

Greater Manchester
Chamber of Commerce

STRATEGIC PLAN

A Catalyst for Business Prosperity



GREATER
MANCHESTER
Chamber of Commerce

GMCC Mission Statement

It is the mission of the Greater Manchester Chamber of Commerce to be a member-focused organization that drives the greater Manchester business environment and the economic health and vitality of the region by supporting business growth, professional development and networking opportunities, while advocating for our membership.



GMCC Strategic Plan Introduction & Planning Process

The GMCC Board of Directors recently initiated and completed a strategic planning process to set a new direction and focus for the Chamber. This process, guided by a special subcommittee of the Board of Directors, engaged the entire membership and utilized a variety of planning tools. The result of this work is a new plan and direction for the GMCC to lead us through 2018 and beyond.

The first phase of the strategic planning process entailed a comprehensive survey of the entire membership focusing on both external public policy goals and collecting feedback on the Chamber's membership structure, customer service and programming.

The second phase further engaged the membership in the planning process by holding focus groups that provided members the opportunity to suggest action steps the Chamber can implement to address key issues identified in the survey. Using this feedback, the new strategic plan was developed and approved by the full GMCC Board of Directors.





STRATEGIC GOAL ONE

Economic Development

Create an environment that will attract new businesses and promote growth for existing businesses in the Greater Manchester region.

Ensuring a growing and prosperous business community is at the heart of the Chamber's mission. By serving as a catalyst, facilitator, and advocate for economic development, the Chamber will support job growth and economic expansion across the Greater Manchester region.

The Chamber will:

- Lead a taskforce of business leaders to identify and address barriers to attracting new businesses to the region.
- Provide economic development resources and training to new and existing public officials.
- Educate the business community on civic engagement opportunities that can positively impact the economic and quality of life issues facing the region.



**HARRIS
PHIES & AWARDS**

**HARRIS
COPY CENTER**

**SALON
BECARRE**

**SUDDENLY
SUSAN'S**

**SALON
BEAUCHESE
ALLEY**

**THE SUGAR MAN'S
GOURMET**

**THE SUGAR MAN'S
GOURMET**



FIRE LINE DO NOT



STRATEGIC GOAL TWO

Education & Workforce Development

Collaborate with the Manchester School District, unify nonprofit efforts, and align training programs to meet the workforce needs of Manchester area businesses.

With the aging of our state's population and the unique community challenges impacting the Manchester School District, securing the workforce of tomorrow requires action now.

The Chamber will:

- Lead efforts to map, assess, and unify nonprofit efforts aimed at strengthening educational outcomes in Manchester.
- Serve as a resource and partner for educators by helping to ensure Manchester's future workforce meets business needs.
- Support efforts to attract, retain, and engage young professionals in the Manchester area through new strategic partnerships.





STRATEGIC GOAL THREE

Transportation & Infrastructure

Provide leadership, information, and advocacy on major transportation and infrastructure issues and proposed initiatives impacting the Manchester business community.

High-quality infrastructure and a modern transportation network are essential for economic development and business growth. Leadership from the business community is critical as securing public support and funding solutions for major transportation and infrastructure projects becomes more challenging.

The Chamber will:

- Monitor and support efforts, policy proposals, and projects intended to enhance the transportation and infrastructure resources serving the region.
- Provide information and advocacy for important energy policies and projects that support a prosperous business environment.
- Study the impact and potential benefits of the proposed NH Capitol Corridor Rail Plan and advocate on behalf of the Manchester area business community.






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In Action

Leadership

Leadership

STRATEGIC GOAL FOUR

Strengthen Our Chamber

Deliver a high-quality membership experience while ensuring the long term stability of the organization.

As an organization in existence for more than one hundred years, the Chamber must always be evolving and embracing change to meet member needs and expectations to the community. A healthy community needs a strong, stable, and impactful Chamber.

The Chamber will:

- Through investment in technology and new communications strategies, build excitement and engagement in pursuit of strategic initiatives and Chamber programming.
- Strengthen membership through growth and retention efforts.
- Re-establish a membership committee to ensure the current tiered structure and benefits meet member needs.



Engagement

The Chamber recognizes the goals outlined in this plan are ambitious. Success will require support and engagement from a broad coalition of members, public officials, and community stakeholders.



How can you get involved?

Join a Chamber committee or taskforce!

Members can support this strategic plan by getting engaged with one of many committees and taskforces working on the various components of each strategic goal.

- Infrastructure Committee
- Membership Committee
- Education Committee
- Educator Leadership Steering Committee
- Government Affairs Committee
- Downtown Committee
- Leadership Greater Manchester Steering Committee
- Leadership Greater Manchester Alumni Committee
- Ambassador Committee

To join a committee, call (603) 666-6600 or email customerservice@manchester-chamber.org.

Not a member? Join the Chamber!

Your investment in the Chamber will help grow the organization & ensure it has the resources to fulfill this plan.

To join, contact the Chamber at (603) 666-6600 or email membership@manchester-chamber.org.



About Us

The Greater Manchester Chamber of Commerce is the largest chamber in New Hampshire representing nearly 1,000 businesses. Incorporated in 1911, the Chamber today is the most active business organization in the Manchester region, focusing its efforts primarily on the ten communities of Auburn, Bedford, Candia, Derry, Goffstown, Hooksett, Litchfield, Londonderry, Manchester and Merrimack.

The Greater Manchester Chamber of Commerce is an independent, not-for-profit, business organization focused on a specific mission as drafted by our membership. Our services and initiatives are funded solely by the membership through annual dues and program or benefit fees.

The Chamber is not a government agency, nor affiliated with any other group or organization. The Greater Manchester Chamber of Commerce is a non-partisan business advocacy organization and does not support any party or candidate.





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GMCC Strategic Planning Committee

Preston Hunter (Co-Chair) Vice President
Eckman Construction

Michael Skelton (Co-Chair) President & CEO
GMCC

Matt Albuquerque, President
Next Step Bionics and Prosthetics, Inc.

Ron Covey, CEO
St. Mary's Bank

Russ Ouellette, Managing Partner
Sojourn Partners & Chairman GMCC Board of Directors

Kim Roy, General Manager
Radisson Hotel of Manchester

Chris Sharpe, President
Cross Insurance

Jeremy Veilleux, Principal
Baker Newman Noyes





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