## CHAMBER'S STRATEGIC PLAN 2024-2025



#### Mission Statement

Boldly promote economic vitality.

#### Vision Statement

Provide value to members and be the catalyst for improving business climate and quality of life.

#### Chamber Values

Welcoming – Inclusive, Collaborative & Engaged Excellence - Visionary, Growing & Innovative Integrity - Transparent, Open & Respectful

# Strategic Goals

### Provide valuable services to small business

Enhance the Chamber's value proposition for small business members.

Partner with other resources to provide technical assistance.



Advocate for business at all levels of government

Increase member enaaaement in government issues and activities.

Develop a proactive Chamber agenda on key community development opportunities.



Enhance the availability of a talented workforce

Collaborate with key partners to address workforce challenges.

Support a strona públic/private educational system.

Accelerate the enaagement of vouna talent in the area.



Champion the competitive advantages of diversity, equity & inclusion

Develop a database of diverse businesses and organizations.

Increase the number of diverse participants in the Chamber.

Create a Minority Business Council focused on the needs of its members.



Strengthen membership engagement and the Chamber's financial integrity

Diversify the Chamber's membership base and revenue streams.

Develop an investor relation's process for major Chamber supporters.









Jefferson City School District

State Technical College of Missouri

State Fair Community College



Lincoln University

## **Naught Family**

Scruggs Family

Sam & Linda Bushman

SBDC at Lincoln University