

Community Events and Your Community Development Partners

You have an idea for a community event or festival? That's great! The Community Development Partners are here to help!

The Community Development Partners consist of the *Alpena Area Chamber of Commerce*, *Alpena Area Convention and Visitor's Bureau*, and the *Alpena Downtown Development Authority*. The Partners have developed this easy to understand resource that outlines what services the Partners have available for community events/projects, and how to contact the Partners to get started with your event.

Collectively

- The Partners will schedule a team face to face meeting to assist in planning. The Partners are not the planning committee, but instead can assist in answering questions and providing direction.
- The Partners will assist in idea generation and brainstorming creative ideas to add to the value and success of the event.
- The event will be added to the Community Calendar and Experience Alpena app once submitted properly to the appropriate staff.
- Partners can act as liaisons between event organizers and multiple other entities.
- The Partners can consider letters of support for grant opportunities.
- The Partners can consider speaking at your event, if appropriate.

Alpena Area Chamber of Commerce

(989.354.4181, info@alpenachamber.com)

- If the organization is a member of the Chamber of Commerce, the event/organization will receive all benefits of membership including volunteer recruitment and marketing opportunities
- When appropriate, communication to all members regarding their participation (not to ask for donations or sponsorships)
- When appropriate, industry specific communication to members (not to ask for donations or sponsorships)
- Assistance with contact lists (filtered appropriately)
- Flyer display in the lobby of the Chamber

Alpena Area Convention and Visitor's Bureau

(989.354.4181, mstutzman@alpenacvb.com)

- Assistance with delivery of marketing messages via established CVB channels; website events calendar, Facebook page, media outreach
- Event sponsorship support when appropriate
- Assistance with logistics
- Assist with gaining approval for use of public and private spaces from the appropriate entities

- Speaking engagements; community welcome, etc.
- Can work with groups to generate ideas for broader/narrower appeal, as pertaining to Northeast Michigan

Alpena Downtown Development Authority
(989.356.6422, lessleed@alpena.mi.us)

- Mass communication options to the entire DDA, can be targeted type of recipient; examples include newsletter, emails, radio public service announcements, access to database (through the DDA)
- Welcome bags to help event participants feel welcome
- Assistance with logistics, including navigating and working with the City of Alpena
- Assist with approval for use of public spaces
- Marketing and event partnership(s) for those aligned with DDA Mission
- Can work with group to generate ideas for broader/narrower appeal, as pertains to DDA



By serving it's members, the Alpena Area Chamber of Commerce actively champions economic development and the advancement of the community's quality of life.



To correct and prevent deterioration in the established DDA district; to encourage historic preservation; to acquire and dispose of interests in real and personal property; to create and implement development plans in the district; and to promote the economic growth of the district.



Convention & Visitors Bureau The mission of the Alpena Area Convention and Visitors Bureau is to market the Alpena area outside of Northeast Michigan and provide information services, resulting in overnight visitors to the area.