



## **Strategic Plan 2017-2019**

The vision of the Overland Park Chamber of Commerce is to be a premier chamber of commerce in the country, acknowledged for leadership effectiveness, member-focused services and success.

The mission of the Overland Park Chamber of Commerce is to enhance the business environment and quality of life in our community.

### **Key Areas of Purpose & Accountability**

Ensure Member Growth and Success

Build and Impact a 'Quality of Place & Experience'

#### *We will accomplish this by*

1. Advocating for policies and regulations that support a growing, pro-business climate
2. Supporting the preparation, attraction, and retention of a ready, able, and well-trained workforce
3. Ensuring member companies access to education, services, experts and support that improves their success
4. Demonstrating regional leadership, advocating for excellence in all areas of the community in which we work and live, and play
5. Convening community discussions that impact economic, workforce and community development, while promoting civil discourse
6. Developing leaders who impact our community's success.

### **Long Term Strategies & Focus**

#### **Long Term Strategy #1 – Community Vision**

- Partner with the City of Overland Park and Visit OP to identify long-range vision for the community's development, quality of life, recreation, housing, public safety, health, entertainment, transportation and workforce needs, including voices representative of diverse demographics from citizen, civic, philanthropic, faith and business communities.

#### **Long Term Strategy # 2 – Growth in Jobs and Business**

- Provide the business leadership voice regarding strategic use of public/private partnerships to guide development to increase capital investment, jobs and workforce attraction and retention.
- Pro-actively advocate Chamber members' priorities to elected officials and media to communicate pro-business thought and strategies on local, regional and state issues.

- Identify initiatives to address deficiencies in Class A office inventory, changing workforce needs and competitive environment. Increase professional networking and educational opportunities for executives and business owners on relevant topics such as economics, health care, globalization, competitiveness and technology.
- Invest in long-range technologies to ensure the Chamber connects with members and the public in the areas of public policy, economic development, professional development and member services.

### **Long Term Strategy #3 – Community Development & ‘Quality of Place’**

- Work with City of Overland Park and development community to identify opportunities to create Quality of Place and Experience, with particular emphasis along College Boulevard and other pockets of employment concentration.
- Serve as convener of critical community conversations to maintain competitive advantages (public education) or resolve challenges (lack of office space, workforce shortages, state revenue impacts on programming).
- Work with appropriate local, regional and state leaders to promote development and funding of sustainable long-range transportation and education plans to serve the region and state.
- Identify and visit regional and national benchmark cities to establish best practices and opportunities for Overland Park growth.

### **Long Term Strategy #4 – Workforce Development**

- Leverage relationships to strengthen partnerships between business and education communities to advance curriculum and real-world opportunities for students, enhancing the workforce pipeline.

### **Long Term Strategy #5 – Leadership Development**

- Use the Chamber’s voice as a catalyst to engage more leaders in discussions and planning to enhance the pro-business environment in Johnson County and Kansas.
- Participate in and provide leadership for coalitions, exchanges, associations and other opportunities to foster local, regional, state and national relationships and common goals for a pro-business environment.
- Foster and model civil discourse by providing training and convening community conversations about critical issues.

### **Long Term Strategy #6 – Chamber Growth and Sustainability**

- Promote and encourage the long-term success and sustainability of the Chamber through focus and reassessment based upon learnings and recommendations surfaced through the Chamber’s Horizon’s study.
- Utilize the Chamber Foundation Center as a resource for members, prospects and the community as a home for community convening, exceptional member and community services and delivery of professional development and conferencing options.
- Benchmark Overland Park Chamber’s Strategic Plan and successes against key chambers nationally to provide continuous opportunities for higher achievement.