

# PROGRAM OF WORK



## JOBS

- Job recruitment in targeted industries
- Job retention/expansion
- Support of high-growth entrepreneurship
- Talent development
- Research for better business decisions
- Marketing AVL as tourism destination
- Tourism destination development

### 2015-2016 AREAS OF SPECIAL EMPHASIS

- Align AVL 5x5: Vision 2020 goals with strategy; establish metrics; identify resources
- Provide regional business leadership along the I-26 corridor
- Fuel increased demand for hotel night stays in response to growing market
- Launch redesign of ExploreAsheville.com including new Asheville Music Scene
- Conduct an Air Service development study in collaboration with airport

## VOICE

- Serve as a catalyst for important issues
- Advocate for business at local, state and federal levels
- Be a proponent of a regional WNC voice
- Support quality decision making through issue education

### 2015-2016 AREAS OF SPECIAL EMPHASIS

- Explore options to address barriers to employment, including housing availability/affordability, transit and childcare
- Continue advocacy for multi-modal transportation and parking remedies
- Hold an Intercity Visit to discover new ideas and best practices
- Conduct Business Walk 2015

## PROSPERITY

- Provide opportunities for connection
- Encourage B2B relationships among members
- Facilitate savings on business needs
- Furnish members opportunities to market
- Celebrate members through awards programs
- Educate members on timely business topics

### 2015-2016 AREAS OF SPECIAL EMPHASIS

- Work with Young Professionals of Asheville to cultivate next generation leadership
- Work with Buncombe business organizations on common interests
- Co-host Workplace Challenge with City to enhance sustainability, involvement, wellness initiatives in workplaces throughout the community
- Enhance Asheville Rides bike events to showcase multi-modal options
- Host regional Business Expo with Henderson County Chamber

## OPERATIONS

- Maintain strong financial stewardship
- Keep investors well informed
- Provide quality experiences for members, clients and visitors
- Keep up clear and meaningful communication

### 2015-2016 AREAS OF SPECIAL EMPHASIS

- Implement new captive insurance program with staff
- Enhance wellness initiative for Chamber staff
- Review policies