



**MORRISVILLE CHAMBER OF COMMERCE  
2022 – 2025 STRATEGIC PLAN**

With a focus on four core pillars, the Morrisville Chamber of Commerce strives to provide the services essential to a thriving Morrisville community.

1. Education and workforce development
2. Business retention, attraction, and expansion
3. Small business and entrepreneurship
4. Public policy and advocacy

Innovative annual programming within each pillar demonstrates an unwavering commitment to the following:

*Mission:* Advocate and promote the growth and vitality of the Morrisville community.

*Vision:* Elevate Morrisville's reputation as the best place to start, conduct, and grow a business.

*Values:* Connection. Innovation. Inclusion. Leadership. Integrity.

## **EDUCATION & WORKFORCE DEVELOPMENT**

**OBJECTIVE:** Partner with stakeholders to develop the talent that supports our rapid and competitive economic growth

### **TARGETS**

- Identify local workforce requirements and projections
- Engage business and industry in workforce development
- Facilitate business and industry support of early education
- Keep students, parents, educators and career coaches informed of local career opportunities, the resources to explore them, and pathways to pursue them
- Advocate for rigorous academic standards

### **TACTICS**

- Support workforce recruitment needs
- Promote diverse public and private resources to meet workforce requirements
- Provide opportunities to convene stakeholders to convey progress and identify and address challenges
- Promote employee community engagement to maintain positive corporate culture and increase workforce retention

### **MEASURES**

- Positive employer feedback relative to recruitment support and qualified workforce supply
- Increase in co-op/intern/training programs

## **BUSINESS RETENTION, EXPANSION AND ATTRACTION**

OBJECTIVE: Support a thriving economy with sustainable growth in new and existing companies

### TARGETS

- Retain and grow existing business and industry base
- Attract companies with a focus on the life sciences and biotechnologies sectors

### TACTICS

- Conduct existing business/industry “retention calls” as part of an organized retention and expansion program
- Partner with Wake County Economic Development and North Carolina Economic Development Partnership to attract complementary business and industry
- Develop innovative messaging to convey the Morrisville attributes to site selectors, consultants and direct prospects

### MEASURES

- Targeted number of retention calls conducted annually
- Job growth and capital investments from existing business and industry base
- Jobs and capital investments from companies new to Morrisville

## **SMALL BUSINESS AND ENTREPRENEURSHIP SUPPORT**

OBJECTIVE: Cultivate opportunities for small businesses to launch, grow, and succeed

### TARGETS

- Assist new start-up ventures
- Encourage “place making” start-ups
- Encourage technology spin off startups
- Nurture small businesses and entrepreneurs with resources, coaching, and mentorship

### TACTICS

- Assist start-ups in navigating the robust entrepreneurial eco-system present in the Triangle
- Make connections and referrals to partner agencies and organizations
- Create a multidimensional support initiative to provide assistance to small businesses and remove barriers to growth
- Advocate for financial incentives targeted to start-ups creating jobs
- Provide opportunities for visibility and networking

### MEASURES

- Number of counseling referrals to Small Business Technology Development Center and other business support providers
- Small business job growth
- Number of start-up ventures
- Track success and challenges of start-ups via surveys and other methods

## **PUBLIC POLICY & ADVOCACY**

OBJECTIVE: Advocate on issues important to the Morrisville business community.

### TARGETS

- Create a policy agenda identifying key issues facing our community and region
- Pursue federal/state/regional/local policies and opportunities to support the Morrisville business community and quality of life

### TACTICS

- Work with business and elected leaders to identify critical issues
- Provide opportunities for members to learn more about the important issues and potential impacts for the Morrisville community
- Provide opportunities for businesses to connect with elected leaders
- Help and encourage chamber members to speak directly with elected officials on key issues
- Work with regional partners on issues of mutual interest, such as transportation and transit

### MEASURES

- Increased communication with members regarding key issues
- Regional partnerships
- Engagement with elected officials
- Movement on key policy items