

Purpose



Business Growth & Expansion

Foster a robust economic environment where businesses thrive.



Talent & Leadership Cultivation

Expand workforce availability and talent development programs.



Member Value & Engagement

Provide meaningful opportunities for connection & collaboration across the region.

Objectives & Strategies

Destination for Business.

Establish North Fulton as a distinctive brand.
Partner with key stakeholders to promote the region.

Retention & Expansion.

Actively engage current businesses.
Advocate for pro-business policies.

The Hub for Entrepreneurs.

Centralize and bridge resources for easy access.
Provide training and development.

New Talent to North Fulton.

Leverage talent attraction campaign.
Advocate for quality-of-life initiatives.

Talent Development.

Curate leadership opportunities.
Advance the next generation of professionals.

Effective Education & Business Partnerships.

Facilitate apprenticeship and internship opportunities.
Promote North Fulton businesses as employers of choice.

Enhanced Member Value.

Deliver value through customized member investment.
Promote the Chamber as the center for business growth.

Synergistic Partnerships.

Provide support to key partner organizations.
Highlight shared goals and values.

An Environment of Inclusion.

Intentional engagement across North Fulton.
Model environmental, societal and governance practices.