

DEKALB CHAMBER OF COMMERCE

130 West Lincoln Highway, Ste. 200, DeKalb, IL



DeKalb Chamber Strategic Plan Update 2023

MISSION:

To serve and advance business interests of the Greater DeKalb Region.

VISION:

The DeKalb Chamber of Commerce is recognized as the resource businesses rely on to connect and thrive.

VALUES:

The DeKalb Chamber of Commerce is a member-focused organization that connects businesses to their community and is committed to being: **Strategic. Responsive. Collaborative.**

KEY ISSUES:

Membership Development, Business Resources, Organizational Enhancement, Training, Community Advancement

PRIORITY GOALS:

*W*orkforce Development

- Determine focus areas
- Gather input from key members affected
- Develop program(s)

*O*rganizational Advancement

- Staffing structure - Updated roles & responsibilities
- Areas to reduce expenditures & increase revenue sources
- Consider forming a Foundation

*R*esponsive Structure

- Member suggestion submission process
- Develop review policy
- Approved action templates

*K*nowledge Sharing

- Potential topics review process
- Annual training schedule
- Online directory of resources

*S*trategic Collaboration

- Determine areas of need
- Reach out to potential collaboration organizations
- Evaluation process of presented collaborations