

AREA CHAMBER OF COMMERCE MARSHALLTOWN



To be a leader for business and partner for quality of life initiatives in the Marshalltown area.



Programming

Develop and coordinate programs that engage, support, and provide value to the business community.

Host networking events that allow members to interact and develop business relationships.

Sponsor educational trainings and seminars.

Strengthen the Iowa Valley Leadership program to continue to meet the needs of participants and the business community.



Pro-Business

Influence public policy to promote a business-friendly environment.

Be the voice of business on local, state, and national level.

Provide opportunities for leaders to meet with elected officials.

Advocate for pro-business regulations and lower taxes.

Educate and communicate on business-related legislation.



Workforce

Establish and enhance partnerships that fill our workforce pipeline with skilled workers.

Sponsor events that connect with the educational system.

Connect the business community with local classrooms.

Promote Marshalltown as a place to live, learn, work, and play for current and future employees of Marshalltown businesses.

Partner with MED to promote programming that addresses soft skill needs.



Membership

Leverage the Chamber's ability to represent a larger and more diverse portion of the local business community.

Maintain minimum 90% retention rate.

Grow to 500 members by 2020.

Be re-accredited with the U.S. Chamber of Commerce in 2018.

Utilize ACCE's Horizons 2025 initiatives as guiding principles to maintain relevance to current and future members.

Connection with members and general public through:

Face-to-Face

Website

Social Media

Print

Multi-media