

Troy Area Chamber of Commerce 2026-2027 Strategic Plan

VISION

The Troy Chamber will be recognized as the business organization that best represents businesses in the Northern Miami Valley.

MISSION

The mission of the Troy Area Chamber of Commerce is empowering prosperity for Troy, Ohio.

VALUES

Our values are:

Exceed Expectations

Immersed

Inclusive

Innovative

Integrity

STRATEGIC GOALS

Goal #1 - Build a resilient financial foundation that supports long-term mission delivery.

Goal #2- Deliver strong programs aligned with employer needs and community impact.

Goal #3- Shift from transactional membership to relationship-driven engagement.

Goal #4 - Be the trusted voice of business while strengthening the local economic environment.

Goal #5 - Support a compelling external narrative that attracts talent, businesses, and visitors.

Goal #6 - Ensure structure, staffing, and governance support strategic outcomes.