



2019 Strategic Plan

The Process

The Chamber Board of Directors met in December of 2018 to strategize a plan of work and focus areas for 2019. They began with an evaluation of 2018, and then worked through the five pillars of the Chamber's work, seeking ways to strengthen the pillars and provide more value. The pillars are: **Advocacy, Education, Savings, Exposure, and Economic Development.** The staff then took the information from the planning session and created a proposed plan of work for 2019 that they knew would be feasible given the availability of resources.

The Tools

The Board used the following resources to assist in their discussion and decisions: event data compilation, 2018 strategic plan evaluation, staff recommendations, 2019 approved budget and a membership survey on leadership.

The Plan

The 2019 plan is to focus on strengthening the pillars of work in which the Chamber engages, with a heavier focus on **Advocacy, Economic Development and Education.** Continue reading for details of the plan for each pillar. Note that the activities listed are to strengthen the pillar and are in addition to the activities already taking place for that pillar of work. Activities the Chamber is already engaged in for each pillar will continue, with a sampling of 2018 activities listed under the first bullet of each pillar.

Advocacy:

- *2018: Government Relations Committee, Northern Michigan Chamber Alliance, Roundtables, Misc. events, GMDA All About Government, GMA with Business Leaders for Michigan*
- Increase roundtable/panel discussions, include discussions with local level government representatives in addition to the State and Federal levels we currently engage with.
- Incorporate more information into the GMA/GMDA programs on government and how it relates to business.

Education:

- *2018: Programs (USDARD, Restaurant Training, Truth Tour, USDA Seminar), Leadership Development (Leadercast, Leadercast Women, ENotes articles, survey), Partner on Programs (MIOSHA Seminar, Mental Health First Aid seminar), Travel program (Italy 2019), Guest speakers (Roger Wood), GMA/GMDA Series, Annual Economic Development meeting*
- Offer education on: customer service, conflict resolution, sales, timely legislative topics, team building, other topics as determined through membership input.

- Add supplemental opportunities to the Leadercast events (possibly using the topics listed above).
- Explore partnerships as appropriate.
- Include networking time during events that we host.

Savings:

- *2018: Accident Fund, Transcend, Auto-Owners, Member to Member, Travel Program, Shredder Day, Discounts on Educational Events, CardConnect, Constant Contact, Meeting Space*
- Continue to promote savings programs that currently exist.
- Explore new savings programs as they are presented.

Exposure:

- *2018: Marketing Opportunities, Sponsorships, Involvement, Member ENotes, Ribbon Cuttings, Open House Assistance, New Member Breakfast, Volunteer Recognition, Young and Successful Series*
- Continue to promote exposure opportunities that currently exist.
- Promote specific programs and opportunities to select members as we understand better what individual member needs are.

Economic Development:

- *2018: Work of the Economic Development Team, Educational Attainment/Workforce Development efforts, Invite youth to attend various programs, Young and Successful video series, Participate in: Alpena Talent Alliance, Advisory committee of Alpena Community College business department, Airport committee, Senior Center Advisory Committee, Alpena High School Marketing Advisory Committee, Lafarge Community Advisory Committee*
- Create a value statement of what economic development means to the business community.
- Explore partnership with the Alpena High School parent information meetings.
- Expand the Young and Successful video series, making sure to include young and successful individuals in the trades, and explore other ways to share the videos with the general public.

Other Activities:

- *2018: Fireworks fundraising, Christmas Parade, Information Center*
- Seek to better understand the fireworks and the event's impact on local businesses.
- Follow up on a conversation had with an interested party to host the Christmas parade.