

HEART

BOLD LEADERSHIP. FUTURE FOCUSED.

STRATEGIC PLAN 2026-2030



OUR MISSION STATEMENT

To engage in and promote projects that have a positive economic impact on the Longview Trade Area.

VISION STATEMENT

To be recognized as an effective resource, providing relevant, innovative, and impactful programming that ensures a healthy business climate and an enhanced quality of life for Longview and Gregg County.





STRATEGIC PILLARS: H.E.A.R.T.



H – Health of the Organization

STEWARDED RESOURCES, RELATIONSHIPS, AND REPUTATION FOR LONG-TERM SUSTAINABILITY.

KEY INITIATIVES:

- Implement KPI dashboards tied to performance and impact.
- Strengthen board governance and leadership alignment.
- Expand storytelling through data, digital tools, and member success stories.

MEASURE OF SUCCESS:

- Quarterly KPI reporting.
- Improved financial sustainability and operational performance.
- Increased stakeholder trust and engagement.

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E — Education / Workforce

EMPOWERING TODAY'S WORKFORCE AND PREPARING TOMORROW'S TALENT.

KEY INITIATIVES:

- Expand LongviewREADS, tech summits, and skills-based hiring partnerships.
- Strengthen education-business alignment for K–Career pathways.
- Promote apprenticeships, certifications, and career exploration.

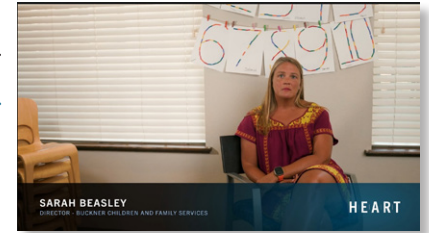
A — Advocacy

CHAMPIONING BUSINESS-FRIENDLY POLICIES AND REGIONAL PRIORITIES.

KEY INITIATIVES:

- Lead regional policy priorities at local, state, and federal levels.
- Mobilize business input into public policy.
- Engage elected leaders through legislative updates and advocacy event

Click to watch SARAH talk about EDUCATION in HEART



MEASURE OF SUCCESS:

- Number of students and businesses participating in workforce programs.
- Employer satisfaction with workforce initiatives.
- Growth in talent pipeline metrics.

Click to watch IAN talk about ADVOCACY in HEART



MEASURE OF SUCCESS:

- Advocacy wins are tracked annually.
- Increased participation in advocacy forums and campaigns.
- Stronger relationships with elected officials.



“Our Chamber makes sure every member knows they have the power to contribute and the support to succeed.”

- Andy Hill, Chair

R – Redevelopment

CATALYZING PLACE-BASED ECONOMIC DEVELOPMENT AND REGIONAL REVITALIZATION.

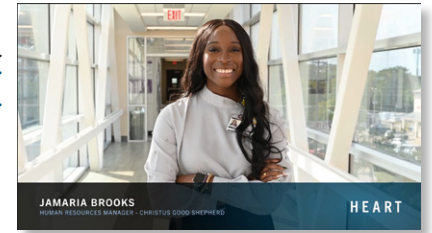
KEY INITIATIVES:

- Support commercial corridor revitalization and I-20 regional development.
- Promote infrastructure investments and connectivity improvements.
- Convene public-private partnerships to activate underused spaces.

MEASURE OF SUCCESS:

- Number of redevelopment projects influenced.
- Business investment in priority zones.
- Community vibrancy metrics (foot traffic, occupancy rates, etc.).

Click to watch **JAMARIA** talk about **REDEVELOPMENT** in **HEART**



“Progress is rarely loud or flashy. More often, it’s steady, collaborative, and built on trust.”

- Kelly Hall, CEO



T – Talent Attraction & Retention

CREATING A MAGNETIC REGION WHERE PEOPLE WANT TO LIVE, WORK, AND LEAD.

KEY INITIATIVES:

- Advance Leadership Longview and 40 Under 40 as flagship talent programs.
- Enhance LongviewNOW! as the digital lifestyle brand for young professionals.
- Promote livability, culture, and connection to place.

MEASURE OF SUCCESS:

- Growth in young professional engagement.
- Employer satisfaction with retention initiatives.
- Positive net migration or talent retention trends.

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Bold Leadership. Future Focused.

LONGVIEW

CHAMBER OF COMMERCE



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LongviewChamber.com

GUIDING VALUES

- **BOLDNESS** – We lead with courage and clarity.
- **CONNECTIVITY** – We turn conversations into collaborations.
- **EXCELLENCE** – We raise the bar with every initiative.
- **INTEGRITY** – We are trusted stewards of our mission.
- **INNOVATION** – We shape what's next, not just what's now.

WHO WE'RE FOR

- Current and future businesses
- Entrepreneurs, employers, and job creators
- Regional leaders and civic partners
- The broader community—because business success builds community wealth

HOW WE MEASURE IMPACT

We know we're fulfilling our mission when:

- Business leaders see us as their first call.
- Regional partnerships lead to measurable wins.
- Our community grows because we helped lead the way.
- Job growth.
- Increased sales tax revenue.

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