



OUR VISION: An alliance of businesses and organizations in partnership with the community, the Chamber empowers health economic growth and enhances the quality of life for Greater Irving-Las Colinas.

OUR MISSION: To achieve our vision, the Chamber will:

- Create a favorable business environment for our current and future investors resulting in sustainable economic growth.
- Advance economic growth through collaborative partnerships with organizations at a city, state, national and international level.
- Promote economic growth through attracting new businesses and providing enhanced visibility for our current investors.

2023 – 2028 Strategic Plan

LEAD ECONOMIC VITALITY

Invest in Irving-Las Colinas’ diverse business and inclusive workforce.

Objective A: Maintain and grow the commercial tax base in Irving-Las Colinas.

- *Strategy: Serve as the conduit between business industry and local government.*
- *Strategy: Advocate for business industry and local infrastructure investments.*

Objective B: Increase workforce opportunities for the Irving-Las Colinas community.

- *Strategy: Amplify education and workforce development initiatives.*
- *Strategy: Expand development opportunities to address employer needs.*
- *Strategy: Collaborate with the Greater Dallas Workforce Solutions, community college, and universities.*

Objective C: Be the international choice for business location and investment.

- *Strategy: Selectively engage and expand our international partnerships to lead, represent, and promote Irving-Las Colinas through trade missions with target markets.*
- *Grow strategic, foreign direct investments.*

POSITIVE MEMBER IMPACT

Position our members for stability, growth, and viability.

Objective A: Sustain inclusive membership growth.

- *Strategy: Intentional recruitment and engagement for higher retention.*
- *Strategy: Maintain and showcase the diverse business community in Irving-Las Colinas.*

Objective B: Curate diverse and purposeful programming for meaningful engagement.

- *Strategy: Drive small business initiatives through education, connection, and collaboration.*
- *Strategy: Partner with other organizations to engage diverse businesses and leverage resources.*

Objective C: Be the Inclusive Chamber.

- *Strategy: Provide access to Diversity, Equity, and Inclusion resources for businesses.*
- *Strategy: Invest in multi-generational leadership development opportunities.*

ADVOCATE FOR BUSINESS

Maintain Irving, Texas’ advantage as a business-friendly community.

Objective A: Be the trusted business industry advocate for Irving-Las Colinas.

- *Strategy: Engage site leadership and their employees to educate them on issues that affect them.*
- *Strategy: Act as the liaison between business and policymakers.*
- *Strategy: Provide members access to elected officials and industry clusters to influence legislative outcomes.*

Objective B: Increase PAC success.

- *Strategy: Educate members on the purpose of the PAC and encourage investment.*
- *Strategy: Work with partners at state and federal level to identify emerging issues that impact Irving-Las Colinas’ target industries.*
- *Strategy: Leverage social media and digital marketing to create awareness of PAC focused issues.*

Objective C: Increase voter turnout.

- *Strategy: Partner with other organizations to educate the community on issues.*
- *Strategy: Listen to voter testimony and educate them on the value of their vote.*