**FRIDAY LEADSHARE PROPOSAL**

The Chamber's Leadshare program is one of if not the most popular benefit of membership. We currently manage three Leadshare groups who all operate under the same guidelines, by laws, code of ethics and fees.

Currently 47 businesses are participating across all three groups. This represents 15% of total membership. Although there are 117 categories to which our current membership base lists as the primary category, only 30 are filled between the three groups. This doesn’t necessarily mean that we can immediately up group participation as there are many of the 87 unfilled categories that are likely not applicable for Leadshare i.e. hospital, pre-cast concrete, road construction, etc.

The 30 categories currently occupied comprise of those businesses that are best represented by membership as well as the business community. Real Estate, Financial Services, Banking, Home Repair, Roofing, etc.

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| * Accounting & Business Management Services |
| * Attorneys |
| * Beauty/Cosmetics |
| * Business Development |
| * Cleaning Services - Commercial |
| * Computer Services & Consulting |
| * Contractors/Construction |
| * Copiers & Fax Machines |
| * Fair Trade |
| * Financial & Investment Services |
| * Fuels |
| * Handyman Services |
| * Health & Wellness |
| * Healthcare & Services |
| * Home Decor |
| * Home Improvement & Repair |
| * Information Technology |
| * Insurance |
| * Mediation Services |
| * Mortgage Loans |
| * Moving Companies |
| * Religious Services |
| * Entertainment |
| * Business Coaching Services |
| * Promotional Products |
| * Property Restoration |
| * Real Estate |
| * Roofing |
| * Water Analysis Supplies & Services |
| * Web Promotion & Services |

Although there are opportunities within Tuesday, Wednesday and Thursday for many of the above listed categories, the demand exceeds availability.

Therefore, to accommodate current demand as well as to be proactive for increased membership, we are going to be introducing a Friday Leadshare Group.

The Friday group will operate under the exact same parameters that the other groups do with regards to

* Guidelines
* Officers
* Dues
* Code of Ethics
* Rules

That said, each of the current three groups do operate differently from each other however those differences are based on the composition of each group. Leadership of each group is responsible for ensuring the maximum benefit to its members and have license to accommodate this as they choose excluding any changes or modifications to the content of the list noted above.

**LEADSHARE ONLINE MARKETPLACE**

The Friday group will conduct themselves no differently that the other three groups however in an effort to embrace change and drive the most value from it, we will be beta testing a new idea with a goal of driving higher value, awareness and overall membership.

The proposal includes dedicating one of the monthly meetings to more of an open and public facing forum. Being that each of the current groups currently have as part of their programming, the opportunity for each of the members to present their products and services to the group, that opportunity is limited to only the reoccurring audience. This process can easily be defined as a B2B program.

B2B programming drives value by engaging businesses who do or may consider doing business with others. Although Tuesday, Wednesday and Thursday are not considered formal B2B groups there are many aspects that would be considered part of a total program. Identifying and performing as a full B2B would require radical changes to current programming.

The alternative to B2B is B2C which refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services and can be one of the most important aspects of running a successful small business.

One Friday each month, the Chamber will offer to the public the chance to sign in to a Zoom meeting to listen and watch a businesses speak to their products and services. Sessions will last 15 minutes.

Friday Leadshare businesses will be charged an annual fee of $50 that will cover their participation for 3 of the 4 available weeks. Those Friday members who wish to present at the 4th Friday will be charged an additional $15 and only allowed to present one week over the course of a year.

There are 37 Fridays between April 1st and the third week of December. With up to 4 presenters each week, there could be a total of 148 business presenting their products and services to the public. Assuming there will time needed to grow the member base, participation from other Leadshare groups should be considered in order to generate and maintain awareness to the public.

There will be no interaction from the online audience other than their ability to post questions or any other information in a monitored chat room.

In order to best manage and ensure consistency, each presenter will be required to follow a script. The script will be topical only allowing for personalize content within the prescribed agenda.

A sample of the agenda is below.

* **Business Introduction**
  + Business Name
  + Representatives Name
  + Location (if applicable)
  + Contact info (phone, website, etc.)
  + Reminder to use the chat feature
* **Products or Services**
  + Presenters may use any visual aids such as product samples, photos or any other materials that will assist in promoting the product or services
* **Conclusion**
  + Reminder of how to contact
  + Reminder of location (if applicable)
  + Thank you and sign off

Public participation will be solicited the same way all chamber events to include posting to the community calendar and inclusion in the weekly e-blasts. In addition:

* This will be a free event and open to the public
* Participants will be required to register in advance allowing staff to review and approve participation
* Approved participants will be provided login credentials in advance of the event along with instructions on how to login as well as a listing of expectations to include notice of waiting room, audience muting, chat room, etc.

At the conclusion of the event, presenters will be provided any text captured from the chat room. The video recording will then be posted to the Leadshare website with viewing access available to all.