

## OUR MISSION

To serve our members and enhance our community by building business success.

## OUR VISION

The Tampa Bay Chamber envisions an engaged and inclusive community driven by business prosperity.

## OUR VALUES

Integrity, inclusiveness, agility, and accountability.

## THREE PILLARS

The Vision Plan consists of three pillars, all supported by the Chamber's Organizational Excellence.



## ORGANIZATIONAL EXCELLENCE

The Chamber will strengthen its role model status for effective and efficient governance, fiscal health, management of information, workplace environment and team member engagement, and core processes.

### STRATEGIES

- Continue to model best practices in governance, specifically in the areas of board/staff roles and responsibilities, coordination and communications, board goal setting, board size, transparency of board decision-making, and board leadership succession planning.
- Improve the Chamber's leadership capacity. Ensure volunteer and professional leaders are skilled at affecting community change that align with our pillars.
- Utilize technology, thoroughness, documentation, speed of delivery, and cost efficiencies of the Chamber's core processes, while maintaining ownership and fidelity of those processes to enhance the member experience.
- Streamline data collection/analysis to improve information flow and decision-making process to further advance each pillar.
- Brand strategy reflected in everything we do.
- Attract and retain a diverse team of skilled, empowered and accountable professionals, and become an employer of choice.
- Maintain our position as a recognized leader in our industry by our peers
- Adopt an appropriate data-driven and research-based model for leading community change.

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## CATALYST

The Chamber will have the civic will and capacity to address economically crucial community issues decisively and thoughtfully with fact-based solutions. It will readily demonstrate its ability to inform public officials and measure their responsiveness to issues impacting the business community they represent.

### STRATEGIES

Promote pro-business policy to:

- Ensure the Chamber's leadership programs produce catalytic leaders.
- Grow and leverage the Chamber's influence by expanding its leadership presence and diversifying its membership to leverage its broad-based sphere of influence.
- Integrate advocacy into Inclusive and Hub for Business pillars.
- Proactively draft policy to address transportation and workforce development issues that support and help the Tampa Bay region prepare for future growth.
- Utilize membership for elected official relationships and develop a targeted plan to analyze votes compared with our legislative agenda.

## INCLUSIVE ORGANIZATION

The Chamber will create an environment where everyone succeeds ; it will actively attract, recruit, retain, and engage a membership reflective of our community.

### STRATEGIES

- Actively foster a diverse business community.
- Inform and advocate for an inclusive business community.
- Establish the nexus between Inclusive Organization and Hub for Business.
- Seek to achieve a balanced membership representative of Hillsborough County/Tampa Bay.
- Build strategic and diverse partnerships to leverage the resources and expertise needed to support Military and the Defense Industry including establishing a Corporate Fellowship Program and further engaging in military spouse workforce initiatives.
- Grow Minority Business Accelerators' impact on our community, by scaling the program.
- Equip the next generation of leaders with the skills needed to address and prepare for economic, infrastructure, governmental, and cultural changes as Tampa Bay and Florida's population continues to increase.
- Acknowledging the importance of diversity in membership, continue to attract a membership that is reflective of our region.

## HUB FOR BUSINESS

The Chamber will be the hub for business activity where business professionals connect, cultivate, converse, and collaborate.

### STRATEGIES

- Continually revise strategies proven successful at connecting members to each other and to the Chamber, while recognizing the changing nature of how organizations and people connect.
- Refine the Chamber's "listening posts." Ensure those listening posts, intended to continually assess members' changing expectations for value and return on investment, are capable of identifying the economically crucial issues that impact those members' businesses.
- Through collaboration support workforce development as it relates to career readiness to have the Chamber be an integral part of the solution.
- Research and recommend actionable solutions to assist in the Workforce Housing shortage
- Provide programming that aligns with and further advances each pillar.
- Engage our member's employees and teams to be truly representative of the community's workforce.

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