

The Road to Regional Prosperity

Connect. Grow. Thrive.



LANSING **REGIONAL** CHAMBER

Strategic Plan



We work
relentlessly
to help businesses
connect, grow and thrive.

No mid-Michigan business stands alone when they are a member of the Lansing Regional Chamber of Commerce. For more than 115 years, the Chamber has served as the voice of the Greater Lansing business community. We are catalysts for change, uniting business leaders to do collectively what cannot be done individually.

As Greater Lansing's trusted voice and business leader, we work relentlessly to help businesses connect, grow and thrive. Greater Lansing is undergoing a fundamental shift. Innovation and technology are transforming our economy. As the region continues to evolve, the Chamber will strengthen our efforts to ensure all businesses in our region connect, grow and thrive.

Our goal is to establish a clear direction and vision for the future of the Chamber and our community. We have identified four key pillars that will serve as the core of our strategic efforts. These strategies provide the direction for your Chamber of the future.



Regional Leadership

We will continue to lead efforts that drive regional growth and economic prosperity.

Policy Influence

We serve as the voice of business on important issues and policies that impact our business community and region. We are at the table with local, state and federal officials advocating for your business so you can focus on running your business.

Business Value

To maintain and grow our membership base, we will deliver solutions, programs and opportunities that add value to all businesses in our region.

Excellent Operations

We will sustain a high-performing organization to successfully execute our mission. We will maintain a sound financial performance, strengthen the development of an incredibly dedicated staff and invest in technology.

Join us in building a **better Chamber, a stronger community and a more vibrant region.** Together, we will create positive change and drive regional prosperity.



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