

**Key
Focus
Areas**

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 communications with our members and the community through enhanced social media, mobile apps, one-line surveys and focus groups
- Launch ZipEd Tech, our on-line educational tool, that will enable members to access a myriad of development courses that fit their personal timelines
- Aggressively promote our members' successes and services through our marketing efforts and social media
- 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
- Reach out to the Hispanic community to determine how we can best serve and engage Hispanic owners in the Chamber

ECONOMIC DEVELOPMENT

- Promote and support programs to align current and future workforce needs with both existing and emerging businesses
- 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
- Work with our K-12 education partners to ensure that our graduates are college or career ready
- Connect our education partners with our business leaders to optimize the success of our current intern, apprenticeship and co-op programs
- Monitor and enhance our Leadership Macon and Young Professional Network programs to ensure the continued development of our future leaders

REGIONALISM

- Initiate and support regional collaboration and partnerships
- Advocate for improved regional transit in support of businesses and employees
- 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 and the I-16/I-75 Improvements
- Participate in the 2017 Intercity Leadership Conference with the Columbus Chamber of Commerce
- 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

Vision Statement

Creating the best place for business

Mission Statement

Advance regional business success

Core Values

Ethical
Inclusive

Respectful
Fiscally Responsible