



2010 STRATEGIC BUSINESS PLAN

The Chamber's business plan includes objectives and strategies in five critical areas: economic development, K-12 education, livability, a regional career high school, and expanded communications, marketing and resource development for the organization. The Chamber's professional and volunteer leadership structure will be designed around these five strategies.

The Chamber's key priorities are important to the economic future of our community and region as well as our educational systems and livability. As the largest regional, business-based economic organization in Tuscaloosa County and West Alabama, we will begin to move forward to address these priorities:

- Actively support, advocate and consistently monitor development and establishment of a regional technical high school for Tuscaloosa County and West Alabama in coordination with implementation of the regional workforce strategic plan and efforts to increase graduation rates.
- Advocate implementation of specific strategies to achieve status as one of America's most livable communities; and develop appropriate marketing and communications strategies, resources, and tools that support and contribute to raising awareness, promoting livability and enhancing image. In addition, define 'livability' qualities and develop measurable goals and benchmarks to monitor and report community's annual progress through an established "livability scorecard".
- Develop and begin implementation of a multi-year, sustainable economic development marketing initiative to promote the region as a quality business and career destination for economic investment, commercial and retail expansion, residential growth and job creation.
- Expand The Chamber's partnership and involvement with K-12 school systems to provide advocacy, support, business leadership and encouragement to achieve the highest level of educational excellence possible among peer school systems in the Southeast.
- Implement and sustain aggressive recruitment, marketing and advertising to expand membership base and Chamber Champion resources, increase retention, enhance visibility and expand public awareness of the Chamber, for both short and long term growth and financial viability.

The Chamber's board of directors has also adopted a 2010 public affairs and legislative agenda for the coming year that will focus on 12 specific governmental and legislative initiatives. The 2010 legislative agenda can also be viewed on The Chamber's website at www.tuscaloosachamber.com.