



2026-2028

# STRATEGIC PLAN

## OUR FUTURE, OUR FOCUS

### MISSION

The mission of the Howard County Chamber is to be the catalyst for a vibrant community where business thrives.

### VISION

The vision of the Howard County Chamber is to lead the way for a vibrant community where business thrives.

### VALUES

People,  
Policy,  
Prosperity

## BUILDING THE NEXT CHAPTER

The Howard County Chamber's 2026-2028 Strategic Plan reflects our shared commitment to growth, innovation, and impact. As our region evolves, so does our Chamber. We are expanding our reach, deepening our community connections, and amplifying the voice of business in Howard County.

This plan focuses on strengthening our foundation, elevating our visibility, and driving meaningful engagement for all members. Through intentional leadership and collaboration, we are laying the groundwork for the Chamber's next era where businesses not only succeed, but help shape a stronger, more connected community.

# OUR FIVE STRATEGIC PRIORITIES



## FOUNDATION

The establishment of the Howard County Chamber Foundation represents an exciting new chapter for the organization. The Foundation will allow us to expand educational programs, workforce development efforts, and community partnerships. Over the next three years, we will focus on building the structure, leadership, and mission needed to ensure the Foundation's long-term success and meaningful impact.



## MEMBERSHIP RECRUITMENT, RETENTION & ENGAGEMENT

Members are the core of the Chamber's strength. We are redefining how we attract, connect, and support businesses of all sizes by expanding outreach, increasing visibility, and providing new engagement opportunities. This focus will help us strengthen member relationships, enhance the value of membership, and create a more inclusive and active Chamber community.



## ORGANIZATIONAL EXCELLENCE

The Chamber is committed to achieving the highest standards of performance and leadership. By pursuing national accreditation and implementing best practices, we aim to strengthen governance, operations, and strategic impact. This will position the Chamber as a trusted thought leader, advocate, and resource for Howard County's business community.



## MARKETING & COMMUNICATIONS

We are amplifying our voice and modernizing how we tell our story. Through an enhanced digital presence, stronger media relationships, and fresh storytelling tools, we will ensure more people understand who we are and what we do. This priority highlights member success, promotes our advocacy work, and positions Chamber membership as a valuable investment in business and professional growth.



## COMMUNITY IMPACT

The Chamber's influence extends beyond business. We will deepen our connections with nonprofits, community partners, and local leaders to create opportunities for engagement, volunteerism, and shared prosperity. This focus will strengthen Howard County's business ecosystem and reinforce the Chamber's role as a connector and community resource.

### HOWARD COUNTY CHAMBER OF COMMERCE

10211 Wincopin Circle, Suite 202 | Columbia, MD 21044  
(410) 730-4111 | [www.howardchamber.com](http://www.howardchamber.com)