



# 2024 Business Plan

## **Goal 1: Drive Prosperity**

Boldly advocate for a business climate that drives prosperity at the local, state and federal levels.

## **Goal 2: Lead**

Provide bold leadership for the future.

## **Goal 3: Connect**

Make connections that create business success.

## **Goal 4: Excel**

Achieve our bold mission through essential programming and financial strength.

## **Core Purpose**

**We exist to make  
Overland Park prosper.**

## **Our Mission**

We bring people together.

Lead the hard conversations.

Tackle the big issues.

We work hard every day to make Overland Park the best place to build a business, a career and a home.

## To achieve our four goals, we will:

- Be the first stop for new and growing businesses seeking information, resources and assistance
- Be the lead agency for job creation, capital investment, entrepreneurship and workforce development in Overland Park
- Be a bold voice for action on inclusive public policy and community initiatives that drive success for all residents and businesses
- Be the leadership voice regarding the strategic use of public/private partnerships to guide development and redevelopment to increase capital investment and jobs and attract talent in Overland Park
- Measure and benchmark economic success and prosperity to evaluate and inform organizational and community policies and strategies
- Engage business leaders with elected officials and staff at all levels of government
- Clearly communicate the needs and impact of the business community, evaluating elected officials' actions on the Chamber's pro-prosperity agenda at the local and state levels
- Focus Chamber resources on initiatives that enhance Overland Park's prosperity, strengths, wellness and diversity
- Foster connections through knowledge of community, market, products, services and needs
- Be the business resource and knowledge hub
- Convene member groups such as talent and small business councils, CEO roundtables and issue-specific groups to provide best practice sharing and industry feedback
- Celebrate and promote business achievements through storytelling, recognition and awards programs
- Provide opportunities for business and community convening through Chamber Foundation Center conference spaces
- Enhance member connection and marketing opportunities
- Serve as thought leaders on critical issues, convening stakeholders and subject matter experts, and initiating partnerships to develop solutions
- Continuously innovate, maximizing our partnership with the Chamber's Foundation to impact community prosperity
- Build the region's talent pipeline through collaborative efforts that remove barriers to workforce recruitment and retention and by expanding internship, apprenticeship, externship, mentorship and other Real World Learning experiences
- Engage and develop the next generation of business and community leaders through Leadership Overland Park, OP Young Professionals, the National Civics Bee and Real World Learning opportunities to encourage young talent to stay in Overland Park
- Provide access to leaders and their life lessons through programs such as the Executive Leadership Series and the OP Young Professionals CEO Unplugged Series
- Integrate Leadership Overland Park alumni into appointed and elected positions of leadership throughout the Chamber and region
- Increase voter participation through expanded Get Out the Vote efforts and votejoco.com
- Boldly tell the Chamber's story and the stories of our businesses
- Continuously evaluate services and programming to enhance value to members and the community
- Provide targeted communications and programming customized to investor, industry, and community needs
- Develop new Communications and Marketing Plans, enhancing all marketing channels to engage constituents and support the prosperity mission
- Maintain financial integrity and long-term sustainability by increasing and diversifying our revenue portfolio to enhance programming and services
- Continuously strengthen financial stewardship by applying best practices to accounting and investment policies and procedures, meeting or exceeding all U.S. Chamber benchmarks
- Maximize the asset of the Chamber's home as a center for the Chamber, Chamber Foundation, tenant partners and critical community conversations
- Maintain and consistently strive to meet and exceed the standards established by the U.S. Chamber for 5-Star chambers of commerce