



KEY PERFORMANCE METRICS



Increase net assets by 3%



Achieve 95% of budget or greater for each signature event



Achieve member engagement levels of 70%



Achieve member retention levels of 90%



Increase digital engagement year over year by 10%



Develop a regional policy agenda aligned with the State of the Region Benchmarking Report



Achieve 80% positive outcomes in legislative policy agenda



BUSINESS VALUE

STRATEGIC PRIORITY

The LRCC is committed to delivering meaningful value to our members by providing resources, insights, programs, and opportunities that support business success and regional economic prosperity. Our strategic approach to business value is grounded in understanding and responding to the evolving needs of employers across the Lansing region, driving growth, deepening engagement, and strengthening the overall business environment.

KEY GOALS

- ✓ Analyze trends in membership attrition to inform retention strategies
- ✓ Develop marketing personas to support more targeted and effective messaging
- ✓ Evaluate transitioning member renewals from monthly to semi-annual cycles
- ✓ Achieve a membership goal of 1,100 by year-end 2027
- ✓ Develop and implement a marketing communications strategy for the Member Directory
- ✓ Continue to strengthen and expand the ATHENA Lansing brand



POLICY INFLUENCE

STRATEGIC PRIORITY

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 is rooted in proactive engagement with policymakers, strong advocacy efforts, and ongoing communication with members to ensure their voices are represented on the issues that matter most.

KEY GOALS

- ✓ Achieve Budgeted Revenue for Policy Related Events
- ✓ Increase Advanced Greater Lansing contributions by 10%
- ✓ Increase LRC-PAC donations by 10%



EXCELLENT OPERATIONS

STRATEGIC PRIORITY

Sustain the LRCC as a high-performing organization by leveraging technology, fostering innovation, and making data-driven decisions. Continue to build a supportive, growth-oriented culture that empowers our team to succeed and consistently achieve strategic objectives.

KEY GOALS

- ✓ Review and address budget variances across Marketing & Communications and Events
- ✓ Further integrate ATHENA into LRCC operations
- ✓ Begin preliminary planning for the development of a Regional Chamber Network
- ✓ Identify and implement departmental efficiencies
- ✓ Optimize the use of technology and operating systems



REGIONAL LEADERSHIP

STRATEGIC PRIORITY

The LRCC is committed to playing a pivotal leadership role in the economic growth of the Lansing region. As a leader in regional collaboration, we build relationships, foster partnerships, and advance strategic initiatives that strengthen regional prosperity. We recognize the vital connections between business, government, education, and community organizations and the importance of working together to achieve shared goals.

KEY GOALS

- ✓ Develop sign-on letter campaigns to support regional policy priorities
- ✓ Conduct a regulatory climate survey
- ✓ Define the region's talent pipeline