

# EDWARDSVILLE/GLEN CARBON CHAMBER OF COMMERCE 2014-2019 STRATEGIC PLAN

## GUIDING PRINCIPLES

Chambers of Commerce honor and respect **capitalism** and **well-informed private sector job creators** as a central and foundational element of regional and national prosperity.

Chambers of Commerce actively facilitate collaboration and open discussion between business and public officials through **education, business advocacy** and **leadership**.

## VISION

The Edwardsville/Glen Carbon Chamber of Commerce will be the preferred provider of watch-dog, education and advocacy services that form a mission-critical catalyst for business success.

## MISSION

The Edwardsville/Glen Carbon Chamber of Commerce is a membership-driven organization, dedicated to a strong, private sector regional economy.

## VALUES

Ethics in business and government is essential to a healthy and sustainable society. The Ed/Glen Chamber is committed to the values and virtues of:

HONESTY

INTEGRITY

PROFESSIONALISM

LEADERSHIP

ACCOUNTABILITY

## CORE STRATEGIES

### MODERNIZE BOARD GOVERNANCE

- Redraft & File Bylaws  
Reduce Board Size to 9 or Fewer
- Evaluate Programs & Events for Effectiveness/Sustainability  
Pursue Chamber Accreditation
- Develop Board Member Selection Criteria

### ENHANCE MEMBERSHIP RELEVANCE

- Become Government Affairs Savvy  
Keep Members Informed through Education & Alerts
- Develop Personalized Electronic Information Interchange  
Meet Regularly w/ Business Groups
- Meet Regularly with Local, County & State Leaders  
Stay Informed Regarding Emerging Threats Facing Businesses
- Adopt & Implement M/V/GP Mindset

### THINK BIG/HELP REMOVE COMMERCE OBSTACLES

- Lead Public Study, Debate & Discussion  
City/County Downtown Parking Garage
- City/Village/County Infrastructure Challenges  
I-55 Corridor Project

### REPLACE & GROW REVENUE

- Replace Revenue from Events Dropped  
Grow Revenue as Relevance Grows

### EMPHASIZE ETHICS IN GOV'T & BUSINESS

- Establish an Ethics Based Dialog in the Community  
Assist in the Formation of a Written Ethics Standard for Local Elected Officials, Area Employees & Business Leaders
- Foster the Will to Follow Them