



NORTHERN
VIRGINIA
CHAMBER OF COMMERCE
The Voice of Business in Northern Virginia™

2015 - 2018 STRATEGIC PLAN

Providing Access to What Your Business Needs

Strategic Plan

VISION

The Northern Virginia Chamber of Commerce, Northern Virginia Chamber, (formerly Fairfax Chamber) is the preeminent Northern Virginia membership organization for businesses to grow through relationship building with stakeholders and through engagement in partnerships throughout the Metropolitan Washington Region.

MISSION

The Northern Virginia Chamber offers business development opportunities to organizations interested in growth through knowledge, access and influence in Northern Virginia, the Commonwealth of Virginia, and the Metropolitan Washington Region. The Chamber leads the business community by: engaging in thought leadership; strengthening industry knowledge; advocating for business positions; and supporting key partnerships.

GOALS

1. Attract, engage and retain a diverse, influential and engaged membership. Diversity metrics to be measured: industry, geography, ethnicity, gender and size.
2. Become the preeminent leader on regional economic advancement issues, including diversification, transportation, and workforce development.
3. Meet and exceed financial goals to ensure fiscal sustainability and to drive investment and growth opportunities.

OBJECTIVES

The Northern Virginia Chamber will create and deliver Member Value through focusing resources in critical areas of engagement that will assure planned smart growth and sustainability for the region. Those critical areas include:

Entrepreneurship & Innovation
Technology
Hospitality & Entertainment
Land Use & Development

Government Contracting
Health Care
Emerging Industries
Critical Infrastructure Needs

and issues including: Transportation, Work Force, Economic Diversification and Regionalism.

VALUE PROPOSITION

The Northern Virginia Chamber supports and enhances the effectiveness and success of the business community through:

Business Development
Thought Leadership
Advocacy

Professional Development and Mentoring
Strategic Community Partnerships
Business to Business Services



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