



POWER 10
Capital Campaign Operations

EXAMPLES OF HOW OTHER CHAMBERS AND EDO'S ARE USING THEIR NEW STRATEGIC INITIATIVE FUNDING

Most Common Initiatives

- **Market to / attract new businesses** and investment
- **Retain existing businesses** and support expansion efforts
- **Small business / entrepreneurial programs**; incubator development
- **Talent / workforce development**
- **K-12 education** improvements
- **Influence business climate / public policy**
- **Opportunity fund / cash reserve**

Other Initiatives

- **"Save the base,"** attract missions, attract other investment
- **Downtown development**
- **Headquarters construction / renovation** for the organization (e.g., new chamber building)
- **Business / industrial park development** and marketing
- **Retiree attraction**
- **Regional economic alliance** development
- **International trade** and export development
- **Tourism / arts and culture** promotion
- **Retain consultants** to perform strategic planning, cluster analysis, etc.
- **Air service** improvement / airline recruitment
- **Leadership development** program
- **Technology transfer** program with a local university
- **Leadership diversity** initiatives
- **In-house research department**
- **Attract an engineering school** or other educational institution

What Opportunities and Challenges Should Be Addressed?

Strategic funds can be used to address any community's most important opportunities and challenges.

These funds commonly are used for:

- **New staff**
- **Consultants** for special projects
- **Research**
- **Travel**
- **Contracts** with other agencies
- **Websites / digital marketing** development