



2021 Strategic Plan

A Strong Foundation

The GBA is building upon the work of the Gaston Regional Chamber of Commerce and the Greater Gaston Development Corporation to deliver a stronger, more unified voice of business to create, influence, and leverage economic opportunities throughout Gaston County.

Our work is grounded in our core values:

- Integrity
- Collaboration
- Accountability
- Transparency
- Inclusion

Our purpose

We exist to foster a prosperous and inclusive Gaston County economy for business, residents, and visitors.

Our vision

We aspire to be an essential driver of Gaston County's transformation into a regional business and economic leader.

Our mission

We collaboratively promote business success and economic growth through leadership, marketing, programs & services, talent attraction & development, and advocacy.



Strategic Priorities

In collaboration with our Board of Directors, members, and partners we identified five key areas of focus for our work.

1 Drive Economic Diversification

Enrich Gaston County's economy, overall reputation, and regional position

2 Influence the Business Environment

Unify the collective voice of business in support of forward-looking policies and infrastructure investments

3 Promote Business Success

Identify the changing needs of business and respond with innovative, effective, and inclusive strategies

4 Enhance Workforce Capacity

Prepare and retain talent to encourage and sustain long-term economic vitality

5 Foster Operational Excellence

Enhance employee effectiveness, drive member value, and sustain financial strength



Drive Economic Diversification

Enrich Gaston County’s economy, overall reputation, and regional position

Objective	Action
Attract Remote Workers & Tech Talent to Gaston County	Develop a targeted talent attraction strategy
	Implement a targeted talent attraction strategy

Influence the Business Environment

Unify the collective voice of business in support of forward-looking policies and infrastructure investments

Objective	Action
Strengthen local, state, and federal government relations activity	Develop a legislative agenda process and agenda
	Communicate priorities with elected officials and business community
Enhance advocacy of public - private economic growth efforts	Promote pro-growth policies and actions
	Advance local, state, and federal transportation infrastructure investments



Promote Business Success

Identify the changing needs of business and respond with innovative, effective, and inclusive strategies

Objective	Action
Identify and Address the Needs of Businesses	<p>Conduct economic environment study</p> <p>Ascertain the needs of and challenges for Gaston businesses</p> <p>Assess value of existing programs and services and augment as needed to enhance member benefit</p>
Engage and Support Under-represented Businesses	<p>Identify and establish relationships with underrepresented businesses</p> <p>Determine economic mobility & sustainability opportunities</p>

Enhance Workforce Capacity

Prepare and retain talent to encourage and sustain long-term economic vitality

Objective	Action
Align and optimize talent development activity	<p>Form employer-led talent pipeline collaboratives</p> <p>Promote local talent development opportunities</p>
Retain homegrown talent	<p>Develop graduate retention strategy</p> <p>Implement graduate retention strategy</p>



Foster Operational Excellence

Enhance employee effectiveness, drive member value, and sustain financial strength

Objective	Action
Optimize organization effectiveness	<p>Commit to a constancy of purpose and focus on strategic priorities</p> <p>Enhance Team and Board effectiveness and professional development</p> <p>Receive 5-Star US Chamber of Commerce Accreditation</p>
Enhance member value & financial sustainability	<p>Communicate member value inside and outside organization</p> <p>Increase financial capacity</p> <p>Focus on member value through process and service innovation</p>



Strategic Plan Implementation

We have organized our Strategic Plan work by quarter beginning in April 2021 (Q2). The timeline below reflects when specific activities are projected to begin.

Q2

Economic Diversification

- Develop a targeted talent attraction strategy

Business Environment

- Develop a legislative agenda process and agenda
- Communicate priorities with elected officials and business community

Business Success

- Conduct economic environment study
- Ascertain needs/challenges for Gaston businesses

Operational Excellence

- Commit to a constancy of purpose and focus on strategic priorities
- Communicate member value inside and outside organization

Q3

Economic Diversification

- Develop a targeted talent attraction strategy

Business Environment

- Promote pro-growth policies and actions

Business Success

- Assess value of existing programs/services & augment
- Identify/establish relationships with underrepresented businesses

Q3 (cont'd)

Workforce Capacity

- Form employer-led talent pipeline collaboratives
- Promote local talent development opportunities

Operational Excellence

- Increase financial capacity
- Enhance employee/ board effectiveness and professional development

Q4

Business Environment

- Advance local, state, and federal transportation infrastructure investments

Business Success

- Determine economic mobility & sustainability opportunities for underrepresented businesses

Workforce Capacity

- Develop graduate retention strategy

Operational Excellence

- Receive 5-Star US Chamber of Commerce Accreditation
- Focus on value for members through process and service innovation

Q1(2022)

Workforce Capacity

- Implement graduate retention strategy

