



# Strategic Plan 2021-2023

The Superior Chamber will become a **3C Chamber**, directing its resources and activities toward becoming

a **CATALYST** for business growth  
a **CONVENER** of leaders and influencers, &  
a **CHAMPION** for a stronger community

*The Superior Chamber will provide*

## LEADERSHIP

**to build a "next level" business and professional community.**

- expand the Chamber's capacity to match Superior's radical growth.
- engage constructively with the priorities of Town staff and leadership.
  - assist as a key partner in the Town's economic development.

## ADVOCACY

**to support a high-functioning and vibrant business community and workforce.**

- advance our members' interests at the local, regional, and state levels.
- attract and retain an energetic, diverse, and successful workforce.

## SUSTAINABILITY

**to foster long-term economic vitality and quality of life.**

- contribute to Superior's brand as a desirable place to live, work, and create.
  - foster a "support local" ethic in the Superior community.
    - further environmental stewardship.
  - stimulate economic opportunity and entrepreneurship.
  - promote Downtown Superior as a premier destination.

## HIGH VALUE

**in its membership experience.**

- create resources that help develop competitive, resilient businesses of all kinds.
  - support new businesses as they open and grow.
- bring together success-minded individuals to foster collaboration.