



## Key Performance Metrics



Achieve year over year revenue growth of 2%



Achieve 80% positive outcomes from our legislative agenda



Achieve member engagement levels of 65%



Develop a regional economic and policy dashboard from the findings of the State of the Region Benchmarking report



Maintain five star accreditation through the US Chamber



Increase engagement on all social media platforms and website by 20% year over year



## BUSINESS VALUE

The LRCC is committed to creating and delivering value to our members by offering an array of resources, information, programs and opportunities that drive business success and regional economic prosperity. Our strategic approach to business value is centered around understanding and meeting the diverse needs of our region's employers, fostering growth, enhancing engagement and enriching the business environment in the Lansing region.

### GOALS

#### Intentional Engagement

- ✓ Enhance the value and experience of membership
- ✓ Support and enhance our regions small businesses to benefit both employers and employees through targeted engagement opportunities
- ✓ Leverage events for engagement and development opportunities
- ✓ Develop richer and targeted strategic communications to meet members needs for business engagement



## POLICY INFLUENCE

The LRCC is dedicated to being a strong advocate for the business community, championing policies that support economic growth, innovation and competitiveness. Our strategic approach to policy influence involves proactive engagement with policymakers, robust advocacy efforts and continuous communication with our members to ensure their voices are heard on issues that matter most to them.

### GOALS

- ✓ 80% positive outcomes from our legislative agenda
- ✓ Increase LRCC PAC donors by 10%
- ✓ Increase Advance Greater Lansing contributions by 10%



## REGIONAL LEADERSHIP

The LRCC is committed to providing a pivotal leadership role in the economic growth of the Lansing region. As a leader in regional collaboration, we build relationships, foster partnerships, and drive strategic initiatives that enhance regional prosperity. We understand the critical connections of business, government, education and community organizations and the importance of working together to achieve common goals.

### GOALS

- ✓ Expand communications related to the Chamber's regional leadership role
- ✓ In partnership with LEAP, complete the State of the Region Benchmarking report



## EXCELLENT OPERATIONS

Sustain the LRCC as a high-performing organization, through leveraging technology, fostering innovation, and making data-driven decisions. Continue building a supportive and growth-oriented culture, ensuring our people are successful and meet strategic objectives.

### GOALS

- ✓ Maintain positive net assets through effective budgeting and financial controls
- ✓ Maintain U.S. Chamber Accreditation by year-end 2024
- ✓ Establish our CRM (Growth Zone) system to support operational efficiencies and business value strategies
- ✓ Update Organizational Board Bylaws in 2025
- ✓ Promote a positive work environment that encourages collaboration, innovation and professional growth