

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

VISION: The 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.

2023 – 2025 Strategic Plan

ENRICH

Develop an environment that builds collaborative relationships and community enthusiasm.

Objective A: Maintain an exceptional quality of life.

Strategies:

- *Facilitate public/municipal and private relationships to solve community challenges.*
- *Engage local businesses and the community to enhance trust, honesty and reliability.*

Objective B: Develop future business leaders.

Strategies:

- *Provide opportunities for leadership development.*
- *Engage the next generation of business and community leaders.*

PROMOTE

Increase the success of our members and communities.

Objective A: Be the Chamber of Choice.

Strategies:

- *Deliver 5-star value on member investments.*
- *Explain the narrative of what 5-star accreditation means.*
- *Increase member and business engagement.*

Objective B: Be the conduit for connectivity.

Strategies:

- *Serve as the source of information.*
- *Provide a multitude of networking opportunities.*

ADVOCATE

Champion the sustainability and growth of business and community.

Objective A: Develop collaborative community solutions.

Strategies:

- *Ensure the Chamber has a seat at the table for critical decisions.*
- *Initiate partnerships with key stakeholders.*

Objective B: Cultivate a 5-star pro-business environment.

Strategies:

- *Benchmark business initiatives with other cities.*
- *Be THE Voice of business.*

Objective C: Partner for a skilled workforce for employers

Strategies:

- *Identify current and emerging employer needs.*
- *Catalyst for workforce solutions.*