

Mission:

The Chamber unites businesses, government, and community leaders to advocate for growth, champion innovation, and create sustainable prosperity across the El Paso region.

Vision:

Building a stronger Business Community through advocacy, partnership, and opportunity.

Pillars:

- Economic Development & Innovation
- Public Policy & Government Relations
- Infrastructure & Transportation

Values:

Collaboration
Trust
Equality
Transparency

Membership Growth


The Chamber aims to expand and diversify its membership base to increase reach, influence, and financial sustainability. Key initiatives include:

- Targeted recruitment of small businesses, entrepreneurs, and major employers.
- Tiered membership benefits to enhance perceived value.
- Stronger member retention through onboarding, satisfaction surveys, and personalized engagement.
- Dedicated councils for young professionals and minority-owned businesses.

Economic Development


To strengthen El Paso's position as a hub for innovation and cross-border commerce, the Chamber will:

- Partner with economic development organizations to attract and retain businesses.
- Deepen collaborations with Juárez and the broader Borderplex region.
- Expand workforce development partnerships with UTEP, Western Tech, EPCC and other educational institutions as well as local training providers.

Advocacy


The Chamber will amplify its role as the region's most influential business voice by:

- Enhancing local, state, and federal advocacy through policy roundtables and El Paso Days in Austin, Legislative Fly-ins and Washington, D.C.
- Building coalitions with chambers and business associations across Texas and the Borderplex.
- Developing a widely distributed annual advocacy agenda aligned to business needs.
- Providing transparent updates demonstrating measurable advocacy impact.

Member Services: Business Growth & Leadership Development


To advance the business acumen and leadership capacity of its members, the Chamber will:

- Introduce a Business Growth tracks offering workshops in Finance, Artificial Intelligence/digital transformation, HR, Procurement.
- Launch Leadership El Paso Alumni to cultivate civic-minded business leaders.
- Expand mentoring, peer-to-peer learning, and executive coaching.
- Provide access to market intelligence, best practices, and operational toolkits.

Implementation & Accountability


The plan will be executed in three phases:

- Year 1: Foundation
- Year 2: Growth
- Year 3: Sustainability

Progress will be tracked through measurable indicators in membership number and retention, economic development partnerships, advocacy outcomes, and member participation in services. Chamber staff, the CEO, and board committees will share responsibility for execution and oversight.