

2024-2025 Strategic Priorities



Talent Attraction, Retention & Development

1. We partner, support and lead opportunities and solutions to prepare, attract and retain a talented and diverse workforce in Catawba County.
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Business Success

1. We analyze and assess local business needs to cultivate a responsive and cohesive environment where businesses can start, grow and succeed.
 2. Serve as the premier connector and resource center for local businesses, empowering them to effectively address their competitive needs. This involves facilitating knowledge exchange, providing access to professional development, support resources and networking opportunities to enhance their endeavors.
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Leadership Development

1. Through Leadership Catawba, we cultivate leaders across business, education, nonprofits, and government who possess a comprehensive understanding of our community's economic landscape and are dedicated to shaping Catawba County's future.
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Pro-Business Advocacy

1. We inform and advocate, on behalf of our Shareholders & Investors, for public policies at the local, state, and federal levels that support business and economic opportunity for Catawba County.
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The Catawba County Chamber Foundation

1. Support the Catawba County Chamber Foundation in convening diverse stakeholders, leveraging resources, and building sustainable collaborations for community vibrancy and economic prosperity in Catawba County.
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Chamber Excellence

1. Establish and leverage our identity as the most trusted and influential business organization in the Catawba County region.
2. Provide superior and recognizable value to our Shareholders & Investors to yield optimal partner engagement, retention, and new partnership growth.
3. Ensure that The Chamber of Catawba County is well-managed, strategically staffed, and has the resources and assets to accomplish our mission on behalf of our Shareholders & Investors.

1055 Southgate Corporate Park SW • Hickory, North Carolina 28602

(p) 828-328.6111 • (f) 828-328.1175

www.catawbachamber.org • (FB) /catawbachamber • (IG) @catawbachamber