

DAYTON Area Chamber of Commerce



Business Plan 2025



ADVOCACY



CONNECTIONS



**PROFESSIONAL
DEVELOPMENT**



VALUE

EXECUTIVE SUMMARY:

The chamber's strategic framework outlines two specific growth opportunities:

- increasing support of businesses throughout our 14-county region;
- exploiting our unique ability to connect businesses to opportunities.

These opportunities are built upon our foundation of:

- being the best stewards of our members' **time**;
- being the most trusted voice of business in the Dayton region;
- excelling at our purpose to make it easier for our members to do business.

The 2025 Business Plan reflects the actions planned by the chamber to provide the products, programs and services to deliver upon these growth opportunities through the key activities outlined below:

KEY ACTIVITIES



ADVOCACY

As the most trusted voice of businesses in our region, the chamber is the leading **advocate** for business.

- a. Provide education and best practice sharing for policy issues impacting our members and the regional business community.
- b. Leverage our members' collective voice to influence the actions of our legislators, partners, vendors and other stakeholders to benefit the business community.
- c. Advocate for the chamber's 2025-26 legislative agenda outlining our federal, state and local priorities.
- d. Advance our advocacy strategy around workforce and childcare.
- e. Serve as a lead partner in the community's hosting of the 2025 NATO Parliamentary Assembly.
- f. Implement the *Dayton Experience*, the regional partner employee attraction marketing plan.



CONNECTIONS

Create **connections** and foster relationships.

- a. Provide unique and varied engagement opportunities that result in meaningful business connections for our members.
- b. Expose our region's leaders to resources, opportunities and ideas that will help shape the economic future of our community.
- c. Simplify member access to resources and information.
- d. Provide regional businesses access to customers, resources and technical assistance to help them succeed.
- e. Foster a culture of inclusivity, collaboration and innovation.



PROFESSIONAL DEVELOPMENT

Provide businesses access and resources to cultivate success through **professional development**.

- a. Provide thought leadership, best practices and training for member businesses to remain competitive.
- b. Provide employers with quality local leadership development pathways that upskill their talent and better connect business leaders to the Dayton region.
- c. Expand industry-focused education and training through the Dayton/ Miami Valley Safety Council and the Dayton Area Logistics Association.
- d. Inform educational partners and the future workforce of the career opportunities in the region and the required skills for those career pathways.
- e. Promote and celebrate 50 years of Leadership Dayton.

THE

VOICE OF BUSINESS



VALUE

Ensure the highest **value** for members' investments and trust.

- a. Be reflective of the businesses in our 14 county region.
- b. Leverage analytics for data-driven decision making.
- c. Ensure that we use our member's time wisely.
- d. Be accountable for our members' investments.
- e. Maintain and develop quality staff, volunteer leadership and partners.
- f. Strengthen and optimize operations by adopting cutting-edge best practices to secure 5-star re-accreditation from the U.S. Chamber of Commerce.

ANTICIPATED OUTCOMES:

1. Increased member engagement across training, programs and utilization of resources and services.
2. Chamber members will be informed and up to date on policies, regulations and best practices impacting their businesses.
3. Expanded connections and advocacy with the elected officials that represent all of our 14 county region at the federal, state and local levels.
4. Creation and dissemination of the 2025-2026 Legislative & Regulatory Agenda.
5. Outreach activities totaling more than 40 will connect over 3,480 representatives in expanding their network.
6. Accelerate the growth of MBE, WBE, rural and veteran businesses including the certification of over 80 businesses through the Dayton Minority Business Assistance Center (MBAC).
7. Successful renewal of the MBAC partnership with the Ohio Department of Development.
8. Increase the on-going leadership development pipeline with over 180 individuals participating in our cohort programs (Empower, Leadership Dayton and Gen D Ignite).
9. Over 375 member organizations participate in 20+ activities totaling more than 2,100 individual attendees with the Dayton/Miami Valley Safety Council and the Dayton Area Logistics Association.
10. Simplified member access to resources and information through updated websites - www.daytonchamber.org and www.daytonworkforce.com.
11. Membership retention rate of 88% and attraction of at least 148 new member organizations.
12. Positive operating revenue over expenses.
13. The Dayton region will host a successful NATO Parliamentary Assembly for over 1,000 guests.
14. Launch the *Dayton Experience* with partner organizations to attract and retain talent in the Dayton region.
15. Complete submission of 5-star Accreditation application with the U.S. Chamber of Commerce.
16. A final Courthouse Square revitalization plan will be completed.

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