

2026-2028 Strategic Plan



Vision

To position the Toledo region as the premier hub for prosperity and innovation, recognized for its business vitality and world-class quality of place.

Mission

Through visionary leadership and strategic collaboration, we provide expertise and resources to our members to build a thriving regional economy and community pride.

Strategic Priorities

Advocacy

We advocate with our region's public officials to improve the business climate and advance a shared advocacy agenda through balanced solutions.

Talent & Workforce

We create opportunities to maximize our workforce by ensuring the region has a robust collaborative strategy.

Business Development

We accelerate broad-based entrepreneurship and business growth by providing direct services and strategic alignment with business resources across the region.

Member Success

We deploy tools, strategies, and impactful communication to help members succeed and foster membership growth.

Our Value Proposition



Our team of experts has the power to connect, advocate and provide the resources you need to solve your unique business challenges and maximize your opportunities.

Our Values



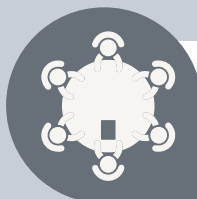
Bold Leadership
Lead our community down the right path vs. the easy path.



Business-centric
Be the region's most respected source of business information, strategic initiatives and resources.



Inclusion
Ensure that everyone feels welcome and that diverse voices can be heard.



Collaboration
Foster partnerships that will lead to creativity and efficiency in our region's business environment.



Integrity
Do what's right and stand behind what we do.

2026 PROJECTS



ADVOCACY



TALENT &
WORKFORCE



BUSINESS
DEVELOPMENT



MEMBER
SUCCESS



Cultivate a unified voice and collaborative spirit among stakeholders through a shared advocacy agenda that amplifies community initiatives, celebrates successes and actively promotes the unique assets of the region through advocacy efforts.



Ensure that the results of the recent talent alignment strategy are communicated to stakeholders and that programs, training and resources are deployed to meet the talent gaps in the region.



Lead a comprehensive analysis of current community brand initiatives to gain support and utilization of an enhanced regional brand strategy.



Develop a strategy to support the local private sector childcare centers in the region by providing business and technical assistance to improve stability in the industry.



Reimagine our Small Business/Entrepreneurship efforts to create a meaningful way for this sector to engage with the Chamber, with each other and access regional resources.



Continue to develop the Middle Market Accelerator to provide support for this market segment.



Deploy an internal strategy for using artificial intelligence and technology to increase organizational efficiency.



Maintain U.S. Chamber 5-Star Accreditation through the application process to ensure the highest standards of excellence, accountability, and impact for our members.