



OUR VISION: To be recognized as an effective resource, working to support the prosperity of our members, enhancing the business climate and quality of life in Aransas County.

OUR MISSION: To work in partnership with business, individuals and governmental entities to promote commerce and tourism while maintaining the environment.

2022 – 2025 Strategic Plan

Economic Vitality Facilitator

Purpose: Promote a thriving business community in Aransas County through innovation, diversity, and advocacy.

Objective A: A thriving business environment.

- *Strategy 1: Create a stable, year around workforce.*
- *Strategy 2: Support corporate development to offer non-seasonal employment.*

Objective B: Innovative businesses.

- *Strategy 1: Advocate for innovative infrastructure (Wi-Fi, co-working spaces, bike lanes, sidewalks, amenities).*
- *Strategy 2: Provide educational opportunities for business owners.*

Objective C: Diversity of business.

- *Strategy 1: Collaborate with the Economic Development Council to ensure a plan to recruit non-accommodation businesses.*
- *Strategy 2: Be the spokesperson dedicated to bringing light industry and diverse businesses to the area.*

Environmental Sustainability Partner

Purpose: Balance between growth in Aransas County and protecting the health of the water, land, and air around us.

Objective A: Thriving ecosystem for future generations.

- *Strategy 1: Mitigate external forces that impact the local ecosystem.*
- *Strategy 2: Grow with a sense of responsibility to the environment.*
- *Strategy 3: Educate stakeholders on how to protect and enjoy our natural resources.*

Objective B: Infrastructure plan that co-exists with the environment.

- *Strategy 1: Increase awareness of environmental regulations and compliance.*
- *Strategy 2: Advocate current environmental organizations.*
- *Strategy 3: Encourage future guardianship of our environment.*

Community Catalyst

Purpose: Create a thriving and welcoming environment that celebrates what Aransas County offers.

Objective A: Residents are informed.

- *Strategy 1: Serve as the “Information Station” with short, concise, and consistent messaging.*
- *Strategy 2: Leverage multiple sources to distribute information.*
- *Strategy 3: Share “What’s in It for Me?” based on targeted audiences.*

Objective B: Increased engagement for local activities and amenities.

- *Strategy 1: Offer more activities throughout the year relevant to different target audiences.*
- *Strategy 2: Partner with schools to encourage family participation.*