



VISION

To be the best business resource for its Members.

MISSION

Chamber630 serves its Members by providing and protecting economic opportunities essential to a successful enterprise.

2016-2017 Strategic Plan

Chamber630 is a not-for-profit membership organization representing approximately 700 businesses and 35,000 employees in northern Illinois. The Membership's primary geographic focus is in Downers Grove and Woodridge and spans 47 communities and 55 zip codes. In July of 2014, the Downers Grove and Woodridge Chambers combined to create Chamber630; the corporation, however, was established in 1952. Its membership reflects the business demographic across the country, 82% of business members have 50 or less employees.

This strategic plan provides an overall framework for action for the forthcoming years with the intent to provide flexibility through an annually updated program of work.

Strategic Initiative #1 Advance Member Value: Only through providing value as perceived by the Members, will the Chamber retain and expand its membership base. This will be accomplished through an ongoing focus on value and consistently communicating how a Chamber membership and specific program costs generate a return on investment for the Members. Through expanding and retaining business Members, the opportunities to conduct business, disperse information and expand the knowledge base will increase for all Members creating a virtuous circle.

The Chamber will promote its Members in local, state, national and global marketplaces and provide numerous opportunities for its Members to market themselves to visitors, residents and business. The Chamber partners with its Members and the communities at large, offering a multitude of programs and services. The Chamber serves as a regional portal and primary driver of connections among businesses and civic entities.

Objectives:

1. Provide communications and marketing that increase Members' value.
2. Provide awareness of relevant business issues.
3. Take a leadership role in workforce development in the Chamber630 community.

Strategic Initiative #2 Advocate for Business: The Chamber seeks to influence legislation and regulation by local, state and federal governments in a forward-looking manner, supporting legislation that benefits businesses and when necessary, opposing legislation that unnecessarily inhibits businesses. The Chamber will educate Members and elected officials on key policy issues affecting business.

Objectives:

1. Increase awareness and education of and engagement in legislative activities.
2. When consistent with platform, influence public policy.

Strategic Initiative #3 Achieving Operational Excellence: The Chamber will employ stringent business practices designed to produce positive year-end balances, reviewed annually by a business certified public accountant in accordance with generally accepted accounting principles (GAAP). On an ongoing basis, the Chamber will explore innovative and creative ways of gaining incremental revenue consistent with the strategic plan and the capabilities of the organization.

Objective:

1. Achieve financial goals as set forth in the budget.