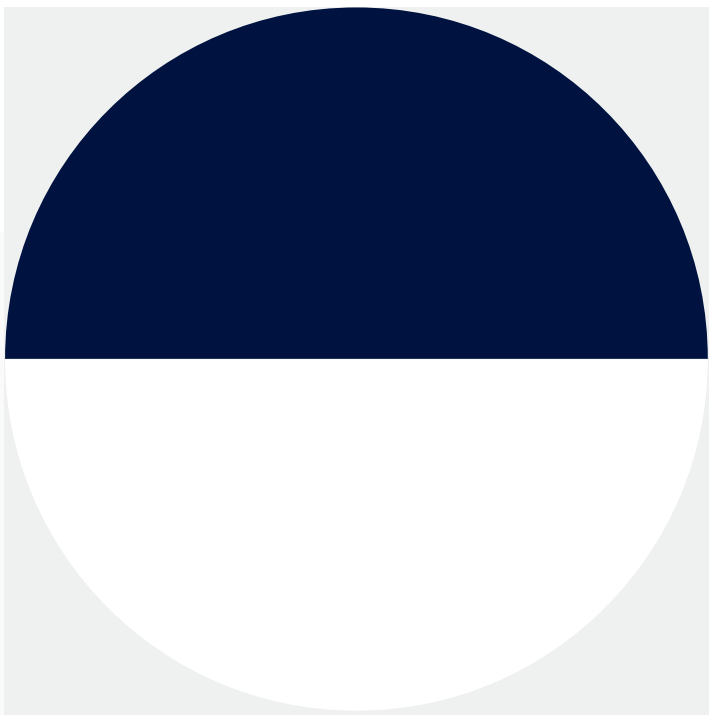




**Overland
Park
Chamber™**



2021 Business Plan

Core Purpose

**We exist to make
Overland Park prosper.**

Our Mission

We bring people together.

Lead the hard conversations.

Tackle the big issues.

We work hard every day to make Overland Park
the best place to build a business, a career and
a home.

Goal 1: Drive Prosperity – The OP Chamber will boldly advocate for an agenda that drives prosperity at the local, state and federal levels.

- Be the advocate and resource for policies that foster business and community recovery from the pandemic.
- Be the first stop for new and growing businesses seeking information, resources and assistance
- Be the lead agency for job creation and workforce development in Overland Park
- Be a bold voice for action on inclusive public policy and community initiatives that drive success for all residents and businesses
- Be the leadership voice regarding strategic use of public/private partnerships to guide development to increase capital investment, jobs and workforce in Overland Park
- Partner with ForwardOP to implement our community vision; focusing Chamber resources on initiatives that enhance Overland Park's diversity, strengths, wellness and prosperity
- Engage business leaders with elected officials and staff at all levels of government from local to federal
- Clearly communicate the needs of the business community, recording elected officials' action on the Chamber's pro-prosperity agenda at the local and state levels

Goal 2: Lead – The OP Chamber will provide bold leadership for the future.

- Serve as thought leaders on critical issues, convening stakeholders and subject matter experts, and initiating partnerships to develop solutions
- Develop the next generation of leaders for our businesses and community through Leadership Overland Park and OP Young Professionals
- Launch Intern KCOP to expand internship opportunities in the region and build our talent pipeline
- Convene business and industry leaders to develop and share best practices that enhance diversity, equity and inclusion in the workplace and community
- Expand OP Young Professionals programming to be more inclusive and provide mentorship opportunities
- Provide access to leaders and their life lessons through the Executive Leadership Series and the OP Young Professionals CEO Unplugged Series
- Integrate Leadership Overland Park alumni into appointed and elected positions of leadership throughout the Chamber and region
- Increase voter participation through expanded Get Out the Vote efforts and votejoco.com

Goal 3: Connect – The OP Chamber will make connections that create business success.

- Foster connections through knowledge of community, market, products, services and needs
- Expand diversity throughout the community, workforce and elected leadership by creating a more welcoming culture through civic and business partnerships focused on diversity, equity and inclusion
- Be the business resource and knowledge hub
- Convene member groups such as small business and tech councils, CEO roundtables and issue-specific groups to provide best practice sharing and feedback
- Celebrate business achievements through recognition and awards programs
- Provide opportunity for business and community convening through Chamber Foundation Center conference spaces
- Expand LEADS groups to enhance member marketing opportunities

Goal 4: Excel – The OP Chamber will achieve its bold mission through essential programming and financial strength.

- Boldly tell the Chamber's story
- Continuously evaluate services and programming to enhance value to members
- Provide targeted communications and programming customized to member needs
- Enhance website to inform, educate and engage businesses and the community
- Develop new Communications Plan, enhancing social media presence to support prosperity mission
- Maintain financial integrity and long-term sustainability by increasing and diversifying revenue portfolio to enhance programming
- Continuously strengthen financial stewardship by applying best practices to accounting and investment policies and procedures, meeting or exceeding all U.S. Chamber benchmarks.
- Maximize the asset of the Chamber's home as a center for the Chamber, Chamber Foundation, tenant partners and critical community conversations.