



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*