

2023 RCC Top Goals

Drive Business Success

Create a Business Advancement committee that will engage businesses of all types across the city through a variety of events and outreach specifically targeting international, retail and small business.

Foster Member Value and Engagement

Increase awareness and ensure delivery of current and additional benefits for all members striving for an 82% retention rate.

Build Marketing & Brand Awareness

Work with outside contractor to create robust marketing plan for RCC Reimagined.

Thoroughly review and update website, refine weekly email distribution vehicles and grow followers on all social media platforms by at least 30%.

Enhance Workforce Development

Continue to refine and grow opportunities to develop a highly qualified workforce to meet the needs of RCC members through awareness and collaboration through at least three opportunities.

Advocate Public Policy

Educate elected officials on elements of chamber's legislative agenda through direct and indirect outreach.

Ensure Financial Stewardship

Strategically manage the Chamber's reserves and investments while managing day-to-day operations and fiscal guidance.

Provide guidance toward and final approval of the 2024 budget.

Champion Diversity and Inclusion

Develop outreach and targeted programs and services with broader appeal with a goal of four different events.

Support City of Richardson

Continue to be a strategic partner to civic and economic development activities of the city of Richardson.

Environmental, Social and Governance (ESG)

Evaluate and incorporate ESG as appropriate.