



Springfield
Area Chamber of Commerce

2014 ACTION PLAN

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The mission of the Springfield Area Chamber of Commerce is to serve as the principal advocate for business in partnership with the community; support and assist existing businesses; act as the primary catalyst in promoting the economic health of the Springfield area, stimulating jobs and improving the quality of life.

The Chamber will support this mission and build a stronger regional economy through the following strategic areas of focus:

- Creating Jobs & Investment
- Advocating for Business
- Growing Your Business

CREATING JOBS & BUSINESS INVESTMENT

We will improve Springfield's economic vitality and quality of life by advancing job creation, a sustainable culture of entrepreneurship, and business investment through our economic development arm, the Springfield Business Development Corporation.

GOALS

- Enhance Springfield's ability to attract entrepreneurs and business startups by achieving national recognition of Springfield's entrepreneurial culture
- Encourage entrepreneurship and innovation within existing companies and support early-stage entrepreneurs
- Attract and retain a diverse and talented workforce by promoting our area's quality of life, economic and education opportunities
- Align all levels of the area's education systems to meet our employers' workforce development needs
- Assist existing businesses with expansion plans and address expansion barriers
- Attract and assist companies considering relocation and new business investment plans

ADVOCATING FOR BUSINESS

We will support balanced solutions at all levels of government which foster a sustainable culture of entrepreneurship, promote business growth and result in a higher quality of life for our community.

GOALS

- Positively impact the election of local leaders to serve on Springfield City Council
- Positively impact the election of local leaders to serve on the Springfield R-12 Board of Education
- Encourage balanced solutions within local government, which promote development and business growth
- Inform members on the business and community impact of local policy issues and ballot initiatives
- Represent the interests of Springfield area businesses before state lawmakers
- Amplify the Chamber's voice in Missouri by leveraging our legislative partnerships with other organizations
- Provide opportunities for Chamber members to interact with officials at all levels of government

GROW YOUR BUSINESS

We will enhance the value of Chamber membership by providing opportunities for members to increase visibility of their businesses and build relationships with potential clients.

GOALS

- Provide information and skills training relevant to small business owners and managers
- Maintain and promote comprehensive resources to assist and support small business owners and managers
- Host a broad spectrum of networking opportunities to help members build quality relationships with each other
- Raise the visibility of member businesses and organizations through marketing channels
- Celebrate and promote excellence in the Springfield area business community