**ICEA Strategic Plan Nomination**

**Terre Haute Chamber of Commerce**

The path to the Terre Haute Chamber of Commerce’s Strategic Plan was a little different than most. Having gone years without any sort of formal guiding document in place, the Chamber’s Board of Directors pushed the organization to move forward and create a set of goals, objectives and action items. During this process, the group quickly realized that the need for a plan and clear objectives was much larger than just the Chamber as an organization, the entire community could benefit from this type of high-level, strategic thinking.

What resulted was a community-wide planning initiative, the “See You In Terre Haute 2025 Community Plan”, which was released in August of 2019. The plan was based on public input gathered from forums, over 1,000 survey responses and research. The final plan includes six pillars with clearly identified priorities and action items under each. The ultimate goals of the plan are to halt population decline and increase per capita personal income.

Alongside this larger community planning effort, the Chamber circled back on its own organizational goals, but this time considering our objectives through the lens of the Community Plan. The result was a 2020-2021 action plan which creates a clear path for the organization, and the community, to succeed.

Attached digitally is the Action Plan. Sections highlighted in orange relate directly back to the “See You In Terre Haute 2025 Community Plan”. We are now working with other key community organizations, United Way of the Wabash Valley, Indiana Small Business Development Center, Launch Terre Haute and others to adapt their internal planning processes to support the larger community plan.

**Media Coverage of the Community Plan**

[Terre Haute Trib Star](https://www.tribstar.com/news/chamber-launches-see-you-in-terre-haute/article_9ec2e7fa-c29f-11e9-8cbc-237031fc29f9.html)

[WTHI TV](https://www.wthitv.com/content/video/554760552.html)