



**MISSION:** To strengthen member businesses through 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 in local, state, and federal efforts 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.