

#### VISION

To create and promote a world-class quality of life in Loudoun County

#### MISSION

The Loudoun County Chamber of Commerce will partner with our members to create a Chamber experience that leads to personal, professional and community success

#### STRATEGIC OBJECTIVES

- 1 Create personal and professional opportunities through membership engagement
- 2 Advocate for a business friendly environment and excellent infrastructure
- 3 Build a strong community

# Be A Part Of It!

#### COMMITTEES

- + Business Growth Council
- + Business Women of Loudoun
- + Green Business Initiative
- + Health and Wellness Business Initiative
- + Loudoun Technology Coalition
- + Loudoun Young Professionals
- + Non-Profit Initiative
- + Public Policy Committee
- + Strategic Marketing & Communications Committee
- + Workforce & Education Committee

#### ANNUAL EVENTS

- + Community Leadership Awards
- + Golf Classic
- + Small Business Awards
- + Valor Awards
- + Virtual Realty Tour

#### SERIES EVENTS

- + Business After Hours
- + Business Showcase Breakfast
- + Business Women of Loudoun Series
- + Green Business Initiative
- + Health and Wellness Initiative
- + Leadership Luncheon Series
- + Loudoun Technology Coalition Series
- + Loudoun Young Professionals
- + Non-Profit Academy
- + PolicyMaker Series



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# LOUDOUN COUNTY CHAMBER OF COMMERCE

## STRATEGIC PLAN 2014-2016





# Engage

## CREATE PERSONAL AND PROFESSIONAL OPPORTUNITIES THROUGH MEMBERSHIP ENGAGEMENT

- + Increase the total membership base by improving New Member Development
- + Improve Existing Membership Retention
- + Increase attendance at all Chamber events and volunteer participation in all Chamber committees
- + Explore strategic programming opportunities and provide our members greater access to business referrals
- + Offer improved access for our members to the individuals, influencers and content that supports their personal and professional goals by driving program quality



# Advocate

## ADVOCATE FOR A BUSINESS-FRIENDLY ENVIRONMENT AND EXCELLENT INFRASTRUCTURE

- + Strengthen the effectiveness of the Chamber's business advocacy program
- + Focus on a core set of Public Policy issues with achievable, measureable, high-impact goals
- + Develop a grassroots campaign capability
- + Develop a communications strategy to strengthen and articulate the Chamber "brand"



# Connect

## BUILD A STRONG COMMUNITY

- + Connect regional government, business and non-profit stakeholders to address the critical needs of Loudoun County's citizens and to create and promote a world-class quality of life in Northern Virginia
- + Develop the Chamber's effectiveness as a leader in education and workforce initiatives in Loudoun County
- + Create Leadership Opportunities that will motivate the best and brightest to become involved in key community issues
- + Communicate the Chamber's and business community's vital role in creating and promoting healthy and sustainable communities

