

STRATEGIC PLAN 2024-2026

Innovation & Empowerment

2024 PRIORITIES



SUSTAINABLE GROWTH

Work with our community partners on sustainable growth issues — from transportation/infrastructure to talent attraction, housing, and daycare/childcare issues.



WORKFORCE

Promote and support a robust workforce pipeline for the community.



YOUTH LEADERSHIP

Launch the Youth Leadership program in Fall 2024.

BUSINESS ADVOCACY

BE THE VOICE OF BUSINESS AT EVERY LEVEL OF GOVERNMENT

- Housing strategy for sustainable growth & preservation of agricultural land
- Strongly advocate for North Rowan Connector Project
- Strategize with community partners on both Federal & State Project Priority Lists
- Advocate for Mid-Carolina Airport expansion

MEMBER SERVICES

PROVIDE VALUABLE MEMBER BENEFITS & PROGRAMS. BUILD DIVERSE MEMBER ENGAGEMENT.

- Chamber Concierge web-site sponsorship and banner advertising opportunities launch
- Develop a professional sales program to provide year-round customer service systems
- Support, evolve and grow the Young Professionals program
- Expand Hispanic Business Owners subcommittee support: workshops on becoming a certified minority business supplier, production of minority business directory.

EDUCATION & WORKFORCE

DEVELOP, ATTRACT AND RETAIN A HIGHLY EDUCATED AND SKILLED WORKFORCE

- Expand the Talent Attraction Plan in conjunction with the Rowan EDC
- Support Rowan-Salisbury School System with its Renewal in Action initiatives: enrolled, enlisted, or employed graduates
- Create a work-based learning hub to connect students with age-appropriate business engagement from K-12 to higher education opportunities: mentors, internships, apprenticeships, employment

WELLNESS & AGRIBUSINESS

- Collaborate with Healthy Rowan to increase workplace wellness programs
- Produce Agri-business activities to highlight their economic impact in our community
- Form a strategic agri-business advocacy program

LEADERSHIP & ENTREPRENEURSHIP

PRODUCE HIGHLY SUCCESSFUL LEADERSHIP GRADUATES FOR FUTURE COMMUNITY STEWARDSHIP

- Launch the Youth Leadership program in Fall 2024 to encourage high school students to stay in Rowan County
- Recruit at least 30 quality applicants for a diverse 32nd Leadership Class
- Work with the Town of Spencer on the launch of their entrepreneurial development plan and coordinate with the Rowan IDEA Center Board

ADMINISTRATION & FINANCE

ORGANIZATIONAL OPTIMIZATION

- Become an accredited chamber through the U.S. Chamber by December 2026
- Increase non-dues revenue
- Conduct audit and explore 501-C(3) foundation
- Research and apply for mission-aligned grant funding opportunities

MISSION

The Rowan Chamber proactively empowers businesspeople to build a community where business can thrive, and all citizens are proud to live.

VISION

To be the leading advocacy 3C chamber of commerce in the region, **championing** a stronger community, being a **catalyst** for a dynamic workforce pipeline and business growth, and a **convener** of leaders and influencers for expanded entrepreneurial opportunities.

VALUES

Together, we are the **reliable voice** for our business community.

Together, we **build and connect** a forward-thinking community where business and people can succeed.

Together, we **embrace well-being**, equity and belonging for all.

Together, we are **relationship-driven**, providing leadership growth opportunities in enthusiastic settings.

704.633.4221

INFO@ROWANCHAMBER.COM

ROWANCHAMBER.COM