

**HHI-Bluffton Chamber of Commerce 12/15/2011 Requirements Definition  
Current Programs and New Ideas/Suggestions**

#	PROGRAM	VALUE	CATEGORY		
7	Eliminate conflicts between chamber & ATAX Board	50	GOV		
8	Publish on Chamber website fully detailed Chamber financial reports for preceeding 5 years	22	GOV		
15	Full & audited accounting of Chamber revenues and expenses	3	GOV		
E1	Advocacy for businesses re Governmental Regulations... Local, County & State	37	MS		
E2	Brochures on art and culture for folks considering moving to HHI/Bluffton	36	MS		
6	Create & sponsor health care & related Expo	31	MS		
E1	Advocacy for businesses re Governmental Tax Policy... Local, County & State	27	MS		
6	Establish true small & minority council for small businesses	21	MS		
18	More aggressive re Buy Local program	16	MS		
7	List addresses and contact info of Chamber member organizations & owners in Member Directory	12	MS		
11	Expand or create marketing to pitch HHI as more than retirement and resort... Great place for people to live	11	MS		
E3	Educate non-profits and coordinate information regarding funding sources and methods	9	MS		
E3	Provide event calander for non-profit events	9	MS		
E3	Provide education and traing to non-profits re planning & conducting fund raising events	9	MS		
E3	Provide a web site/catalog listing all charities, their contacts and their services, with links to their web sites	9	MS		
E5	Offer online packages for advertising	9	MS		
E5	Offer breakout meetings for different business disciplines, like healthcare	9	MS		
E5	Increase Bluffton representation and footprint... website and physical presence	9	MS		
E4	Provide free business meeting space on Hilton Head island and in Bluffton	8	MS		
12	Develop & target international markets	8	MS		
6	Monthly training seminars for small businesses	6	MS		
15	Renovate existing Welcome Center	6	MS		
E4	Develop & conduct legislative agenda (local, county & state) per broad-based member input	5	MS		
10	More aggressive about social networking	5	MS		
10	Research & execute target marketing program	5	MS		
11	Develop transparent comprehensive marketing & sales plan for Island businesses by SIC	5	MS		
10	Improve chamber website... increase emphasis on local (non-tourism) businesses	5	MS		
11	Increase advocacy for economic development	5	MS		
11	Create community online "hot spots"... Visitor information (in lieu of kiosks?)	4	MS		
4	Act with town to create Senior Center	3	MS		
4	Concierge education program	3	MS		
2	Create expert speakers bureau	2	MS		
4	Support urban renewal programs, especially 278 corridor	2	MS		
1	Offer meetings for different disciplines	1	MS		
10	Work with Town on activities re visitor-friendly kiosks... scenic, historic, useful visitor information	1	MS		
15	Free advertising for chamber members on Chamber website (www.hiltonheadisland.org)	1	MS		
E4	Leadership organizing and coordinating business support for economic development initiatives		MS		
1	Networking group meetings focused on seniors		MS		
3	Increase awareness of local merchants		MS		
4	Chamber should facilitate airlines increasing passenger service to Island		MS		
6	Legislative page on Chamber website re what legislation is pending that affects small business		MS		
11	Relocate visitors center to center of Island... easier & safer access		MS		
17	Government Affairs Committee- more aggressive advocate for local businesses		MS		
16	Weight Chamber procurement per local & chamber duration		MS		
18	Better explain existing Chamber products & services		MS		
4	Advocate with Town for redevelopment		MS		
10	Advocate for "Complete Streets" initiative		MS		
4	Increase recruiting of small businesses		MS		

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15	Aggregate web-delivered information already provided elsewhere... function as portal		MS		
8	Reduce Chamber administrative costs to no more than 15% of subsidies received	53	OPO		
7	Shop/buy/hire local	40	OPO		
15	Hire more local services... members & local providers 1st	24	OPO		
3	Utilize local businesses for chamber work	21	OPO		
6	Advertise Chamber job opening in local media	16	OPO		
11	Publish monthly Chamber P&L and results of marketing programs	15	OPO		
20	Transfer support/funding from SAV to HHH	13	OPO		
7	Follow through on programs... Fresh on the Market	10	OPO		
E5	Chamber sales reps should learn more about Chamber members before soliciting members for Chamber ads & other services	9	OPO		
11	Chamber should refrain from property ownership	3	OPO		
12	Establish policy of non-competition with Chamber members	1	OPO		
12	Establish & publish transparent purchasing polices		OPO		
20	Refrain from offering sole-source services		OPO		
17	Increase resources devoted to business support		OPO		
15	Increase Chamber utilization of local marketing subject matter experts		OPO		
6	Bring back Ambassador training program... improve communication of Ambassador program		OPO		
14	Improve and expand membership solicitation program		OPO		
C	Advertising opportunities (fee)				
C	Area demographics (fee)				
C	Business After Hours				
C	Business assistance via SCORE				
C	Business EXPO				
C	Chamber Ball				
C	Chamber Business Monthly				
C	Chamber membership lists (fee)				
C	Community Calendar				
C	Culinary Guide				
C	Customer referrals to members				
C	Free website listing				
C	Government Affairs Committee				
C	Group Health Insurance				
C	Leadership Program				
C	Membership Directory				
C	Monday Briefing				
C	Online Workforce Resource Center				
C	Personal & Organization Awards				
C	Quicklinks				
C	Restaurant Week				
C	Small and Minority Business Council				
C	Young Professionals Group				