Providing a forum for businesses to make their voices heard, share best practices, highlight accomplishments, be part of the solution, engage employees...
July 2017 Businesses for the Bay Metrics

- 35 Businesses = B4B Members
- “Our Member Impact”: 194 Actions
  - 3 Conserved Lands Actions
  - 17 Fisheries and Habitats Actions
  - 77 Engaged Communities Actions
  - 51 Clean Water Actions
  - 2 Climate Change Resiliency Actions
  - 44 Other Green Initiatives Actions
- 39 Non-profit and Government agencies = Networking Partners
- 6 Sponsors
- June 2017 Smithfield, VA Forum (sea level rise): 68 registrants
B4B Plan for 2017-2018
Four Goals

• Develop and pursue a marketing and communication strategy that effectively promotes B4B
• Build meaningful content for and interaction among B4B Members and Non-Members
• Build corporate leadership
• Expand small business engagement
Develop and pursue a marketing and communication strategy that effectively promotes B4B

- Tipping point with B4B
- Current recruitment: word of mouth, events, conferences, and media
- Build and market the B4B brand

**Actions**
- Develop a 3 year marketing and communication strategy
- Write articles and create video testimonials
- Identify 3 geographic regions
Build meaningful content for and interaction among B4B Members and Non-Members

- Content draws membership
- Keep the Members we already have
- If Members receive valuable content and resources, they will recruit others

Actions
- Create connections to the larger regional effort
- Deliver quarterly professional development webinars
  - June 28, 2017 CBP/B4B Webinar: 48 registrants
- Send monthly member-only emails
- Connect businesses to other Alliance programs
- Hold In-Person Forums
Build corporate leadership

- Identify corporate leaders who can serve as catalysts for engagement within various business sectors

- Actions
  - Research and target 3 sectors
  - Engage the Landscaping & Turfgrass Industry
    - Scotts Miracle-Gro, 2018 World Water Day
    - Virginia Turfgrass Council
  - Engage the PA Dairy Industry
    - Turkey Hill/Mid-Atlantic Dairy Association Healthy Streams Proposal
Expand small business engagement

• Small businesses have strong potential for in-depth action
• Directly educate their clients and employees
• Environmentally-minded clients are more likely to support a B4B Member
• Bridge the gap between small businesses and large corporations

• Actions
  • Establish a B4B membership rate for businesses with only 1-10 employees
  • Target small businesses in a strategic sector or region
  • Develop unique recruiting messages
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Join our LinkedIn Group:
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Feedback and Discussion

- Goals?
- Priorities?
- How to measure success?