

# 2025-2029 Strategic Plan



INFLUENTIAL Chamber	STRATEGIC Business Support	QUALITY Growth + Development	VOICE of Business + Public Policy	PROMOTE Midland
Maintain a respected Chamber of Commerce.	Provide resources to improve business viability.	Encourage quality growth and development.	Advocate for public policy beneficial for business.	Promote life, work, tourism and conventions in Midland.
<ul style="list-style-type: none"><li>• <b>Excellence:</b> Sustain the highest standards of Chamber Excellence.</li><li>• <b>Professionalism:</b> Maintain a professional and educated board and staff.</li><li>• <b>Well-resourced:</b> Preserve the financial viability and resources of the Chamber.</li><li>• <b>Innovation:</b> Foster innovation to drive growth and excellence.</li><li>• <b>Expansion:</b> Expand the membership of the Chamber, reflecting the growth and diversity of the business community.</li><li>• <b>Presence:</b> Promote and market the Chamber to build awareness of our value.</li></ul>	<ul style="list-style-type: none"><li>• <b>Relevance:</b> Develop and deliver relevant member benefits, programs and services.</li><li>• <b>Resourceful:</b> Serve as a leading resource for business solutions.</li><li>• <b>Inclusive:</b> Tailor offerings to resource changing demographics of the business community.</li><li>• <b>Connections:</b> Facilitate meaningful business promotions and networking opportunities to foster connections and collaborations.</li><li>• <b>Empowerment:</b> Provide tools and resources to support the unique interests of small business.</li><li>• <b>Collaborations:</b> Develop and utilize strategic partnerships to enhance Chamber activities.</li></ul>	<ul style="list-style-type: none"><li>• <b>Development:</b> Support sound community and economic development throughout Midland.</li><li>• <b>Infrastructure:</b> Support initiatives for infrastructure enhancement throughout the community and region.</li><li>• <b>Community:</b> Implement and support initiatives to enhance Midland's quality of place.</li><li>• <b>Leadership:</b> Provide and support community and business leadership development.</li><li>• <b>Education:</b> Develop and support local education initiatives to enhance workforce development.</li></ul>	<ul style="list-style-type: none"><li>• <b>Convene:</b> Serve as the convener of forums to identify and communicate the concerns of business.</li><li>• <b>Influential:</b> Increase public policy influence and effectiveness through collaboration and leadership.</li><li>• <b>Awareness:</b> Ensure awareness of the positions of the Chamber.</li><li>• <b>Engagement:</b> Engage the business community in initiatives.</li><li>• <b>Advocacy:</b> Educate and impact policymakers on public policies affecting business.</li><li>• <b>Informative:</b> Provide ballot information relevant to business.</li></ul>	<ul style="list-style-type: none"><li>• <b>Life:</b> Promote Midland as a home for life, work and play.</li><li>• <b>Commerce:</b> Promote Midland as a destination for sports, culture, leisure, tourism and conventions.</li><li>• <b>Opportunity:</b> Foster and encourage initiatives that support greater tourism.</li><li>• <b>Heritage:</b> Celebrate the heritage, achievements and unique attributes of Midland.</li></ul>