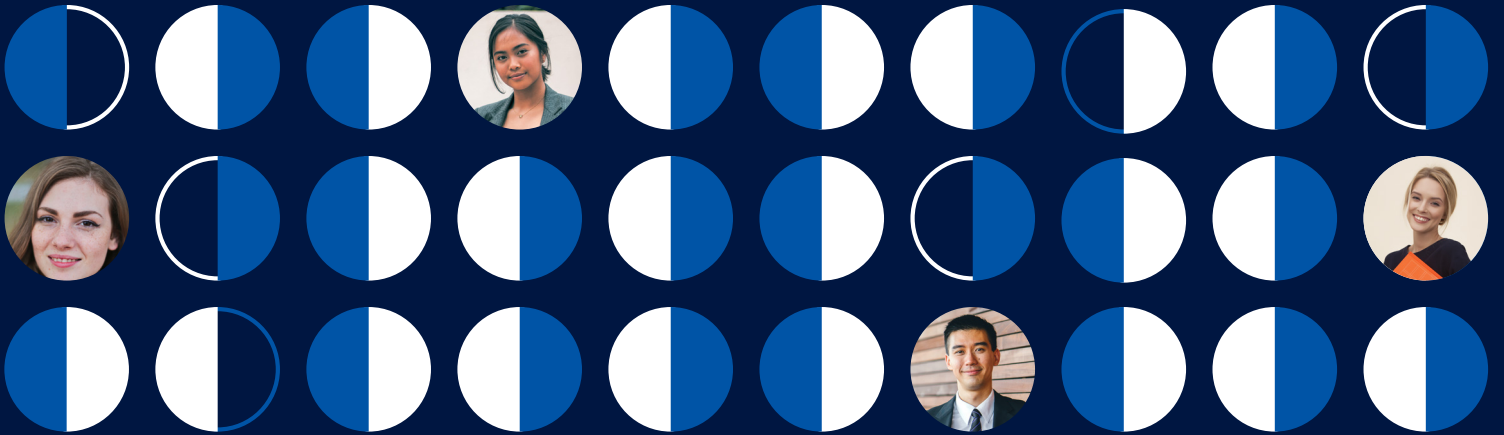


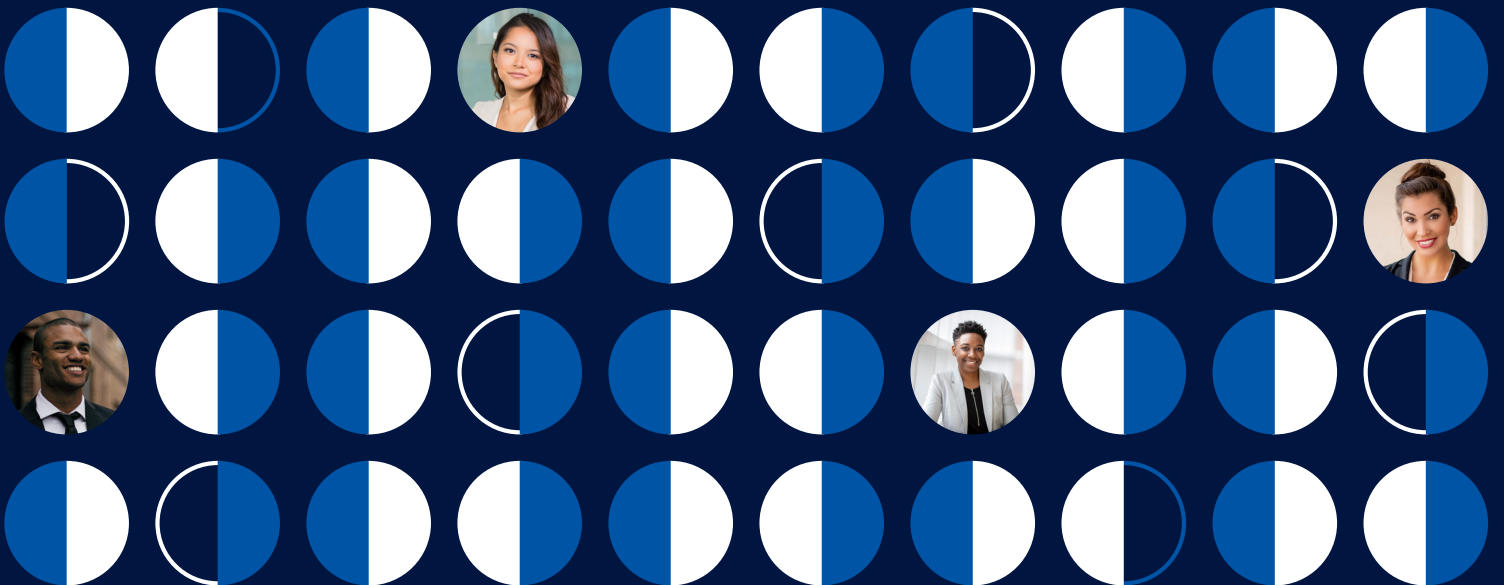


Overland
Park
Chamber™



2020-2023

Strategic Plan



Drive Economic Success

- We will prioritize the implementation of ForwardOP initiatives with the engagement of diverse voices, focusing Chamber resources on initiatives that increase Overland Park's prosperity such as innovation, placemaking, transportation, education and housing affordability.
- We will be the first stop for new and growing businesses seeking information, resources and assistance.
- We will celebrate and encourage entrepreneurship by supporting programs such as Digital Sandbox.
- We will foster collaboration among community and economic development organizations.
- We will serve as thought leaders on critical issues, convening stakeholders and subject matter experts and initiating partnerships to develop solutions.
- We will continuously benchmark Overland Park against other premier communities to maintain competitiveness for success, incorporating intercity visits into our research.
- We will continually educate the public on the value and importance of local business.
- We will be a bold voice to advocate action on public policy and community initiatives that impact economic prosperity.
- We will be the leadership voice regarding strategic use of public/private partnerships to guide development to increase capital investment, jobs and workforce in Overland Park.
- We will be a champion for local companies on talent attraction and workforce development initiatives, including helping members achieve diversity, equity and inclusion goals.

Engage the Next Generation of Leadership

- We will convene critical community discussions to maintain competitive advantages (public education) or resolve challenges (transportation, Class A inventory, housing affordability, workforce pipeline, business climate).
- We will foster and model civil discourse by providing training, convening community conversations about critical issues, and participating in and providing leadership for coalitions to strengthen relationships and achieve common goals.
- We will recruit and develop civic and elected leaders.
- We will enhance diversity throughout the Chamber, our membership and community.
- We will ensure effective and successful volunteer leadership succession in our organization.
- We will embrace and celebrate those who take risks to further our community's prosperity.
- We will foster philanthropy with a focus on giving back to others.
- We will provide opportunities for young talent to engage in Overland Park, encouraging them to stay here.
- We will focus on the future needs of Johnson County and the State of Kansas by engaging in legislative redistricting and the Johnson County Charter Commission.

Meet the Needs of Business

- We will be the resource and knowledge hub for the community to foster connections between people, businesses and resources.
- We will provide a contemporary portfolio of programs and services to meet the changing needs of members.
- We will balance membership dues and non-dues revenue to support Chamber initiatives.
- We will tell the story of the Chamber and the value of our business community to area residents.
- We will continuously measure member satisfaction to increase our value proposition to our members.
- We will continuously benchmark the Chamber's success through the Horizon's study and U.S. Chamber Reaccreditation.
- We will invest in long-range technologies to ensure the Chamber connects with members and the public in the areas of policy, economic and workforce development and member services.