



Lead. Inspire. Grow.

OUR MISSION: Strengthen, promote, and serve our business community.

OUR VISION: A vibrant and prosperous community through business leadership to ensure aspirations become realities.

Strategic Plan (2021 – 2024)

Commerce

Be the voice for all Kerr County businesses.

Objective A: Premier business advocate for Kerr County.

- *Strategy 1: Champion business interests.*
- *Strategy 2: Communicate business needs to policymakers.*

Objective B: Business hub for information, connections, education, and resources.

- *Strategy 1: Create conduit for information.*
- *Strategy 2: Provide essential networking resources.*

Community

Engage business for community growth.

Objective A: Build a sustainable workforce.

- *Strategy 1: Identify employers' workforce needs.*
- *Strategy 2: Integrate business with local schools.*
- *Strategy 3: Advocate for workforce solutions.*

Objective B: Collaborations between business and community.

- *Strategy 1: Foster dynamic experiences and community connections.*
- *Strategy 2: Serve as a trusted community partner.*

Objective C: Continuous pipeline of diverse community leadership.

- *Strategy 1: Highlight leadership opportunities.*
- *Strategy 2: Engage and empower emerging leaders.*

Chamber

Develop a stable, energetic, and thriving organization.

Objective A: A culture of engagement.

- *Strategy 1: Develop strategic leadership.*
- *Strategy 2: Lead by example.*

Objective B: Operational health and excellence.

- *Strategy 1: Invest in staff development.*
- *Strategy 2: Demonstrate financial stability.*

Objective C: Value of Chamber investment.

- *Strategy 1: Communicate the value of membership.*
- *Strategy 2: Increase membership engagement.*