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.

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.