

Strategic Plan

2019-2021+



Mission:

“The Peoria Area Chamber of Commerce is the leading *voice* and *resource* for business in the region.”

Goals



SUCCEED _____

Deliver **membership** programs and opportunities to support business success.

ADVOCATE _____

Represent the interests of business in the region.

LEAD _____

Develop **leaders** to serve the Chamber and the region.

STRENGTHEN _____

Improve the **region** by supporting business prosperity.

ALIGN _____

Lead a respected **Chamber** with a pivotal role for aligning resources to benefit the region.

Strategies



SUCCEED

- ➔ Identify needs & satisfaction
- ➔ Communicate value
- ➔ Collaborate regionally
- ➔ Promote the importance of networking

ADVOCATE

- ➔ Increase awareness of the Chamber's pro-business positions
- ➔ Inform members of the importance of business issues
- ➔ Connect with lawmakers through Chamber facilitated forums
- ➔ Maintain open channels of communication about issues

LEAD

- ➔ Be the region's source for premier leadership programs
- ➔ Provide leadership programs with proven value
- ➔ Utilize networking opportunities to enhance growth
- ➔ Provide mentorship opportunities for Young Professionals

STRENGTHEN

- ➔ Coordinate with organization who have similar visions
- ➔ Increase business commerce through Shop Local 365
- ➔ Position the Chamber as a credible source

ALIGN

- ➔ Consider the US Chamber of Commerce accreditation process
- ➔ Maintain a competitive professional environment for staff
- ➔ Sustain a core of trained volunteers
- ➔ Be diligent about protecting the Chamber's distinctive brand