



Guiding Principles

Vision: To be recognized as the premier Hispanic Chamber of northeast Florida for building successful partnerships that encourage business growth.

Mission: Our mission is to positively impact the regional economy by creating value, promoting and facilitating the success of Hispanic-owned businesses and by engaging the community at large.

Core Values:

Integrity	Growth	Members	Trustworthiness
Leadership	Service	Entrepreneurship	

Strategic Imperatives

STRATEGY 1: Position FCHCC to increase its membership base

Objective 1: Retain existing members by creating and demonstrating value

Objective 2: Recruit and add new members

STRATEGY 2: Increase financial strength by creating diversified and sustainable funding sources

Objective 1: Establish a strong foundation to support long-term growth and sustainability

Objective 2: Plan and execute on activities and events that generate revenue and establish a revenue stream

STRATEGY 3: Support the FCHCC Community Development Fund

Objective 1: Support philanthropic efforts in the community

Objective 2: Support the development and opportunities of Hispanic talent entering the workforce