



**MIDLAND
CHAMBER**
OF COMMERCE

2017-2020 Strategic Plan

Influential Chamber

Strategic Business Support

Quality Growth & Development

Voice of Business/ Public Policy

Promote Midland

Maintaining a respected Chamber of Commerce.

Vice Chair - Chamber Development
Committee(s)/Program(s):
Leadership Midland

- Sustain the highest standards of chamber excellence.
- Develop and support internal and community leadership.
- Maintain Professional staffing and education.
- Preserve the financial viability and resources.
- Promote a growing membership base reflecting the diversity of the community.
- Leverage the Chamber's Foundation to benefit initiatives and facilities.

Providing resources to improve business viability.

Vice Chair - Business Development
Committee(s)/Program(s):
M-Squad/Ambassadors

- Develop and deliver relevant member benefits, programs and services.
- Serve as a leading resource for business solutions.

Encouraging quality growth.

Vice Chair - Community Development
Committee(s)/Program(s):
Education
Star Spangled Salute

- Implement Chamber initiatives to enhance Midland's quality of place.
- Support efforts to revitalize the central business district.
- Develop and support local education initiatives to enhance workforce development.
- Leverage MidlandFirst to promote and maintain quality of place.
- Promote public awareness of MidlandFirst's strategic direction.

Advocating for public policy beneficial for business.

Vice Chair - Advocacy
Committee(s)/Program(s):
Governmental Affairs

- Serve as the convener of forums to identify and communicate the concerns of business.
- Increase public policy influence and effectiveness through collaboration and leadership.
- Ensure awareness of the positions of the Chamber.
- Engage the business community (i.e. service on boards, surveys, participation).

Increasing awareness of Midland as the place for work, tourism and conventions.

Vice Chair - Promotion
Committee(s)/Program(s):
VisitMidland
Convention Center
Sports & Entertainment

- Promote tourism and conventions through the Chamber's resources.
- Market Midland as a destination and place for work and living.
- Celebrate the achievements and promote the attributes of Midland.