



Draft
Revised June 23, 2010

Martin Business Association

Long Range Planning

The long range planning committee of the Martin Business Association is recommending to the board of MBA the following five year plan, that capitalizes on the strengths of the organization, and positioning it for future growth and stability, to benefit the businesses and economic vitality of the city of Martin. The primary goals of this five year plan are to:

- Become self-sufficient.
- Establish a paid position for the organization.
- Increase awareness of the organization and its members.
- Keep more economic resources locally.
- Sell the benefits of business education

Five year plan

Year 1 (January 1 to December 31, 2010)

Utilize available funds for a promotion campaign.
Give membership a vote on the long range plan. (August meeting)
Survey membership for interests, needs, and suggestions.
Create mailer on the benefits of membership.
Obtain status as a 501(c)3.



Year 2

- Initiate paid membership (\$20 / individuals not associated with a business / and churches and non-profits // \$50 / per business entity)
- Establish events / theme to drive local business.
- Enhance education of public on the benefits of local spending.
- Establish independent checking account.
- Create annual business educational calendar in cooperation with the REED center.

Year 3

- Re-promote membership benefits.
- Employ part time staff (July 1)
- Increase local events and improve coordination and promotion.

Year 4

- Increase annual membership fee (\$20 / individual and \$100 / business).
- Improve / enhance MBA events, promotions, web site, etc.
- Conduct new membership campaign.

Year 5

- Continue recruiting new members.
- Establish annual retail events.
- Explore opportunities to expand MBA's role in the county.

Long range plan was presented to membership at August 10, 2010 meeting and approved as is.