

OUR MISSION

SERVE BUSINESS.

PROMOTE GROWTH.

EMPOWER COMMUNITY.



STRATEGIC PLAN

2022 - 2024

OUR VISION

UNIFIED COMMUNITIES WITH
THRIVING BUSINESSES AND
EXTRAORDINARY QUALITY OF LIFE

ADVOCATE FOR BUSINESS

DEVELOP A ROBUST ECONOMIC ENVIRONMENT IN PEARLAND WHERE BUSINESSES THRIVE.

OBJECTIVE A: Business-Friendly Environment.

- Foster relationships with key public officials and business leaders.
- Represent and promote the diversity of business.
- Advocate for pro-business policies.

OBJECTIVE B: Business Development.

- Facilitate business-to-business partnerships.
- Build opportunities for business creations, growth, and retention.
- Provide opportunities for visibility.

OBJECTIVE C: The Hub of Business.

- Collaborate with PEDC, SBDC, Innovation HUB, and other key stakeholders to provide resources.
- Offer impactful learning, peer-to-peer networks, and legislative programming.
- Be the trusted source for business information.

BENEFIT THE COMMUNITY

LEVERAGE PEARLAND'S COLLECTIVE ASSETS TO STRENGTHEN REGIONAL GROWTH, INCLUSION, AND QUALITY OF LIFE.

OBJECTIVE A: Culture of Community Leadership.

- Promote leadership opportunities in the Pearland area.
- Leverage all outlets to increase engagement.

OBJECTIVE B: DEI Integration.

- Intentionally recruit and retain diverse members.
- Executive DEI initiatives.

OBJECTIVE C: Chamber Leads by Example.

- Collaborate with other organizations on large events and regional initiatives.
- Develop an inclusive culture, representative of our community.
- Be a trusted source for diverse perspectives.

CULTIVATE TALENT

SUPPORT PEARLAND BUSINESSES TO SUCCESSFULLY RECRUIT, DEVELOP, AND RETAIN A DYNAMIC AND DIVERSE WORKFORCE.

OBJECTIVE A: Skilled Workforce for Employers.

- Create awareness of jobs and promote opportunities in the area.
- Foster connections and collaborations between employers and educators.

OBJECTIVE B: Next Generation of Business Leaders.

- Provide leadership opportunities to develop and retain young professionals.
- Connect emerging leaders to one another and to Pearland business and community leaders.

OBJECTIVE C: Future Entrepreneurs.

- Promote entrepreneurship as a career path.
- Highlight entrepreneurs and their experiences.