

**Community Focus Statement B:** Encourage commercial and light industrial uses in Phelan Piñon Hills.

**B4**

**Action Statement B.4:** Coordinate with the Phelan and Piñon Hills Chambers of Commerce to develop a business appreciation program, including events, webinars, and awards in addition to the referral program and visibility services the Chambers already provide.

**Benchmark:** A formal business appreciation program is established.

**Champion:** Volunteer group or person or can be identified by the community

**Estimated Cost:** \$2,000 - \$15,000



*The Stillwater Chamber of Commerce and Payne County Extension Center in Oklahoma conduct a Small Business Training Series free to Chamber members.*

A business appreciation program is an effective way of recognizing businesses that reach significant milestones and achievements. Such a program would help to create a connection between business owners and the Phelan and Piñon Hills Chambers of Commerce that also incentivizes young business owners to grow and develop their businesses. Businesses could be recognized for significant anniversaries, significant sales achievements, individual industry awards, or community contributions.

With increasing broadband access and decreasing hardware expenses, webinars are becoming more popular and convenient ways to participate in education. Communities are beginning to use webinars to extend training opportunities for business development and networking. Webinars can also be turned into podcasts for convenient access in a non-live format. This method can be an effective way to increase engagement between businesses and the local chambers, as well as disperse information on available programs, resources, and events.

Currently the Phelan Chamber of Commerce has a referral program and offers businesses incentives such as visibility and promotion on the Chamber’s website. The Chamber’s directory allows potential customers to search for businesses and get their contact information. The Piñon Hills Chamber of Commerce provides information through its Facebook page.



Action	Action Leader	Timeline	Resources
1. Form a committee to focus on creating a business appreciation program in collaboration with Phelan and Pinon Hills Chambers of Commerce	Champion	Month 1	Phelan Chamber of Commerce <a href="http://www.phelanchamber.info/">http://www.phelanchamber.info/</a>
2. Inventory what is already being provided (referral program, visibility services, etc.).	Business Appreciation Committee	Month 2	Piñon Hills Chamber of Commerce <a href="https://www.facebook.com/Pinon-Hills-Chamber-of-Commerce-142718772459648/">https://www.facebook.com/Pinon-Hills-Chamber-of-Commerce-142718772459648/</a>
3. Research case studies of successful business appreciation programs put on by other chambers; for example, the Bowling Green Chamber of Commerce	Business Appreciation Committee	Month 2	Bowling Green Chamber of Commerce <a href="http://www.bgchamber.com/businessdevelopment/small-business-appreciation-month/">http://www.bgchamber.com/businessdevelopment/small-business-appreciation-month/</a>
4. Promote the program to Chamber members to gather small business success stories and build a list of potential award members.	Business Appreciation Committee	Months 2 – 4	
5. Establish an annual awards banquet.	Business Appreciation Committee with Phelan and Piñon Hills Chambers of Commerce	On-going	
6. Monitor the progress and effectiveness of the program.	Business Appreciation Committee	On-going	