

Strategic Priorities

The DRC is deeply invested in strengthening the Dallas Region and its vibrant and diversified business community. Our strategic plan, called “Building Tomorrow Together,” is based on four core priorities:

- Continuing to drive economic growth that allows us to recruit companies and talent.
 - Fostering collaboration between the business community, educational institutions, and workforce development organizations to meet industry needs.
 - Advocating for pro-business, pro-growth public policies to ensure the continued prosperity of our region while maintaining a high quality of life for all.
 - Addressing systemic racism head on and working every day in every way to build a more inclusive community.
- Together, with our hundreds of member companies and regional partners, our strategy is to serve as the preeminent voice of the business community and a bridge to the education and nonprofit community to drive growth, and an even better quality of life for all who call North Texas home and for those interested in coming here.



BUILDING TOMORROW TOGETHER

Investing In Our Future

The Tomorrow Fund provides the Dallas Regional Chamber with the necessary resources to drive economic development, improve education, and attract talent. It also supports our public policy advocacy efforts in Austin and Washington, D.C. on critical business priorities — including infrastructure, transportation, and water issues — to strategically manage our region’s growth.

The Tomorrow Fund offers an accelerated investment opportunity for DRC member companies. Whereas annual membership dues fund our daily activities to support member companies, Tomorrow Fund investments are specifically targeted to implement our strategic goals.

More than 185 DRC member companies invest in the Tomorrow Fund, allowing us to improve the long-term economic prosperity for our business community and enhanced quality of life for all who live and work in the Dallas Region.

DENTON MEANS BUSINESS.

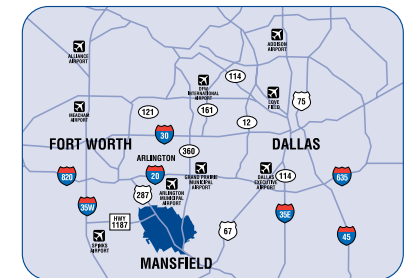
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Economic Development

The DRC will lead its regional and state allies to recruit companies and talent. We will focus on companies that pay living wages, lift underserved areas of our region, bring future technologies and innovation, and make our region a better place for all to live, work, and do business.

Education & Workforce

The success of the Dallas Region and Texas are closely tied to the quality of the workforce and talent pipeline – from early childhood through K-12 and higher education to a career. The DRC fosters collaboration between the business community, educational institutions, and workforce development organizations to meet industry needs.

Public Policy

As the voice of the business community in the Dallas Region, the DRC connects member companies with key stakeholders and elected officials at all levels to advocate for pro-business, pro-growth policies that ensure the continued prosperity of our region while maintaining a high quality of life for all.

Diversity, Equity & Inclusion

As the voice of the business community in the Dallas Region, we strive every day to help make our community the best place in the United States for all people to live, work, and do business. We see systemic racism in its many forms and commit to address it head on. We are committed to work every day in every way to build a more inclusive community.

QUALITY OF LIFE FOR ALL PEOPLE