A STRONGER NOVI.
A SHARED FUTURE.

60 YEAR ANNIVERSARY
NOVI CHAMBER of Commerce
1967 - 2027

Novi Chamber of Commerce
2027-2029 Strategic Direction



Presented by:

Bryan Smith, Board Chair
Jake Wylonis, Vice Chair
Katie Chuba, President & CEO

A STRATEGY SHAPED BY LISTENING & LEADERSHIP

Thoughtful planning. Diverse perspectives. A shared vision for the future.

1



LISTEN

Members, businesses, and community partners

2



EVALUATE

Business needs, community opportunities, emerging challenges

3



ENVISION

Board leadership and a professionally facilitated strategic planning retreat

4



ALIGN

A focused 2027-2029 strategic direction grounded in shared priorities

Built through collaboration. Guided by purpose. Focused on Novi's future.

OUR VISION.
OUR PURPOSE.

Where businesses, leaders, and community thrive together.

OUR MISSION

To fuel business growth, develop the next generation of leaders, and shape an exceptional community into a stronger future.

OUR CORE VALUES

EMPOWER | **INTEGRITY** | **INNOVATION** | **EXCELLENCE**

Our direction is rooted in the belief that strong businesses, capable leaders, and an engaged community are essential to Novi's future.



FOUR STRATEGIC PRIORITIES. ONE STRONGER COMMUNITY.



01 MEMBERSHIP & COMMUNITY ENGAGEMENT

Strengthening relationships, visibility, business connections, and meaningful opportunities for engagement.



02 BUSINESS INNOVATION & TALENT DEVELOPMENT

Advancing entrepreneurship, workforce readiness, talent development, and the next generation of leaders.



03 ADVOCACY & CIVIC LEADERSHIP

Elevating the business perspective and strengthening relationships with civic and community decision-makers.



04 LONG-TERM ECONOMIC FUTURE & IMPACT

Championing sustainable partnerships, long-term competitiveness, and opportunities that strengthen Novi's economic future.

WHAT WE ARE WORKING TO ACHIEVE

Strengthening the Chamber's value. Expanding its impact. Investing in Novi's future.

1

STRONGER BUSINESS COMMUNITY

Deepen relationships, strengthen business engagement, and expand access to meaningful opportunities and resources.

2

FUTURE-READY TALENT & LEADERSHIP

Build stronger connections among employers, education, emerging talent, and current and future leaders.

3

A MORE CONNECTED BUSINESS VOICE

Create opportunities for informed dialogue, stronger civic relationships, and greater understanding of business needs.

4

LASTING COMMUNITY & ECONOMIC IMPACT

Contribute to collaborative solutions and long-term initiatives that strengthen Novi's competitiveness and vitality.

Our goal is to be a Chamber that businesses value, community partners trust, and future leaders recognize as an important part of Novi's success.



MORE THAN EVENTS.
A STRATEGIC COMMUNITY PARTNER.

Connecting people, ideas, resources, and opportunities that move our community forward.



The Chamber serves as a **bridge** between the business community and the people, institutions, and conversations **shaping Novi**.

WHEN BUSINESS AND COMMUNITY PRIORITIES CONNECT, NOVI MOVES FORWARD.

Shared insight.

Collaborative leadership.

Long-term opportunity.

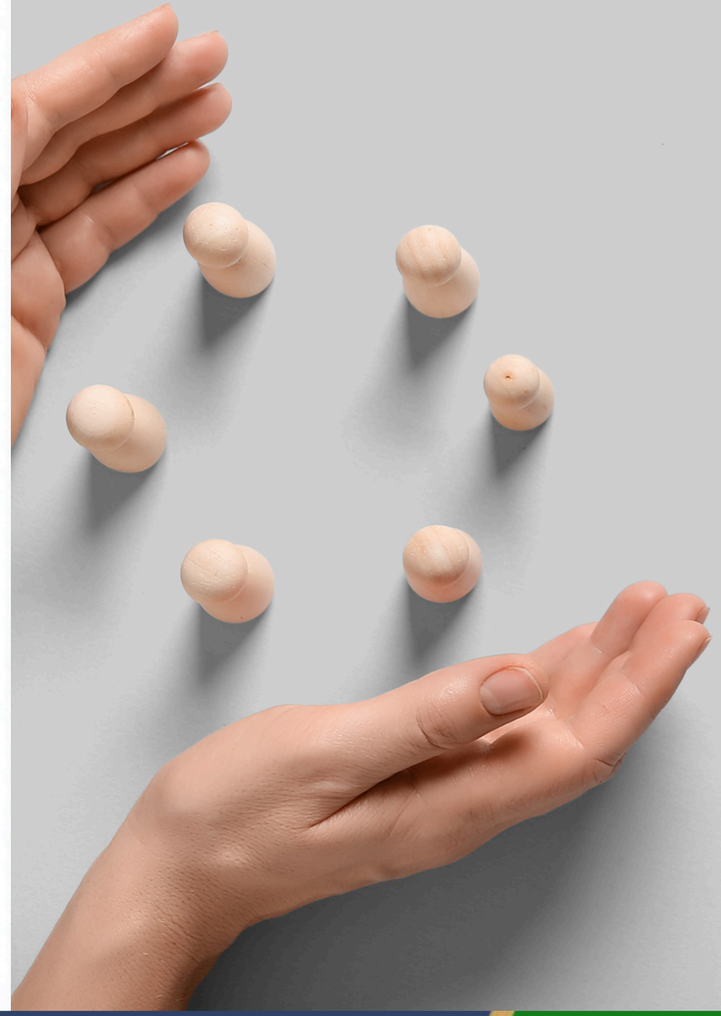


BUILDING NOVI'S FUTURE TOGETHER.

Where businesses, leaders, and community thrive together.

As the Novi Chamber enters its next chapter, we remain committed to strengthening our business community, developing future leaders, and bringing people together around the opportunities that will shape Novi's future.

Thank you, Novi City Council.



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SIX DECADES OF IMPACT
A NEW STRATEGIC CHAPTER
STARTING 2027