

REQUEST FOR QUALIFICATIONS

President

American Fork Chamber of Commerce

The American Fork Chamber of Commerce is seeking applications from qualified individuals interested in serving as Chamber President under an independent contractor agreement.

The successful candidate will be invited to submit a formal proposal to operate and manage the Chamber for an initial three-year term, with the possibility of renewal for an additional three years upon mutual agreement. The selected applicant will be responsible for hiring and managing any staff necessary to carry out the full scope of Chamber operations as outlined in this RFQ.

Application & Selection Process:

- Interested individuals must first submit an application and qualifications for consideration.
- From these submissions, selected candidates will be invited to present a comprehensive proposal on behalf of their company.
- Final selection will be made by the Chamber Board, based on the recommendations of the Hiring Committee.

Written qualifications must be submitted no later than **September 21, 2025, at 11:59 PM (MST)** to **afchamberrfp@gmail.com**.

The Chamber shall not be responsible for any expenses incurred in any form for the preparation, submittal, or presentation of any proposal specific to this RFQ. The Chamber reserves the right to reject any and all proposals and to select the individual deemed, in the sole judgment of the Chamber Board, to have submitted the proposal that serves the best interests of the American Fork Chamber of Commerce. The Chamber Hiring Committee may request that respondents present their proposals and answer questions in a meeting after reviewing the written responses. Individuals whose proposals are not accepted will be notified in writing.

Background

American Fork Chamber of Commerce is an established Chamber of Commerce with more than 70 years of promoting and serving the business community in the American Fork, Utah area. Our current membership exceeds 300 members.

Scope of Work

Leadership & Governance

The Chamber President is responsible for developing and implementing a strategic plan that aligns with the Chamber's mission and long-term vision. This role requires close collaboration

with the Board of Directors to establish clear goals, policies, and performance measures that guide organizational success.

The President must demonstrate the ability to execute the direction of the Chair, Executive Committee, and Board in a timely and accountable manner. A steadfast commitment to confidentiality and the highest ethical standards is essential to uphold the integrity and trust of the Chamber and its stakeholders.

Membership Development & Engagement

The Chamber President plays a vital role in recruiting and retaining Chamber members by delivering value-driven programs, services, and events that meet the evolving needs of the business community. Success in this role requires a proven ability to engage directly with businesses, build lasting relationships, and clearly communicate the benefits of membership. Through strategic outreach and consistent engagement, the President fosters strong connections with business, civic, and nonprofit leaders, driving both growth and retention. A key strength of this position is the ability to facilitate meaningful connections—whether business-to-business (B2B), business-to-city (B2City), or business-to-community (B2Community)—ensuring that members are not only supported but actively integrated into the broader economic and civic landscape.

Advocacy & Government Relations

The Chamber President serves as the Chamber's primary representative to local, state, and federal government officials, advocating for pro-business policies that support member success and regional economic growth. This role requires a strong understanding of business advocacy principles and a proactive approach to monitoring legislation that may impact Chamber members. The President must demonstrate the ability to build and maintain strategic relationships with city councils, mayors, county leaders, state legislators, and federal representatives—ensuring that member interests are clearly communicated and effectively represented in civic and legislative settings.

Financial Management

The Chamber President is responsible for preparing and managing the Chamber's annual budget, ensuring full compliance with financial policies and maintaining fiscal accountability. This includes coordinating monthly reconciliations and financial reporting in partnership with an accountant, while upholding standards of transparency and accuracy. The President must demonstrate expertise in budgeting and revenue tracking, with the ability to identify and pursue new revenue opportunities that support long-term sustainability. Strong financial stewardship also includes managing contracts, sponsorship revenue, and vendor payments with accuracy and integrity.

Marketing, Communications, & Technology

The Chamber President is responsible for securing sponsorships and cultivating strategic partnerships that sustain and expand Chamber programs and operations. This includes

developing effective fundraising strategies and pursuing grant opportunities to ensure long-term financial health. The role demands strong marketing and communication skills, including proficiency in social media management across platforms such as Facebook, Instagram, LinkedIn, and YouTube. The President will be responsible for creating or overseeing graphic design and promotional materials for events and outreach campaigns, while also managing backend systems like Chamber Nation for billing, event registration, and member communications. Exceptional written, verbal, and presentation abilities are essential to engage stakeholders, promote Chamber initiatives, and represent the organization with clarity and professionalism.

Event & Program Management

The Chamber President is responsible for directing and overseeing a diverse portfolio of Chamber events, networking opportunities, and educational initiatives that deliver meaningful value to members and the broader community. This includes planning, promoting, and executing high-impact community events as well as business-focused programs such as:

- Halloween on Main
- Holiday Magic on Main
- Steel Days activities
- The Chamber Invitational Golf Tournament
- Summits
- Monthly networking events
- Speaker luncheons
- Professional workshops.

The President must ensure the quality and relevance of all programming, while demonstrating expertise in securing venues, coordinating logistics, recruiting volunteers, managing event budgets, and developing targeted marketing strategies. As a visible and engaged community leader, the President represents the Chamber with professionalism and enthusiasm at all events, fostering connection and civic pride.

Workforce, Educational Partnerships, & Collaboration

The Chamber President is responsible for aligning the Chamber's educational initiatives with the evolving needs of member businesses and emerging workforce trends. This includes cultivating strategic partnerships with surrounding Chambers, economic development organizations, and other business groups to expand impact and resource sharing. The role demands strong interpersonal and coalition-building skills to unify diverse stakeholders—business leaders, educators, civic partners—around shared goals that strengthen the local economy and prepare the workforce for future demands.

Desired Qualifications

1. Chamber/Association Experience

- Previous leadership experience in a Chamber of Commerce or business association.
- Familiarity with ACCE, WACE, or US Chamber Institute standards.

2. Community & Economic Development

- Experience in community development, workforce development, or economic development initiatives.
- Strong connections within Utah County business, government, and nonprofit circles.
- Ability to create unique opportunities and connections for students at the junior high and high school levels (e.g., mentorship, career days, entrepreneurship programs, internships).
- Build and sustain regional partnerships with colleges and universities to strengthen workforce pipelines.
- Develop programs that connect students with local businesses, showcasing career paths and fostering early community engagement.

3. Fundraising & Sponsorships

- Demonstrated ability to build long-term sponsorship relationships and secure large-scale funding for events/programs.
- Grant writing or philanthropic fundraising experience.

4. Advanced Marketing & PR

- Video content creation (YouTube, short-form social).
- Media relations and press release development.
- Branding strategy and storytelling for Chambers or nonprofits.
- Familiarity with community publications or ability to work with an organization to produce a professional and informative Chamber/Community Resource Guide

5. Technology & Data

- Proficiency with CRM/AMS platforms (beyond Chamber Nation).
- Data analytics for membership tracking, ROI measurement, and impact reporting.
- Comfortable leveraging AI tools for efficiency in communications and marketing.

6. Professional Development

- Institute for Organization Management (IOM) or Certified Chamber Executive (CCE) designation.
- Ongoing participation in ACCE, WACE, or US Chamber programs.
- Training in leadership development, governance, or nonprofit management.