

EDWARDSVILLE/GLEN CARBON CHAMBER OF COMMERCE 2020-2025 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 GOVERNANCE & OPERATIONS

Sustain Momentum & Evolve Organization

Evaluate Programs, Events & Services for Relevance & Sustainability

Maintain 5-Star U.S. Chamber of Commerce Accreditation

Embrace & Pursue a Culture of Innovation

Practice Data-Informed Decision-Making

Create A Government Affairs Strategic Plan

Serve as a Benchmark of Excellence

ENHANCE MEMBERSHIP RELEVANCE

Increase Government Affairs Activity

Keep Members Informed Through Education & Alerts

Further Segment & Personalize Member Communications

Hold Quarterly Industry Roundtables

Meet Regularly with Local, County, State & Federal Leaders

Complete Transition to Tiered Dues

Live GP/V/M Mindset (Staff - Board - Volunteers)

REMOVE OBSTACLES TO A THRIVING ECONOMY

Lead Public Study, Debate & Discussion

Focus on Regional Economy

Be the Authority on Issues Impacting Business

Demand Taxation Accountability

Emphasize Ethics in Government & Business

Implement PAC

Encourage Decrease in Layers of Government/Consolidation

REPLACE & GROW REVENUE

Grow Non-Dues Revenue as Relevance Increases

Enhance Opportunities for Customized Membership

Increase Retention & Recruitment

Solidify Consultative Membership Approach