

INCREASED PROFITABILITY IN BUSINESS

The member businesses of the Greater Concord Chamber of Commerce are the heart of our organization. One focus moving forward is to continually find ways to increase profitability for our membership.

Successful businesses enable successful individuals to create successful communities. The Chamber's role in this process is continually delivering and optimizing the VALUE of membership at all levels. From sole proprietors to non-profit organizations to corporate Chairman Circle Sponsors, we believe that increased Chamber value will translate into increased profitability and success.

GOALS FOR THE CHAMBER OF TOMORROW:

- Increase member engagement
- Increase member retention

"THE CHAMBER OF TOMORROW"

EXPANDED NETWORK OF COLLEAGUES

At the core of membership value is the ability to expand networks of colleagues and opportunities to exchange business and referrals. This is usually done through our monthly after-hours mixers, but the Chamber also has opportunities to do this through educational seminars, referral groups, etc.

For the future, the Chamber is committed to tailoring our networking events so that both attendance and satisfaction are optimized. The Events committee has been created to review both larger and smaller events for quality and opportunities.

GOALS FOR THE CHAMBER OF TOMORROW:

- Increase attendance at networking events
- Emphasize networking success stories through media channels

STRENGTHENED LEVERAGE IN ADVOCACY

From the relationships that the Chamber has with elected officials and city agencies, to the Government Affairs Committee, the Chamber is a place for strengthened leverage in advocacy.

Concord is going to see many changes in the following years, including expanded retail development, increased housing, and the Concord Naval Weapons Station. To increase membership value, the Chamber is committed to strategically leveraging our position and rapport to successfully advocate on issues affecting member's businesses.

GOALS FOR THE CHAMBER OF TOMORROW:

- Continue building synergy with the City of Concord
- Continue involvement in CNWS discussions

Our core values today lay the roadmap for our future.

IMPROVED SENSE OF COMMUNITY

The Chamber recently endeavored to find ways to give back to the community. Moving into the future, we will find more ways give members the opportunity to engage.

From Non-Profit Expos to tree-plantings, to fundraising events, to our educational scholarship fund, we believe that fostering an improved sense of community will add even more value to membership. We also believe that increasing the partnership between education and business increases Concord's economic vitality, making the city more appealing for new businesses and their families.

GOALS FOR THE CHAMBER OF TOMORROW:

- Continue community outreach events and programs
- Increase partnership between MDUSD and the Chamber

