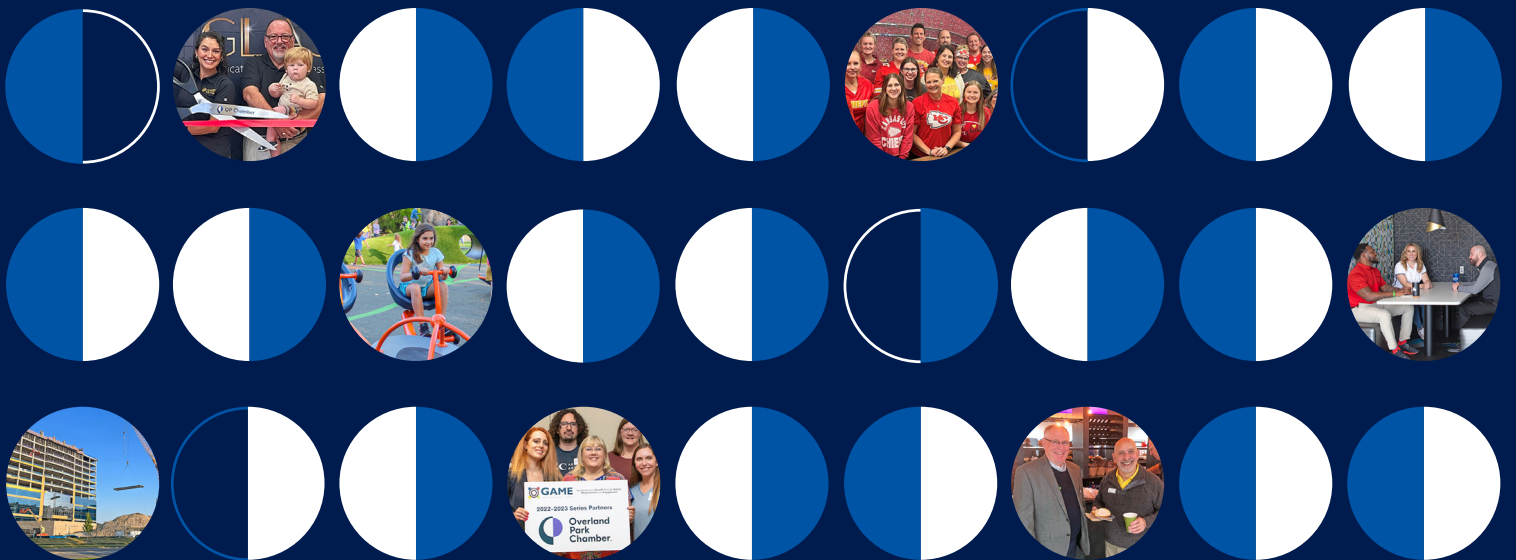


2024-2026 Strategic Plan



Our Vision

The Overland Park Chamber is the bold voice for business – the resource, convener, advocate and change maker – that drives economic success forward in our city, county and state.

Our Core Values

Welcome Educate Connect Convene
Advocate Lead Celebrate

Drive Economic Success

We will . . .

- Prioritize the implementation of Opportunity NOW to deliver success in the goal areas of talent, job creation and a pro-business environment
- Incorporate the philosophies and goals of our community's ForwardOP vision by prioritizing the engagement of diverse voices and focusing resources on initiatives such as innovation, placemaking, childcare, housing, workforce and transportation that enhance our prosperity and make Overland Park a welcoming community
- Be the first stop for new and growing businesses seeking information, resources and assistance
- Celebrate and encourage entrepreneurial and small business success through sponsorship of programs such as Kauffman FastTrac, 1 Million Cups and Growth through Action, Measurement and Engagement (GAME) and by supporting community partners including the Enterprise Center in Johnson County and Johnson County Community College's Small Business Development Center
- Foster collaboration among community, economic and workforce development organizations
- Serve as thought leaders on critical issues, convening stakeholders and subject matter experts, and initiating partnerships to develop solutions
- Continuously benchmark Overland Park against other premier communities to maintain competitiveness for success, incorporating intercity visits into our research
- Continually educate the public on the value and impact of local business
- Listen and respond to the needs of businesses and our community through continuous research, data gathering, polling and focus groups
- Be a bold voice to advocate action on public policy and community initiatives that impact economic success and prosperity
- Be the leadership voice regarding strategic use of public/private partnerships to guide development and redevelopment to increase capital investment, jobs and workforce attraction and retention in Overland Park
- Be a champion for local companies on talent attraction and workforce development initiatives, including helping achieve diversity, equity, inclusion and belonging goals

The Next Generation of Leadership

We will . . .

- Convene critical community discussions to maintain competitive advantages (public education) or resolve challenges (childcare, transportation, Class A inventory, housing affordability, workforce pipeline, business climate)
- 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
- Recruit and develop civic and elected leaders
- Enhance diversity throughout the Chamber, our membership and community
- Ensure effective and successful volunteer leadership succession in our organization
- Embrace and celebrate those who take risks to further our community's prosperity
- Foster philanthropy with a focus on giving back to others
- Provide opportunities for young talent to engage in Overland Park, encouraging them to stay in the region
- Focus on the future needs of the City of Overland Park, Johnson County, and the State of Kansas by engaging in planning processes, task forces, and long-range initiatives such as Framework OP, legislative redistricting and the Johnson County Charter Commission

Meet the Needs of Business

We will . . .

- Be a key advocate, resource and connector for policies that foster business and community success
- Be the community resource and knowledge hub for the to foster connections between people, businesses and resources
- Provide a contemporary portfolio of programs and services to meet the changing needs of members
- Balance membership investment and non-dues revenue to support Chamber initiatives
- Tell the story of the Chamber and the value of our business community
- Continuously measure member satisfaction to increase our essential value proposition to our investors
- Continuously benchmark the Chamber's success through ACCE's Horizon's Initiative and U.S. Chamber Reaccreditation
- 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
- Continuously innovate, maximizing opportunities to expand partnerships with the Chamber's Foundation and other community partners to enhance prosperity and quality of life in the region