



# 2018 Annual Report

2018 certainly added value to the services we provide for our membership. The majority of value added was work done in the advocacy and economic development pillars of what we do. When looking at our 2018 strategic goals, we did well meeting, and in some cases, exceeding the work planned for 2018. There were a few areas in which we fell a bit short of our goals, but in each of those areas, we were able to identify the reasons we fell short, the value we did achieve, and what we can do to move that goal forward. We are very pleased with the work accomplished, but are ready to add even more value in 2019. We again have an aggressive strategic plan that will have a significant positive impact on our business community.



## 2018 snapshot

- Introduced a Young and Successful in Alpena, MI video series
- Continued career readiness work with AHS
- One more welcome sign was installed
- Rolled out an updated website
- Experienced Success with: Leadercast, Leadercast Women, Grub Crawl, Annual Dinner, Shredder Day, GMA/GMDA Series
- Were awarded the Michigan Works! One Stop Operator Contract once again to evaluate the services of Michigan Works!
- Added, "Serving all of Northeast Michigan" as a tagline to the Chamber logo
- Economic Development:
  - sold three lots of development in Commerce Park
  - met with dozens of developers on as many projects – working to make the projects a reality
  - assisted local businesses with long-term strategy, business expansions, and relocation options
  - prepared and shared dozens of site packages – working to assure these projects continue to progress
  - earned the Redevelopment Readiness Communities certification (with the City)
- Northern Michigan Chamber Alliance:
  - earned key votes to pass and amend the earned sick time act and minimum wage proposals
  - helped kill SB 363 that would have raised road salt prices and lead to a decrease in Northern Michigan jobs
  - submitted public comment that led to changes in QAP
  - stopped a bill that would have limited options for delivering high speed internet to our communities
  - rolled out a new website
  - increased communication with membership

## 2018 numbers

- 3 military support events
- 5 legislative events
- 8 GMA/GMDA events
- 9 career readiness days at AHS
- 12 videos for the Young and Successful Series
- 18 ribbon cuttings
- 33 new members
- 38 events
- 532 total GMA/GMDA attendees
- 636 attendees at annual dinner
- 1377 volunteer hours
- 10,634 lbs. shredded on shredder day

NORTHERN MICHIGAN CHAMBER

## ALLIANCE

ALPENA • BENZIE • CADILLAC • CHARLEVOIX • GAYLORD  
PETOSKEY • TRAVERSE CITY • MANISTEE • MARQUETTE



## ECONOMIC DEVELOPMENT

