

# STRATEGIC PLAN

VISION 2025

2021-2025

# MISSION

**The Madison County Chamber continually strives to improve the local business climate and quality of life through advocacy, collaboration, and economic development.**

# STRATEGIC GOALS

## ADVOCACY

The Chamber will advocate for public policies that foster a pro-business environment.

## COLLABORATION

The Chamber will be the convener to pull partners together from both the public & private arena to seek solutions for challenges faced by the business community.

## ECONOMIC DEVELOPMENT

The Chamber will partner on projects to improve the overall economic vitality & community vibrancy

## BUSINESS RESOURCES

The Chamber will provide a variety of resources to businesses & community leaders

# ADVOCACY

Advocate for public policies that foster a pro-business environment.

1. Lead as an advocate for business owners.
2. Grow our advocacy efforts in targeted areas specific to improving value offered to the business community.
3. Leverage relationships with key elected officials and expand these connections so that representatives are easily accessible to the business community.

# COLLABORATION

Collaborate with partners to seek solutions faced by the business community.

1. Bring community influencers together to identify major challenges we must overcome for the future growth of Madison County.
2. Create and strengthen partnerships to meet the needs of Madison County businesses.
3. Work with partners outside of Madison County for the overall development of the region.

# ECONOMIC DEVELOPMENT

Partner on economic development projects that improve the overall economic vitality & community vibrancy.

1. Continue to work on a plan to strengthen the partnership with the CED.
2. Work with partners to tackle challenges associated with the future development of our Downtown Central Business District.
3. Create partnerships for incubation and entrepreneurial support

# BUSINESS RESOURCES

Lead to provide community & business resources.

1. Develop programming that best meets the needs expressed from members.
2. Position the Chamber as the first-stop for business related resources for all business representatives.
3. Market segmentation of membership so that we are on target with resources provided & member outreach for the various needs of different market sectors.