



BRISTOL
TENNESSEE * VIRGINIA
Chamber of Commerce

STRATEGIC PLAN

2023-2025



CONNECT

The Bristol Chamber is committed to creating connections within the region as it works to create a strong and thriving community.

- Create awareness of Chamber business resources
- Encourage business-to-business networking
- Bring people to Bristol to live, work and play
- Unite businesses and government officials
- Provide a single place for businesses to find assistance
- Promote local businesses



LEAD

The Bristol Chamber will be the leader in efforts to advance economic vitality in Bristol.

- Be the credible source of information to community stakeholders
- Improve community with educational opportunities
- Encourage community pride and volunteerism
- Maintain 5-Star Accreditation status by exceeding best practices and benchmarks
- Create future leaders



SERVE

The Bristol Chamber will serve the businesses and people of Bristol.

- Convene regional efforts for priority topics
- Grow and develop partnerships aligned with the Chamber's mission
- Be the voice for a large, diverse membership
- Form relevant and effective partnerships within the area
- Encourage servant leadership philosophy
- Building CommUNITY

OUR MISSION Advancing Economic Vitality

OUR VISION Be the champion of excellence for a dynamic and thriving community.