



## **5 Year Vision - Planning and Discussion Guidance Document**

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In 2023 the Marin Builders Association will be the leading membership organization in Marin. We will be the gold standard for creating lasting membership value and connection, first-class member benefit programs, and dynamic events. We will operate a first-class facility with a professional and well-respected staff. The Marin Builders Association will provide crucial leadership in workforce development, education and interactive guidance to government agencies across Marin County.

### **Current Areas of Strategic Development (2018) – See Pages 1 thru 10 of Summary of Strategic Goals and Direction for 2018 dated 6.27.18**

- Financial Stability
- Membership Engagement, Stability, Benefits and Growth
- Long-Term Planning
- Facility
- Insurance Programs
- Events
- Staff stability and capacity
- Advocacy – Permit Simplicity
- Scholarship and Education
- Marketing and Brand Awareness
- Online Plan Service
- Membership Outreach and referral program

# VISION

## What does Marin Builders Association look like in 2023?

**Membership** – Our membership consists of over 750 firms and annual membership revenue of \$500k

**Workforce Development** – We are directing programs that train 100+ qualified and prepared workers to enter the industry each year, with member firms having first access to candidates.

**Maximize Insurance Benefits** – Over 300 firms are active participants in our expanded health benefits programs and over 200 firms are participating in expanded workers comp/GL insurance programs.

**Education and Scholarship** – The Marin Builders expanded Scholarship and Workforce Development Program in partnership with the Marin Community Foundation trains high school seniors in partnership with the Marin County Office of Education to enter the workforce as capable and prepared young adults. Our Scholarship and Workforce Development program offers scholarships and stipends to encourage high school seniors to enter the industry.

**Facility as Hub for Industry** – Our fully occupied, well-maintained and active membership facility hosts capacity crowd industry related trainings, networking events and exclusive partnership roundtables.

**Trusted Consultant** – We are revered as a trusted consultant. Our reputation across Marin is stellar as a competent, independent and thoughtful team. We have annual contracts with, and provide valuable information, feedback, insight and action plans to, the 5 major municipalities and their processes and customer experiences.

**Partnerships and/or Mergers** – Our partnerships with over a dozen local business organizations, non-profit organizations and municipalities highlights the Marin Builders Association and its access, action, influence and impact in the community. Possible mergers with similar related organizations are explored, evaluated, and considered on a regular basis.

**Advocacy and Community Awareness** – The Marin Builders Association is known to contractors as THE PLACE to go for guidance for issues related to building and for connections/access to local officials. To the public, Marin Builders Association is known as THE PLACE to go for a referral to a quality contractor and THE PLACE that helps youth in our community finds careers in the construction industry.