



brand story

The Cartersville-Bartow County Chamber of Commerce is a trusted partner for local businesses, providing the guidance, resources, and platform for connection that drive growth and opportunity. Grounded in more than a century of leadership and powered by a bold vision for the future, the Chamber is committed to **Fueling Business, Equipping Leaders, and Strengthening Community**. Through personalized support, strategic partnerships, and a deep connection to the region's economic fabric, the Chamber helps every member — from startups to industry leaders — grow with purpose and make a lasting impact on Bartow County.

mission

Fueling business.

Equipping leaders.

Strengthening community.

vision

To cultivate a thriving business community united in growth, prosperity, and shared success.





brand positioning statement

For local businesses and organizations seeking growth, guidance, and connection, the Cartersville-Bartow County Chamber of Commerce is the premier business organization that delivers trusted leadership, collaborative networks, and impactful resources. We believe every business — regardless of size — contributes to the prosperity of our community and therefore deserves access to opportunity, support, and a seat at the table.

CORE messaging PILLARS



business growth

Helping businesses start, scale, and succeed.

Example: “Whether you’re launching a new idea or expanding operations, we connect you with the tools, resources, and relationships to grow.”



leadership development

Equipping leaders to shape our future.

Example: “We invest in the people shaping Bartow County’s future, from mentorship programs to hands-on training.”



meaningful connections

Creating opportunities that spark collaboration.

Example: “Through events, councils, and introductions, we help you plug into the right networks to grow your impact.”



community prosperity

Building a stronger Bartow County together.

Example: “When businesses thrive, the entire community benefits — from job creation to a stronger quality of life.”

values

collaboration

Relationships • Communication • Connectivity

development

Business Development • Professional Growth • Visionary Thinking

excellence

Accountability • Diligence • Impact