

## Strategic Plan 2017 - 2019

### VISION

To be a vibrant progressive business community that works together to make McLean County a great place to do business.

### MISSION

To support and serve our members, the McLean County Chamber of Commerce strives to promote commerce, advocate pro-business perspectives, collaborate to lead change, and engage in action for results that strengthen the prosperity of the business community.

<b>MISSION FOCUS</b>	<b>Promote Commerce</b> – We lead efforts that enhance the local exchange of goods and services, help businesses grow and prosper, and positively impact the McLean County economy.
<b>OBJECTIVE 1:</b>	Influence the mindset of businesses and consumers to invest and spend dollars within the local economy
<b>OBJECTIVE 2:</b>	Positively impact and encourage business growth and retention
<b>OBJECTIVE 3:</b>	Explore ways to connect local businesses to global commerce
<b>MISSION FOCUS</b>	<b>Advocate Pro-Business Perspectives</b> – Through education and collective action, we influence thinking and shape solutions on behalf of our members.
<b>OBJECTIVE 1:</b>	Educate members and the community about issues affecting business and what the Chamber is doing on their behalf
<b>OBJECTIVE 2:</b>	Communicate local concerns to elected officials and encourage them to support pro-business policies
<b>OBJECTIVE 3:</b>	Insist on accountability, resulting in outcomes that are favorable to business
<b>MISSION FOCUS</b>	<b>Collaborate to Lead Change</b> – We build partnerships and work in cooperation with organizations across the community to encourage consensus and bring about positive change.
<b>OBJECTIVE 1:</b>	Expand leadership opportunities to be more inclusive of diverse audiences
<b>OBJECTIVE 2:</b>	Identify opportunities to convene people and organizations that express interest in addressing specific needs and/or impacting desirable changes
<b>OBJECTIVE 3:</b>	Communicate the importance of working together and the relevance of collaborative initiatives (move from “me” to “we”)
<b>MISSION FOCUS</b>	<b>Engage for Action that Leads to Results</b> – We seek to understand and then act on the diverse concerns and needs of our members
<b>OBJECTIVE 1:</b>	Analyze our various market segments and address their unique needs
<b>OBJECTIVE 2:</b>	Enhance the membership experience
<b>OBJECTIVE 3:</b>	Ensure readiness to offer assistance and identify solutions
<b>FOCUS</b>	<b>BN Advantage</b> – We work collectively with community organizations, members, and leaders to implement the goals and tactics identified in the BN Advantage Economic Development and Marketing Strategy.
<b>OBJECTIVE 1:</b>	Ensure and support the successful implementation of the Workforce and the Quality of Life/Quality of Place task forces
<b>OBJECTIVE 2:</b>	Build and sustain an operational framework for the Quality of Life/ Place task force
<b>OBJECTIVE 3:</b>	Communicate the progress and results of the Workforce and Quality of Life/Quality of Place task forces and their connection to the overall BN Advantage strategy
<b>FOCUS</b>	<b>Brand Distinction &amp; Operational Excellence</b> – We consistently demonstrate the Chamber’s distinct value, and we strive to deliver on our unique brand promise through the efficient use and creative identification of resources and capabilities.
<b>OBJECTIVE 1:</b>	Be known as THE business resource in McLean County
<b>OBJECTIVE 2:</b>	Proactively manage our financial and human resources
<b>OBJECTIVE 3:</b>	Ensure accountability to the membership