



MISSION: To strengthen member businesses by enhancing economic and workforce development, resulting in improved quality of life in our community and region.

VISION: The Greater Green Bay Chamber will be acclaimed as a leader in building prosperous businesses and a thriving community.

MEMBER SUCCESS

GGBC will further enhance programs and services, with a focus on small business, to support growth and economic impact.

SUSTAINABLE ECONOMIC IMPACT

GGBC will lead the execution of the Greater Green Bay's Economic Development Strategy to strengthen our community's economy and prosperity.

VOICE OF BUSINESS

GGBC will be a strong advocate at the local, state and federal levels to influence public policies that are crucial to business and quality of life.

TALENT THAT GROWS

GGBC will expand initiatives to further develop a highly talented and diverse workforce to meet the needs of our region.

IMPACT: GGBC will ensure our decisions, programs, and services have demonstrated outcomes and are aligned to our Mission and Vision.

TEAM: GGBC will be an organization where employees can be their professional best, grow, and follow their passions; as well as attract top talent.

ECONOMIC DEVELOPMENT

- Lead the implementation and execution of the Greater Green Bay Economic Development Strategic Plan.
- Proactively collect and provide decision-making information to drive insights, opportunities, outcomes and investments.
- Establish an aligned, unified innovation ecosystem.

GOVERNMENT AFFAIRS

- Be THE legislative resource in the region.
- Elevate members' voices in policy matters at the local, state, and federal levels and how they can actively support the Chamber's legislative initiatives.
- Encourage and lead civic engagement.

MEMBERSHIP

- Create opportunities for members to conveniently access resources and knowledge with an emphasis on small business.
- Educate members on their Chamber membership, the services and solutions we provide and how they can utilize and contribute to the Chamber.
- Diversify marketing to extend the Chamber's reach.

WORKFORCE DEVELOPMENT

- Provide resources to assist members in becoming employers of choice.
- Assist talent in engaging in academic opportunities and professional development to optimize their career growth.
- Engage the workforce to contribute and lead the community to increase retention.