

East Parker Chamber of Commerce 2018 – 2021 Strategic Plan

Enrich

Develop a positive environment that fosters collaborative relationships and community pride.

Objective #A: Develop a “sense of place” and quality of life for East Parker County residents.

- Collaborate to create county pride.
- Facilitate public-private partnerships to address community challenges.

Objective #B: Be the essential source for connections for our members.

- Develop “Circles of Influence” for our members.
- Provide member-to-member engagement opportunities.

Objective #C: Develop the County’s future leaders.

- Create a pipeline for community leaders.
- Be the epi-center that convenes leaders.

Advocate

Champion the sustainability and growth of the business community.

Objective #A: Create a pro-business environment.

- Promote legislative needs of EPC businesses and communities.
- Be recognized as THE Voice of Business for East Parker County.

Objective #B: Support strategically planned positive growth.

- Unified and comprehensive plan for East Parker County.
- Educate the community about economic opportunities.

Objective #C: A skilled workforce for East Parker County employers.

- Identify current and emerging employer needs.
- Collaborate on workforce solutions.

Promote

Increase the visibility of our members and East Parker County to influence success and prosperity.

Objective #A: Deliver value on member investments.

- Create awareness of what the Chamber offers
- Increase member engagement.
- Showcase our members.

Objective #B: Promote and protect East Parker County assets.

- Tell the East Parker County’s story.
- Develop a “Go West” campaign.
- Advance community excellence.



MISSION: The East Parker County Chamber enriches, promotes and advocates for business growth that enhances our members and community.

VISION: The East Parker County Chamber is a vibrant and forward-thinking organization in our region. We are committed to building a diverse and prosperous community while preserving heritage and culture in our area.