Treat - Wednesday, Oct. 30 - 6 p.m.	1 - Next 6 months	1 - High	doing	Karen	\$ 300
Lighting of the Square	1 - Next 6 months	1 - High	doing	Cliff & Clint	\$ 15
Christmas on the Bricks - Red Tickets	1 - Next 6 months	1 - High	doing	Margret	\$ 220
Ribbon Cuttings for New Businesses	1 - Next 6 months	1 - High	doing	President & VP	Yes
Regular meeting - Second Monday at 5p	1 - Next 6 months	1 - High	doing	President & VP	\$ 180
Budget development - short & long term	1 - Next 6 months	1 - High	doing	SP team	
Utilize / access hotel-motel tax revenue to fund projects (FB Ad reach)	1 - Next 6 months	1 - High	doing	President & VP	\$ (3,000)
Officer & Board Member name tags and/or logo shirts	1 - Next 6 months	1 - High	doing	Neal	\$ 130
Website build	1 - Next 6 months	1 - High	doing	Neal	\$ 3,750
Student Council representative to the chamber	1 - Next 6 months	1 - High	doing	Lisa	
City Wide Cleanup - April	1 - Next 6 months	2 - Medium	1 - Top 5	Cliff & Clint	\$ 45
Zoom Meetings - Learn from other area chambers	1 - Next 6 months	2 - Medium	1 - Top 5	President & VP	
Seasonal (4) Cover type promotions (happenings the next 3 months)	1 - Next 6 months	2 - Medium	2 - 2nd top 5	Neal	\$ 200
Advertise businesses FB AD BOOST ASSIST	1 - Next 6 months	2 - Medium	2 - 2nd top 5	Neal & team	?
Support and promote the non-profits	1 - Next 6 months	2 - Medium	2 - 2nd top 5	Membership team	
Become a point of contact for visitors and prospective customers	1 - Next 6 months	3 - Low	in progress		
Work to become a business hub	1 - Next 6 months	3 - Low	in progress		
Welcome basket for new residents	2 - Next 12 months	1 - High	1 - Top 5		\$ 100
Rack Cards - promoting us, work with Texas Plains Trails	2 - Next 12 months	1 - High	1 - Top 5	Neal	\$ 500
Texas Plains Trails - provide a PDF of information for articles and promotions	2 - Next 12 months	1 - High	1 - Top 5	Neal	?
Travel Host - explore and consider opportunities	2 - Next 12 months	1 - High	2 - 2nd top 5	Neal	\$ 1,000
Yard of the Month	2 - Next 12 months	2 - Medium	1 - Top 5	Cliff	\$ 120
Chamber Banquet	2 - Next 12 months	3 - Low	1 - Top 5	Margret	Yes
Facebook sponsor of the month (funding to be used for Ad Reach both local & area)	3 - 24 months	1 - High			\$ (2,400)
Improve community facilities	3 - 24 months	1 - High			
January - "Support you local restaurant" program (printable coupon?)	3 - 24 months	1 - High			\$ 60
Promotion of our economy as a internet commute community	3 - 24 months	2 - Medium			Yes
Promotion of our economy - quality family & school community	3 - 24 months	2 - Medium			Yes

Promotion of our economy - retirement community	3 - 24 months	2 - Medium			Yes
"Newspaper type" tourism guide for placement at the restaurants and hotel	3 - 24 months	2 - Medium			Yes
Video contest	3 - 24 months	2 - Medium			
Music weekends - feature start up bands, local Panhandle bands, music incubation spot	3 - 24 months	3 - Low			Yes
Music Fest weekend - blue grass, TX red dirt	3 - 24 months	3 - Low			Yes
Fill the Square - specialty shops, decor, food, entertainment	4 - Long Range	1 - High			Yes
Identify manufacturing business opportunities	4 - Long Range	1 - High			Yes
Assist and promote local Air B&B / VRBO	4 - Long Range	1 - High			Yes
Foster leadership and marketing development for local businesses	4 - Long Range	1 - High			Yes
Assist in the development of Ag Tourism	4 - Long Range	1 - High			Yes
Develop assets and infrastructure to make Wellington a destination town (Fredericksburg model)	4 - Long Range	2 - Medium			Yes
Develop a "Shop Local" program (printable coupon?)	4 - Long Range	2 - Medium			\$ 60
Commercial and social interaction between Collingsworth county and surrounding trade territory	4 - Long Range	2 - Medium			
Develop "Texas Film Friendly" program	4 - Long Range	3 - Low			Yes
Budget for travel out reach (?tourism booth time slot at the state fair?)	4 - Long Range	3 - Low			Yes
Trade days - Canton model	5 - Consider later	3 - Low			Yes