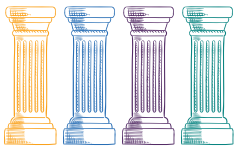


2022 - 2025 STRATEGIC PLAN



With a focus on four core pillars, the Morrisville Chamber of Commerce strives to provide the services essential to a thriving Morrisville community. Innovative annual programming within each pillar demonstrates an unwavering commitment to our mission, vision and values.



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



BUSINESS RETENTION, EXPANSION & ATTRACTION

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



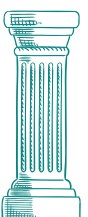
SMALL BUSINESS & ENTREPRENEURSHIP SUPPORT

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



PUBLIC POLICY & ADVOCACY

OBJECTIVE: Advocate on issues important to the Morrisville business community



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

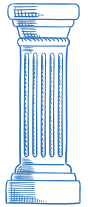
MEASURES

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

BUSINESS RETENTION, EXPANSION & 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 & 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