



To advance inclusive partnerships for a Maryland where all businesses and their communities thrive.

GOALS OVERVIEW

**Strengthen
Advocacy
Efforts**

Promote sound public policy

Proactively pursue legislation improving Maryland's business environment

Hire an additional Government Affairs team member

Develop the Chamber Fellows Program

Build MD Chamber Federation and grassroots advocacy efforts

Involve members in advocacy through greater data identification, segmentation and direct advocacy opportunities

Build strong coalitions with other business organizations in the region

**Enhance
MarComm and
Build Inclusive
Partnerships**

Form inclusive partnerships to support stronger communities in Maryland

Be the leading voice for the business community on topics related to business, economic development and the workforce

Elevate the brand of the Chamber

Produce engaging and valuable events for our members and the Maryland business community

**Broaden the
Impact of the
Maryland
Chamber
Foundation**

Expand mission and brand awareness

Strengthen the research and development work of the Foundation

Pursue new revenue sources

Hire full-time employee to support the Foundation's work and growth

**Increase
Revenue and
Engagement**

Increase annual membership revenue

Enhance board engagement to increase membership

Strengthen collaboration between membership, GA & MarComm

Establish additional revenue streams

**Promote
Operational
Excellence**

Execute the work of the Chamber, the Foundation and the PAC with an eye on diversity, equity, inclusion and accessibility

Evaluate board governance

Cultivate staff development and teamwork

Challenge ourselves to exceed industry standards

Embrace an innovative and supportive environment

Pursue recognition for staff and organizational excellence

**Revitalize
Chamber's
PAC**

Recruit PAC Board of Trustees and Advisors

Establish and execute donations plan

Adhere to ethics and compliance guidelines