

Structure & Format for 2012 BEST Program

Proposed Solutions – Restructure the Program

- Streamline all revenue and expenses
 - All monies will be maintained by the West Chamber in a restricted BEST fund. All expenses will be paid out of this fund.
- Partner organizations will pay to sponsor the program –
 - Pay an annual sponsorship fee of \$100 per year (due by January 6, 2012). Sponsorship dollars will be used to subsidize programs throughout the year in which no fee is charged to the participant, fund marketing efforts outside of partner agencies, materials to help brand BEST, etc.
- Create a Program Committee to implement and oversee all sessions, marketing efforts, evaluations, and budget for BEST.
- The West Chamber will continue to administer the program including ensuring all BEST sessions are implemented, coordinating registration, and managing finances.
- BEST will hold 9 sessions per year. Sessions will be monthly, with the exception of January, July and December.
- The Program Committee will coordinate topics, venues and speakers. Partner agencies will help secure venues and speakers as needed.
- To be a partner, organizations will pay \$100 annual sponsorship fee, market each session to their respective contacts and assist with venues and speakers as needed. Partners will receive recognition on all marketing material and at each event.