

## VISION STATEMENT

A thriving Hardin County economy accelerated by the influence and engagement of our members.

## MISSION STATEMENT

To provide leadership, advocacy, and member services that foster growth and economic prosperity for our region.

## STRATEGIC GOALS

- Be the voice of the business community
- Facilitate opportunities for members around business growth / business expansion
- Ensure membership's perspective and insight are represented in smart growth strategies, planning and response to BlueOval Battery Park
- Serve as a regional leader / convenor of peer and partner organizations

## BUSINESS GOALS

- Return to pre-pandemic staffing level
- Grow Top Investor memberships
- Grow non-dues revenue
- Align facilities with organization's brand image, quality of services and value to the community