



Optimize Performance. Maximize Results.

Mission Resources Group

The Lowcountry's Multi-Discipline Management Consulting Team

Report on 12/15/2011

**HHI-Bluffton Chamber of Commerce
Requirements Definition Session**



843-540-3759

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Requirement Definition Session Objective



Make *POSITIVE* suggestions and contribute *CONSTRUCTIVE* ideas for CofC business support services and programs

Session Scope:

- Businesses that serve Conventions & Visitors
- Businesses that serve Residents
- Business that serve Businesses
- Businesses that sell outside of local area

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Session Protocols, Processes & Procedures



- **Participants registered**

- Sequential number assigned per sign-in order
- Contact info gathered for follow-up... Will be kept private

- **Solicit ideas/suggestions in registration # order (75 min)**

- Includes existing CofC programs & ideas submitted by email
- Multiple iterations
- Limit of 30 seconds per turn to maximize participation

MUST BE POSITIVE & CONSTRUCTIVE AT ALL TIMES!

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Session Protocols, Processes & Procedures



- **Rank ideas/suggestions & existing programs**
 - Registered participants had 12 stickers
 - 3 each, yellow/green/pink
 - Yellow = 5 points; Green = 3 points; Pink = 1 point
 - Participant # on stickers for follow-up
 - Participants voted for each idea... 0-12 stickers
 - Minimum vote: 0 points (No stickers)
 - Maximum vote: 36 points (Use all your stickers for 1 idea)

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Results Overview



- 25 registered participants
 - 23 businesses & not-for-profit organizations
 - 2 individuals
 - 21 people attended session
 - 4 contributed via email or note
- 66 ideas/suggestions generated
 - Member services
 - Chamber organization/administration
 - Chamber governance

Detailed results at www.mrgroup.biz

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Results Summary



Member Services

- Advocacy for business-critical governmental issues... regulations & taxes
- Increase programs... more emphasis on non-CVB side of Chamber
- Buy Local... Chamber procurement & general campaign
- Support business segments... Health care, not-for-profits, small business, minority
- Info source... Web site, hot spots, portal, event calendar, social media
- Free HHI & Bluffton meeting space

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Results Summary



Chamber Organization & Administration

- Eliminate Chamber/ATAX conflicts
- Increase financial transparency
- Reduce Chamber administrative costs

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Suggestions by category, sorted by points (10 or more)



Member Services

- Advocacy for businesses re local/county/state governmental regulations (37)
- Brochures on arts and culture for folks considering move to HHI/Bluffton (36)
- Create and sponsor health care & related Expo (31)
- Advocacy for businesses re local/county/state tax policies (27)
- Establish active small & minority business council (21)
- More aggressive Buy Local program (16)
- List contact info of member organizations & owners in Member Directory (12)
- Create/expand program pitching HHI/Bluffton as great place to live (11)

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Suggestions by category, sorted by points (10 or more)



Chamber Organization, Policies and Operations

- Chamber administrative costs <16% of subsidies received (53)
 - Chamber should shop/buy/hire local (40)
 - Chamber should hire more local services.... Members & local providers first (24)
 - Utilize local businesses for chamber work (21)
 - Advertise Chamber openings via local media (16)
 - Publish monthly Chamber P&L and marketing program results (15)
 - Transfer support and funding from SAV to HHH (13)
 - Follow through on programs... Fresh on the Market (10)
- } 85

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Suggestions by category, sorted by points (10 or more)



Governance

- Eliminate conflicts between Chamber board and ATAX committee (50)
- Publish fully detailed Chamber financial reports for last 5 years on Chamber website (23)

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Next Steps



- Business Community Comment
 - MRG Website (www.mrgroup.biz) email & FaceBook page
 - Island Packet articles & letters to the editor
 - Respond to 1/12/2012 letter from Chamber Board Chairmen
- Chamber of Commerce
 - Publish detailed survey results
 - Projects & initiatives
- Mission Resources Group
 - Observe Chamber member services, administrative and governance changes

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