

### **Vision**

*Advancing the Roseville Area to be the best region in California to live, work and do business.*

### **Mission**

*The mission of the Roseville Area Chamber of Commerce is to provide value to our members; promote and meet the needs of business and industry; and achieve community success through advocacy and leadership.*

## **Priority 1: Membership and Community Engagement**

*To retain and grow membership maintaining a 76% retention rate over the next three years and actively engaging and promoting our community.*

### **Goals**

1. Increase the membership value through Chamber programs, services, and partnerships
2. Leverage relationships & tools to drive new membership sales
3. Be the connector between business and community
4. Tell our story to members, to the community and to Elected officials

## **Priority 2: Advocacy and Political Action**

*To advocate as the voice of business at the local, state, and federal levels of government.*

### **Goals**

1. Be a convener and partner to support initiatives that strengthen our community
2. Advocate for business-friendly policies
3. Identify and support pro-business candidates through the political action committee

## **Priority 3: Economic Development**

*To strengthen our local economy through workforce development and business attraction and retention strategies.*

### **Goals**

1. Through Chamber initiatives or in partnership with other organizations, ensure workforce development is a priority in the Roseville area.
2. Engage in activities to increase business attraction and retention in the area.

## **Priority 4: Governance**

*To continually strengthen the governance of the Chamber through a strong Board, effective policies, and forward-focused strategies.*

### **Goals**

1. Follow the organizational succession Plan for the CEO and Board members positions.
2. Ensure the Chamber board meeting structure incorporates the status of the strategic plan as a living document.