

Greater Silver Spring Chamber of Commerce Strategic Plan FY16 - FY19

VISION

A prosperous business community that contributes to a vibrant greater Silver Spring

MISSION

To enhance the economic prosperity of greater Silver Spring through robust promotion of our member businesses and unrelenting advocacy on their behalf.

CORE VALUES

We operate with **INTEGRITY & RESPECT**
We think and act **STRATEGICALLY**
We are **RESPONSIVE & ACCOUNTABLE**

GOALS

To enhance member success

To advance greater Silver Spring's economy

To achieve organizational and financial strength

STRATEGIES

- Enhance opportunities for members to connect, improve, and grow their businesses within and beyond Silver Spring.
- Continue to be a trusted resource in helping members navigate County government, administrative, and political challenges.
- Put members regularly "in the know" about developments in greater Silver Spring.
- Continue to promote member accomplishments and achievements via social media and the e-newsletter.
- Expand opportunities for members to reduce business costs and enhance marketing clout.

STRATEGIES

- Strengthen the effectiveness of the Chamber's business advocacy program through increased emphasis on the people and small businesses that are the face of the Chamber.
- Increase communication with members about policy issues that affect business in an effort to generate grassroots outreach to elected officials.
- Maintain and regularly update a State and County legislative agenda to protect and proactively promote business.
- Increase member involvement - specifically small business participation - in Government Affairs Committee and advocacy efforts.
- Actively participate in County advisory committees that affect business and Silver Spring's economy.

STRATEGIES

- Strive to build a robust and diverse member base by increasing retention and total membership, especially among large/mid-sized companies, and expanding the Chamber's "footprint" throughout "greater" Silver Spring.
- Strengthen the engagement, participation and business diversity of the Board and Chamber Committees.
- Continue focus on building tomorrow's leaders through a robust Young Professionals program.
- Maintain a calendar of events and activities that provide value to members and contribute to the financial health of the Chamber.
- Strengthen the effectiveness and commitment of the Chamber staff through professional development and other opportunities.