

## MISSION

Creating an environment where business can succeed.

## VISION

Leading Nacogdoches to be the ideal place to live, work, play and do business.

## STRATEGY

### We ELEVATE Our Members

Improving the visibility and awareness of the members, the impact they make and the products and services they provide. Networking that connects and builds relationships. Recognizing members who strengthen The Chamber and improve the community. Keeping members informed and competitive through access to training and education resources.

### We EMPOWER Our Members

Maintaining awareness of the needs and concerns of business leaders and the industries The Chamber represents. Advocating for better business legislation and resources. Equipping members for grassroots lobbying that reaches local, state and national policy makers. Providing programs for area middle school, high school and university students that prepares a vibrant workforce pool for our members.

## SHORT TERM GOALS for 2024-2025

- Engage in the I-69 project to ensure that the project moves forward to benefit Nacogdoches County.
- Monitor the transition of SFASU to the University of Texas System.
- Support investment in infrastructure that will result in Nacogdoches County being more attractive for investment.
- Support investments in land and housing to support future economic development.
- Continually evaluate chamber programs and events for relevance and ROI.

## LONG TERM GOALS for 2024 - 2029

- Increase membership by focusing on retaining current members while attracting new members.
- Create a pipeline of leaders in the community who understand the chamber's value.
- Provide resources to members for business education, trend awareness and success.
- Advocate for an environment where business can succeed.
- Develop workforce and support education.
- Maintain partnerships and collaboration with community leaders and stakeholders.