



COMMUNITY

A strong community of businesses and organizations connected to a thriving Midway

- Create opportunities for authentic relationships and community-building among members.
- Serve as stewards and champions of the Midway neighborhood improvement efforts.
- Promote reputation of a fun chamber through socializing, encouraging fun, and promoting camaraderie.



EDUCATION

A business community engaged and informed on important local issues and relevant topics.

- Quality programming on topics that inform, educate, and offer relevant content for a diverse membership.
- Offer convenings on local issues to raise awareness, present diverse perspectives, and empower businesses to engage in policy and decision-making.
- Provide a variety of formats and tools for education to increase accessibility and meet members where they are at.



MEMBERSHIP

An expanded network of diverse, well-integrated members utilizing MCC services and offerings.

- Design and implement outreach, recruitment, and retention strategies to grow and retain a diverse membership.
- Create and implement process for new members to orient, onboard, and familiarize with Chamber services and offerings.
- Clearly articulate and promote the value proposition and ROI for Chamber membership.



PARTNERSHIPS

MCC and its members are thoughtfully and strategically promoted and networked.

- Identify and engage with a variety of networks and collaborations for ongoing engagement and opportunities.
- Highlight and promote members with intentionality across a variety of platforms and communications strategies.
- Support members in expanding their professional networks and marketing their businesses.