

Vision

Advancing the Roseville Area to be the best region in California to live, work and do business.

Mission

The mission of the Roseville Area Chamber of Commerce is to provide value to our members; promote and meet the needs of business and industry; and achieve community success through advocacy and leadership.

Priority 1: Membership and Community Engagement

To retain and grow membership maintaining a 76% retention rate over the next three years and actively engaging and promoting our community.

Goals

1. Increase the membership value through Chamber programs, services, and partnerships.
2. Leverage relationships and tools to drive new membership sales.
3. Be the connector between business and community.
4. Telling our story to key audiences and stakeholders, including members, community and elected officials.

Priority 2: Advocacy and Political Action

To be the lead advocate as the voice of business at all levels of government and engage in initiatives and strategic partnerships that strengthen our community.

Goals

1. Identify key priority issues and keep our members engaged and informed.
2. Advocate for business-friendly policies and influence outcomes in favor of our membership.
3. Identify and support pro-business candidates and issues through the Political Action Committees.

Priority 3: Economic Development

To strengthen our local economy through workforce development and business attraction and retention strategies.

Goals

1. Through the Chamber's Foundation - The Placer Workforce Development Foundation, create a robust workforce and thriving ecosystem where individuals have access to meaningful employment opportunities and employers have access to a diverse and skilled talent pipeline.
2. Engage in activities to increase business attraction and retention in the area.

Priority 4: Governance

To continually strengthen the governance of the Chamber through a strong Board and staff as well as forward-focused strategies to reflect best practices of Five-Star Accreditation.

Goals

1. Ensure effective organizational culture, structure, and strategic planning to reflect 5-star accreditation.
2. Enhance staff satisfaction and development to support strong organizational governance.