

**WAM-BC 2014 Priorities**

1) Building Organizational Assets

- Hire Finance Director
- Add two staff
- Recruit Volunteers and Inters
- Form and Nourish more partnership
  - Partnership with WCIC, WDC, WAM Committees
- On going board/ staff planning
- Decide on building purchase and rehab
  - Building task force

2) Focus on Organizational Sustainability

- Approach county for operational funding
- Obtain larger and larger grants (Multi-year funding)
- Increase city funding
- Establish 2-3 year budget
- Increase Loan \$

WAM-BC Mid-Year Strategic Planning Retreat  
March 27<sup>th</sup>, 2014 – Oneals Spicer Minnesota  
Working Charts

3) Enhance Expand our image and outreach

- Develop Website
- Feature a biz owner on Facebook
- Feature a biz owner on WTribe
- Directory of resource
- Branding with tag line
- Consistent messaging to others – Elevator speech
- Host a chamber connection member
- Speak at qtrly bankers assn. meeting
- Market Wam @ other organizations
- Connect with school
- Feature articles on business successes
- Call and schedule open mic
- Press Releases
- Connect with local schools