



**Richardson Chamber of Commerce (RCC)
Strategic Priorities
2011 - 2015**

Drive Business Success

The RCC will be a catalyst for economic development to foster a continually growing, diverse and vibrant Richardson business community.

Provide Tangible Value

The RCC will provide programs, products and services that create value for its members and the community.

Foster Member Engagement

The RCC will attract, grow and retain membership through a broad range of engagement opportunities.

Build Marketing and Brand Awareness

The RCC will build awareness through communication, marketing and brand strategies to enhance visibility of Chamber services and value to its members and the community.

Advocate Public Policy

The RCC will advocate legislative public policy priorities at the local, regional, state and federal level to support the Richardson business environment.

Lead Technology Growth

The RCC will enhance the growth of the high technology industry throughout North Texas through its affiliate the Metroplex Technology Business Council.

Ensure Financial Stewardship

The RCC will build and sustain a foundation of prudent financial stewardship to support the vision, mission and goals of the Chamber.