



# STRATEGIC PRIORITIES

1

## VALUE TO MEMBERS

- Consistently deliver a portfolio of value-based, innovative programming that supports business and builds community
- Provide resources to our members
- Create and expand the online community
- Increase focus on recognizing and celebrating member businesses

2

## COMMUNITY & ECONOMIC DEVELOPMENT

- Identify community-level and regional issues and set priorities
- Support workforce development efforts and solutions within the region
- Promote opportunities that highlight the Exeter Area as a vibrant place to live, work and play

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## PARTNERSHIPS & COLLABORATION

- Strengthen relationships with existing local, regional, state and national partners
- Seek out and establish new partnerships with key stakeholders
- Provide opportunities for connection among members and the community

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## ORGANIZATIONAL EXCELLENCE & SUSTAINABILITY

- Expand and strengthen member base
- Explore and increase non-dues revenue
- Regularly review progress towards goals and adjust as needed



# GUIDING PRINCIPLES

## INTEGRITY

We are an organization committed to its mission. We strive to model strong leadership by taking responsibility, building trust, and interacting genuinely and authentically with our members, the community, and other stakeholders.

## INNOVATION

We strive to be relevant and adjust our work to meet the needs of our members and the community. We create new concepts to reach our goals, operating with high degrees of resourcefulness and professionalism in process and performance.

## DIVERSITY & INCLUSION

We believe that each member of our community deserves to experience the benefits of a strong economy and a vibrant quality of life. We strive to ensure the diversity of members, industry and leadership reflects and represents the diversity of our region.

## COLLABORATION

We form business partnerships marked by openness, trust, and cooperation. We strive to maintain and establish community programs and relationships mutually beneficial to all parties.