

2020 Strategic Plan

Johnsburg Area Business Association

As of 10/1/2017

This document is created to provide a purpose, a direction, and a benchmark for JABA members and it's future leadership to use and build upon going forward. It reviews JABA's history, its current strengths, weaknesses, threats and opportunities; it presents a series of fundamental statements relating to Johnsburg Area Business Association's 2020 vision, mission, values and objectives; and sets out Johnsburg Area Business Association's proposed success strategies, goals and action programs for the next 3 to 5 years.

History of JABA

Shortly after The Village of Johnsburg became Incorporated in 1993, a village wide strategic planning meeting determined the need for a symbiotic relationship with local and area businesses. At that point the Village Economic Development Committee (EDC) was given full responsibility for creating and developing a "business association".

Committee member Roger Liston volunteered to develop an organization to help meet those initial needs. Early on in the development phase the Committee felt that the "Area" portion of the newly formed group was an important component of the group's mission because so many of the economic needs of the community were not being fully met by the existing businesses in town. Under the leadership of Roger Liston and his wife Anne, the Johnsburg Area Business Association (JABA) became a reality in 1994.

Small monthly meetings were held with a focus on business mentoring and sharing of information on local issues that could help influence business growth and sustainability. The informational reports were provided by the EDC Chairman and the Chief of Police on such things as business registration guidelines, new sewer and water plans, new and planned ordinances and policing activities.

The next phase of JABA was the beginning of outreach events where Roger and Anne established the first Johnsburg Area Business Expo held at the Johnsburg High School. The immediate success of the Expo was the foundation for the economic sustainability of JABA which continues to grow and prosper today.

Johnsburg Area Demographics

The Village of Johnsburg is located 50 miles northwest of Chicago, and 10 miles south of the Wisconsin border. According to the 2010 Census, Johnsburg had a population of 6,297, in addition to a population of 44,087 within a 5 mile radius. Median household income is over \$100,000.00, and median age is 40 years old.

The Village of Johnsburg has four distinct business districts to appeal to an array of businesses. Our Route 31 Retail Corridor is a great location for large retail businesses. High traffic counts from both the north and south, and great visibility from the road make this an attractive area for national restaurants and retail business alike. Our Waterfront district provides access to the Chain 'o Lakes, a huge recreational hot spot. Visitors from the Chicago area have traveled to Johnsburg for generations to enjoy swimming, boating, and the area's numerous waterfront restaurants. The Downtown district spans a wide area that is perfect for small shops and restaurants. This area is quickly being transformed with new streetscape and building improvements, as well as parks and other facilities, and many additional areas of opportunity are in place for development. Finally, our North Town district is perfect for light industrial and commercial space. It allows for easy access to major highways, and has ample space for a variety of businesses.

Johnsburg Area Business Activities and Trends

JABA has grown to almost 100 members and has become a viable business support group to its membership and the community. Our achievements over the last 24 years include:

- Business mentoring and education
- Networking events
- Annual Roger F. Liston Scholarship Fund
- Downtown Banner Program
- Annual Shop with A Cop Charity
- Celebration in the Park event participation
- Johnsburg Area Business Expo event
- State of the Village Dinner and presentation by the Village President
- Yearly Business Picnic Social

- Business Ribbon Cuttings and Grand Openings

Organizational Values

The corporate values governing Johnsburg Area Business Association development will include the following:

- We respect existing relationships and building long term relationships
- We believe in personal growth, achievement and economic development
- We value leadership, partnership and team orientation
- Our membership interests and support come first
- We believe that our community involvement is integrated towards identity, recognition, and giving back
- We believe in the mission driven quality of support we provide

Vision

The executives' vision of Johnsburg Area Business Association in 3-5 year's time is:

To be a sought after resource in northern Illinois for enhancing local area opportunities to help improve economic vitality through business development.

Mission Statement

The central purpose and role of Johnsburg Area Business Association is defined as:

To promote business, support business interests, and provide programs and services that best serve the common interests of members and community.

What Value Should JABA Provide

JABA provides an organization for helping its members improve and grow their business to achieve their long term goals. The following key targets will be achieved by Johnsbury Area Business Association over the next 3-5years:

- Education to the business community
- Networking opportunity
- Member support
- Leadership enhancement
- Mechanisms for strategic partnerships and economic development
- Mentoring programs to develop and grow member businesses
- Communication strategies in place to provide updates and promotion
- Business support and recognition
- Giving back to community

Strengths, Weaknesses, Threats & Opportunities

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities which apply to Johnsburg Area Business Association now and in the foreseeable future:

Strengths:

- Long history w/ core membership
- Healthy partnership w/village
- Successful events
- Good area location
- Strong overall finances
- Good membership vs total registered Johnsburg businesses

Weaknesses:

- No major industry
- Primarily a bedroom community
- Lack vol, interest, involvement
- Mission, Vision, Direction, Plan
- Poor awareness, image, value
- Inconsistent leadership
- Decision making processes
- Value proposition
- Weak communication

Threats:

- Core membership goes away
- Competing organizations
- If village admin. support stopped
- Good people and businesses moving out of the area

Opportunities:

- Good people moving into area
- Village improvements, plans
- Surrounding area businesses
- New businesses, Exp: Fast food
- Area location along Route 31
- Networking
- Internships
- New innovative programs
- Downtown focus
- Voice of business to the village

Objectives

Long term objectives of Johnsburg Area Business Association are summarized as:

- To provide regular education for the business community on local, county, state, federal legislative affairs and various business strategies
- To be structured for at least 20% membership involvement and participation of to work together towards enhancing the entire Johnsburg community area
- To value through communication and support
- To develop membership marketing materials
- Give back to the community and individuals for their support
- To improve monthly meetings and have strong attendance
- Enhance member experience with connection into other organizations
- Encourage organizational and personal growth
- To maintain JABA growth, financial strength and increased membership
- To be a premier business professional organization in the area
- Be a sought after organization for effective marketing, communication and networking resource

Key Strategies

The following critical strategies will be pursued by Johnsburg Area Business Association:

1. Provide professional and member speakers
2. Hold regular events with a larger event each quarter throughout the year
3. Create and maintain a JABA website that can be updated by volunteers
4. Develop and maintain membership materials, professional resources such as the Shah Center and other outside resources
5. Have ongoing programs and village partnering
6. Strategic partnering with other organizations and economic development
7. Ongoing communication, marketing and membership relations
8. Develop networking groups and special groups including Women in Business, etc
9. Recognition

10. Utilize, update, and monitor the JABA Bylaws to maintain consistent operations

Strategic Action (Tactical) Plans

The following strategic action programs will be implemented:

1. Have relevant topics provided monthly inside member speakers and quarterly outside speakers, mixers
2. Have strong committees for March Expo, June SOTV, September SS, October CITP
3. Have a venue for marketing ads, education, events, announcements promotion, calendar, JABA contacts, member list, etc.
4. Develop strong Membership Committee and Ambassador group including membership materials (stickers, year end letter)
5. Do Shop with a Cop, Scholarships, CIP, Banners and Sponsorships
6. Partner with other businesses, chambers, Associations, Corp/Business sponsorships and community affairs
7. Use outside paid/unpaid speakers, consulting facilitation
8. Membership team makes new/existing contacts as needed. Ambassadors are at meetings and events working with member needs
9. Communication programs for development including Ambassadors, Website, Newsletter, Email blasts, Advertising, Discounts, Signage, Texting, Referrals, etc.
10. Establish strategic partnerships
 1. Village
 2. IL Chamber of Commerce
 3. EDC
 4. School system
 5. Medical facilities
 6. Local and major businesses

WHAT JABA PROVIDES	OBJECTIVES	STRATEGIES	TACTICS
Education	Ongoing monthly education to the business community	Outside paid/unpd member speakers	Deliver topics Outside qtrly, Inside monthly
Networking	Membership involvement, participation 20% for mtgs, events, programs.	Events, 1big event per Qtr.	Committees for MAR Expo, JUN SOTV, SEPT SS, OCT CITP including ribbon cutting, special events and anniversaries
Communication	Provide value, communication and support	Define, develop, and maintain JABA Website with a system backbone which content can be updated by volunteers	Mktg, ads, education, events, announcements, promotion, calendar, JABA contacts, member lists
Support	Develop membership and membership materials	Materials,/Shah Center/Other outside resources	Develop strong Membership Committee and Ambassador Group
Leadership	Improve monthly meetings 20-30 attend	Outside pd/unpd, member speakers, held at local establishments	Deliver topics Outside qtrly, Inside monthly
Partnership	Enhance member experience with connection into other organizations	Partnering with other organizations. Strategic partnering and economic development	Other businesses, Chambers, Associations, Corp/Bus sponsorships and community affairs
Communication	Provide value, communication and support	Communication	E-blast, Signage, Facebook, Texting, Newsletters, Referrals

Mentoring	Forum for networking, coaching, marketing, and communication. Who communicates? Volunteers	Networking groups, special groups, WIB/YP, etc.	Outside pd/unpd member speakers, consultant facilitation
Growth	Encouraging growth, ROI	Recognition	Member of the year, monthly awards, etc.
Growth	Maintain growth through financial strength and increased membership. 200-300. 276 on JABA list \$7,500. Committee Ambassadors, materials	Develop strong Membership Committee and Ambassador Group	Membership team makes new/existing contacts as needed, Ambassadors are at mtgs/events working with member needs.
Sought after organization	Sought after business organization	Communication and marketing JABA	Develop strong Membership Committee and Ambassador Group
Partnership	Giving back to the community, donations	Programs and village partnering	SWCop, Scholarship, CIP, Banners, Sponsorships

Consolidated Implementation Summary Plan