

**Maritime Association of South Carolina**  
**2020 Multi-year Strategic Plan Overview**

- **Mission Statement**

The Maritime Association of South Carolina (MASC) is a member-based trade association which connects the maritime industry and entities who support maritime commerce. The MASC serves as a platform for information dissemination, collaboration and partnership within its membership. The MASC advocates for issues impacting the industry and serves to advance, promote and protect the interests of the maritime community across South Carolina.

- **Values**

- Every member is vital in making maritime trade successful
- Every member has a voice/value and deserves to be heard
- Members support other members; when our members succeed, MASC succeeds.
- Transparency
- Collaborate to leverage resources to work smarter, not harder

- **Goals/Objectives:**

- a. Generate enough revenue on member services so MASC is self-sustaining versus reliant on membership dues or sponsorships (Finance, Membership, Business Development, Events, Committees)
- b. Provide such value that membership is a sound investment and renewal is a given (Membership, Business Development, Events Committees)
- c. Ensure overall impact from MASC member organizations is common knowledge by citizens throughout the state and region (Business Development, Events Committees)
- d. Increase MASC's stock and so desirable/distinguished non-members naturally want to join (Membership, Business Development, Events Committees)
- e. Assure solid future of MASC and its members (Membership, Workforce Development, Business Development Committees)