

# 2018-2020 Strategic Plan

## Spur Economic Development

*To enhance the economic vitality and vibrancy of our community.*

Objective A: Attract premier businesses to Richland County.

Objective B: Encourage robust organic economic growth.

Objective C: Cultivate a seamless talent pipeline that will fuel business growth.

ATTRACT  
ENCOURAGE  
CULTIVATE

## Advance Community Excellence

*Create "pride of place" ownership and collaborate to build thriving communities for all.*

Objective A: Promote and nurture a positive, collaborative, and inclusive community identity.

Objective B: Protect and revitalize our community assets and infrastructure.

PROMOTE  
NURTURE  
PROTECT  
REVITALIZE

## Serve as the Voice of Business

*Enrich the lives of the people in our community by advocating for solutions.*

Objective A: Serve as the essential link between the business community and the public sector.

Objective B: Be a catalyst to unify community efforts on vital issues.

SERVE  
LINK  
CATALYZE  
UNIFY

## Foster Organizational Sustainability

*Build a cohesive, strong organization that can provide community leadership for the new century.*

Objective A: Increase member and community engagement.

Objective B: Strive for organizational excellence.

ENGAGEMENT  
EXCELLENCE  
EVOLUTION