

## Our Mission

The Millbrook Area Chamber of Commerce' mission is to assist local businesses develop and contribute to an improved general quality of life as they provide both essential and non-essential goods and services to area citizens. Its primary responsibility to area businesses is to be responsible advocates of the Millbrook business community at large. We acknowledge our obligations to promote, safeguard and protect the overall well-being of the area's culture and the local business base by maintaining a mutually beneficial partnership with member businesses and local governments.

## Our Vision

As active members of the community, we share a vision that all local businesses reach their fullest potential in an environment promoting the overall welfare and quality of life in the community and for its citizens.

## Our Guiding Principles

To fulfill our mission, we believe:

- Citizens, community, and government share responsibility for the general welfare and growth of local businesses, which intend to improve the delivery of goods and services to the local area.
- MACC staff, volunteers, board members and partners are to provide timely support to local businesses to foster their general well-being.
- An integrated promotion continuum of local businesses reflects a healthy, mutually beneficial partnership between the community, its citizens, and government and be culturally relevant.
- Partnership requires open, honest and respectful communication among everyone interested in fostering an environment favorable to growing local businesses, which, in turn, provide the quality of services essential to improving the overall quality of life in the Millbrook Area.
- MACC board members and staff, at all levels, should be held accountable to a professional code of conduct.
- Quality improvement is an on-going process, using both external and internal performance standards.