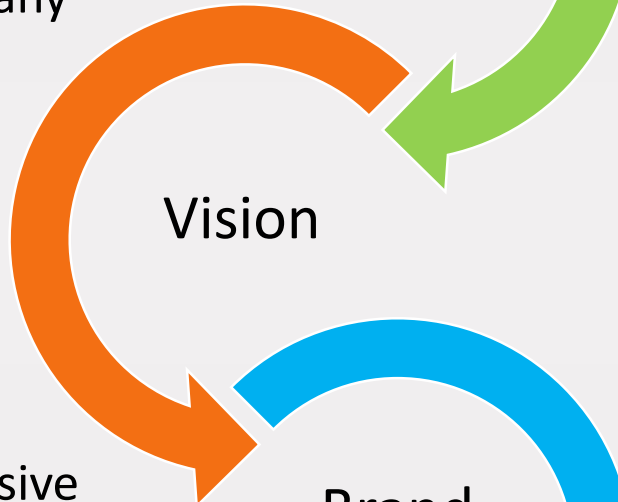


Chesterfield Chamber of Commerce

To promote, support, and protect the interests of Chesterfield businesses in order to create a community unlike any other in the region.



To be the leading organization for business growth and sustainability, fostering a thriving community here in Chesterfield County.



The Chesterfield Chamber is an inclusive network of business professionals committed to your success.



3-Year Strategic Plan 2019 - 2022



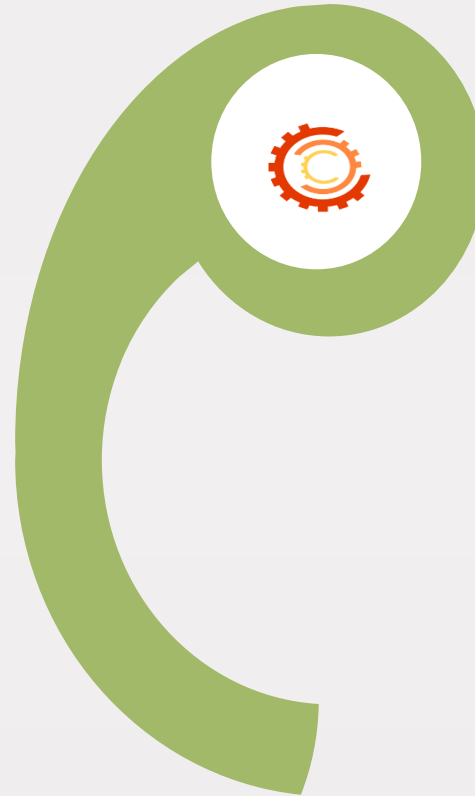
Chesterfield Chamber of Commerce

DRIVE MEMBERSHIP



BHAG

Drive membership growth with a focus on being more representative of the Chesterfield Business Community by leveraging our brand and communicating our value across all community and industry sectors.



CAPABILITIES

- Grow membership to 700 members by June 2022
- Achieve and maintain an 85% retention rate by June 2022

3-Year Strategic Plan 2019 - 2022

Chesterfield Chamber of Commerce

WORKFORCE DEVELOPMENT



BHAG

Be the leader in connecting regional employers with workforce talent and educational programs, giving businesses a reason to come to Chesterfield County and stay.

CAPABILITIES

- **Define Current Landscape by June 2020**
- **Engage local school and industry leaders in meaningful dialog by June 2020**
- **Develop and implement framework for connecting all parties by June 2022**

3-Year Strategic Plan 2019 - 2022

Chesterfield Chamber of Commerce

LEAD COLLABORATION



BHAG

Be the leader in bringing local and regional stakeholders together for the purpose of addressing current and pressing local and regional initiatives and needs.



CAPABILITIES

- Get Chamber Cabinet meeting by June 2020
- Perform an analysis of all viable business and community groups in the region by June 2020
- Present a plan to engage business and community groups by June 2021

3-Year Strategic Plan 2019 - 2022

Chesterfield Chamber of Commerce

GOVERNMENT RELATIONS



BHAG

Deepen and actively influence state and local government relationships, and create a dedicated government liaison position focused exclusively on State and Local Government Affairs.



CAPABILITIES

- **Establish a business case for Government Liaison position by June 2020.**
- **Explore funding options for Government Liaison position by June 2021**
- **Establish and bring on a Government Liaison person by June 2022**

3-Year Strategic Plan 2019 - 2022

What's Next!



3-Year Strategic Plan 2019 - 2022

