

2026-2027 Strategic Priorities

The Chamber
OF CATAWBA COUNTY
Working for business



Catalytic Leadership

The Chamber will serve as a catalyst for change—leading boldly, inspiring collaboration, anticipating challenges, and driving collective action that strengthens Catawba County's business community and long-term economic prosperity.

Objectives:

- Anticipate emerging trends and position the Chamber as a forward-thinking, trusted voice.
- Develop leaders across generations, sectors, and backgrounds to strengthen the region's leadership pipeline.
- Leverage data-driven insights and storytelling to unite partners around shared challenges and long-term priorities.

Business Success

The Chamber will serve as the primary connector and resource for businesses—delivering practical support, fostering meaningful relationships, and providing tools that help employers grow, adapt, and succeed in a rapidly changing economy.

Objectives:

- Proactively engage businesses to identify barriers, share insights, and deliver tailored solutions that support growth and resilience.
- Curate programs, networks, and spaces that foster peer connection, idea exchange, and trust within the local business community.
- Provide guidance and resources to help businesses navigate critical transitions, including capital access, technology adoption, leadership succession, and global change.
- Expand reach and engagement across all communities in Catawba County, ensuring every business has access to Chamber relationships and resources.

Catawba County Talent Strategy

Strengthen the county's talent ecosystem by aligning education, workforce, and community systems to meet employer needs, close opportunity gaps, and foster belonging. The Catawba County Chamber Foundation will serve as the primary driver—funding, coordinating, and scaling initiatives for measurable impact.

Objectives:

- Execute the Catawba County Talent Strategy in partnership with the Chamber Foundation.
- Establish a strong talent pipeline by developing homegrown talent and aligning cross-sector stakeholders around shared priorities and outcomes.
- Implement targeted talent marketing to promote Catawba County's value proposition and attract new residents.
- Address current and future talent needs by advocating for housing, quality-of-place amenities, and childcare solutions that support attraction and retention.

Advocacy

Serve as a trusted voice and convener for the business community—advancing collaboration and pro-business public policy to ensure a thriving local economy.

Objectives:

- Shape proactive public policy positions that support business growth and regional competitiveness.
- Strengthen relationships with elected officials and civic partners at the local, regional, and state levels.

Organizational Excellence & Sustainability

Strengthen internal capacity, governance, and financial sustainability to support long-term mission delivery.

Objectives:

- Build a high-performing, multi-talented staff aligned with mission-driven goals.
- Expand board diversity and align governance with community demographics and priorities.
- Diversify revenue streams to sustain transformational—not transactional—initiatives.
- Increase visibility and understanding of the Chamber's role and the impact of the Chamber Foundation.