



2018 Strategic Plan



Our Vision
Our Mission
Core Values

Creating the best place for business
Advance regional business success
Ethical. Inclusive. Respectful. Fiscally Responsible

INVESTOR ENGAGEMENT

- *Maintain the Chamber's fiscal responsibility
- *Continue the focus on increasing diversity with our Membership and Chamber leadership
- *Continue to improve and expand existing Chamber events, services and recognition programs to retain existing members and recruit new members
- *Maintain two-way communication with our members and the community through enhanced social media, mobile apps, online surveys and focus groups
- *Aggressively promote our members' successes and services through our marketing efforts and social media
- *Partner with CGTC to provide a direct link from the Chamber to their online learning platform
- *Implement quarterly meetings of small business owners and entrepreneurs to share best practices and exchange information
- *Advocate at the local, state and national level on issues and legislation important to our members' business success

MACON WORKS

- *Promote and support programs to align current and future workforce needs with both existing and emerging businesses
- *Work with our K-12 education partners to ensure that our graduates are college or career ready
- *Connect our education partners with business leaders to optimize the success of our current intern, apprenticeship and co-op programs
- *Monitor and enhance Leadership Macon and Young Professionals Network program to ensure the continued development of future leaders
- *Develop a strategy and plan for the recruitment and retention of talent
- *Formalize a comprehensive existing industry program to encourage and support business growth and retention
- *Support existing programs and promote new initiatives that address the needs of small and minority enterprises
- *Promote an environment where entrepreneurs and creative talent can start up and grow their businesses

REGIONALISM

- *Initiate and support regional collaboration and partnerships
- *Support and advocate for T-SPLOST (Transportation Special Purpose Local Option Sales Tax)
- *Advance the implementation of the following transportation projects: Sardis Church Road Extension, Middle Georgia Regional Airport Runway Extension, Export/Import Highway, High Speed Passenger Rail
- *Participate in the 2018 Intercity Leadership Conference with the Columbus Chamber of Commerce
- *Continue to advocate for the Ocmulgee National Park and Preserve
- *Maintain effective relationships with the base command structure and the Air Force Material Command leadership team
- *Work with the 21st Century Partnership and the legislative delegation to protect and grow missions at Robins Air Force Base and the Air Logistics Complex
- *Join the 21st Century Partnership in the Annual Washington DC Legislative Breakfast