

New ideas

	Event	Priority							
List all events, initiatives, and programs in column B.	Annual Awards Banquet	3							
	Chocolate Walk	2							
	Wine Walk - huge \$\$\$	3							
Once they are all listed, make a decision about the priority level.	Scavenger Hunt	1							
	Covered Bridge Festival	4							
	Festival of Lights	2							
Record the priority level in column C.	Small Business Saturday	3							
	Shop Small Crawl	1							
	John Wayne Birthplace Celebration (our invlvmnt)	2							
	Summer Concert Series	3							
	Lights - Christmas - Action	2							
	Covid Response Info for Businesses	3							
	Chamber Chat	3							
	Greater Des Moines Partnership Events/dual mem	3							
	Chamber Coffees	3							
	After 5:00 Gatherings	2							
	Bazaar Third Thursdays	1							
	Website Calendar with Member Events	2							
	Annual Membership Drive & seeking new members	4							
	Member Directory/website	3							
	Golf Outing	3							
	Krazy Days	2							
	Ladies Night Out	2							
	Women's Weekend - very low \$\$ benefit	2							
	Scenic Byway promotion	3							
	Bus Tours/Tour Groups	3							
	Bridge Tours	3							
	Tour Itineraries for Self-Guided tours	2							
	Welcome Center	4	EASY						
	Promotion of Madison County as a Tourism Destina	3							
	Merchandise Sales - makes some money for us	1	FANS ARE RABID						
	Ribbon Cuttings	3							
	Community Sign (by Kum & Go) (\$4600/yr)	2							
	Social Media (Facebook, Instagram, Twitter)	3							
	Grant Writing	4							
	Representation at Events	3							
	Iowa State Fair Booth	3							
	Ambassador Group	2							
	Merchants Group	3	brad will work on updating approach						
	Chamber Bucks	2							
	Annual Printed Community Guide	2							
	Articles in Winterset Living	2							
	Other Media/Promotion of Events	3							
	Admin/Financial/Payroll/budgeting	4							
	Liason to other committees (Nature Center Fundrai	3							
	Seek members in other Madison County Communit	3							
	Day to Day communications - fielding calls and emc	3							

Guideline for priority scoring:
 4=Absolutely essential to our mission
 3=Extremely helpful to our mission
 2=Somewhat helpful to our mission
 1=Doesn't help our mission. We do it for other reasons

Employers Council?
Find ways to push member to member businesses
Gratitude toward Chamber members
Combine the two guides?
Even need guides?
Marketing plan???
Trade show business showcase event

