**Topeka Chamber of Commerce**

*“Building a meaningful business*

*network in Top City!”*

Site Name

The site name will be the Topeka Chamber of Commerce (Chamber) and the URL will be topekacommerce.com.

Site Purpose

The purpose of topekacommerce.com will be to provide a platform to accomplish the goals and mission of the Chamber. The mission of the Chamber is to help build a strong network among the companies that conduct business in Topeka, promote business in our city, and attract new businesses to join our ranks. Our current goals are as follows:

1. Plan and execute six small gatherings on a bimonthly schedule throughout the year. The small gatherings will enable business leaders and representatives to gather in informal environment to discuss ideas and concerns and promote networking.
2. Plan and execute an annual conference to give the state of business in our city. A special guest will be invited to speak at the conference. The conference will be announced in other municipalities to promote networking between our businesses and businesses in the other cities.
3. Plan and execute an annual business and trade show with Visit Topeka promote businesses in our area. The show will be open to the public so the companies can educate the attendees about their products and services.
4. Plan and execute two community events with the Parks and Recreation department. One event will be a 5K which local businesses can help sponsor and collect money for the local food pantries. A second event will be a free concert held at Evergy Plaza in downtown Topeka. Both events will family friendly to promote unity amongst our members and the community of Topeka.
5. Increase our membership by 100 businesses or individuals and maintain our current membership partners.
6. Promote our city by developing and implementing an incentive program to attract new businesses to our city. The current idea is work with the city council to adopt a tax credit plan that will provide credits based on the number of employees in the business and the type of business.
7. Implement a business promotion program where our Executive Committee will vote on three companies to highlight for each month. The three companies will be highlighted on the home page of our website.

We believe Topeka is the best place to have a business because of the business friendly and family friendly atmosphere in the city. Topeka is medium-sized city with numerous smaller towns in the surrounding area of northeast Kansas. Our city attracts many consumers from the surrounding towns. Also, our top-notch schools and neighborhoods provide good opportunities for raising and educating families. We have a large and well-known university, Washburn University, and several smaller higher education institutions. The website will provide information on these local services, a history of the area, weather forecasts, upcoming events announcements, a page for member benefits with an application for joining the Chamber, a membership directory, and an About Us page.

Target Audience

**Sally:** She is lives in Topeka, is married, and has three children ages 12, 10, and 8. Her husband is manager at a local grocery store. His store is a member of the Chamber of Commerce. Although he knows about the chamber, he does not interact with it. Sally is considering on starting her own beauty salon. She has been a stylist in the past at other salons but since the kids were born, she has not worked fulltime. She works part-time to cut her friends’ hair and their children’s hair. Every now and then, she does hair styling for a friend or neighbor. All of friends, family, and other acquaintances tell her she should start her own salon. They would happily pay her and support her business.

Sally does not know how to start a business. She has been reading books about it. Some of the books say that she should try to get a business mentor. Therefore, she is looking for a mentor to teach her about running a small business.

Recently, she found the Chamber of Commerce website and the upcoming events grabbed her attention. She enjoys socializing and noticed that the Chamber hosts informal get togethers for business owners and representatives. She plans to attend these events to find a mentor.

**Pete and Patti:** Pete and Patti are owners of Pete and Patti’s Pool Service and Landscaping. They have owned their business for 15 years and have established a large clientele. Their business supports 25 employees year-round. They enjoy participating in the community events hosted by the Chamber. They are expanding their business to general contracting and will start to build homes in the area. The expansion has led to hiring two new project managers and a new office.

Pete and Patti want to let the whole city and surrounding area know about the grand opening of their new office. The staff assisted in early stages of the expansion by helping Pete and Patti connect with other members. The other members were able to provide services such as moving their office furniture. Pete and Patti plan to contact the staff at the Chamber of Commerce again to see if the staff can assist with the ribbon cutting event. That is one of the services the Chamber of Commerce offers their members.

**John:** John is a regional executive for Walmart. He oversees the distribution centers in eastern Kansas and the Kansas City area. Recently, Walmart constructed and opened a new distribution center on the south side of the city right off Highway 75. John worked with the Chamber of Commerce and other city officials to get the distribution center. Walmart applied to the city for tax credits for the next 5 years. The Chamber staff assisted Walmart by connecting them with city officials and working with those city officials to approve the tax credit. The Chamber of Commerce wanted the distribution center to come to Topeka because of the jobs it would bring and revenue for the city economy.

Site Map

Home Page

City Page

Contact Page

Directory Page

Join Page

Thank You Page

Thank You Page

Color Scheme

The colors were chosen using Adobe Colors website. The Triad color scheme will be used. I chose variations of the primary colors blue, yellow, and red. The text in each cell describes the main use for each color. Although colors may be used to accent different elements on the web pages.

Chart, waterfall chart

Description automatically generated

Main/body

Nav bar

Html

Font color

Nav hover

effect

Typography

The heading font will be Nanum Myeongjo. The paragraphs and navigation bar will be Poppins Light.

Wireframes

A picture containing surface chart

Description automatically generated

Large Wireframe <https://wireframe.cc/bx7lIB>

Medium Wireframe <https://wireframe.cc/SlUFEQ>

Graphical user interface

Description automatically generated

Small Wireframe in 4 parts <https://wireframe.cc/Eq6tPf>

Diagram

Description automatically generated

A picture containing diagram

Description automatically generated

Shape

Description automatically generated with medium confidence

Graphical user interface, text

Description automatically generated with medium confidence