

What does the Alpena Area Chamber of Commerce do?

Although chambers of commerce have a similar goal of serving as a voice and force that supports the local business environment, no two chambers are the same.

DIFFERENT BENEFITS, DIFFERENT RESOURCES, DIFFERENT OPPORTUNITIES

The work of the Alpena Area Chamber of Commerce:

⇒ Provides **EDUCATION** for its members

The Chamber hosts timely events, shares articles, and provides other resources to help keep members educated on topics that impact them. Topics may include, but are not limited to, human resource concerns, leadership development, workplace safety, and more. Hosting programs and providing resources locally helps members save money and time.

⇒ Grows the community through **ECONOMIC DEVELOPMENT** efforts

Supporting economic development efforts has been cited in a membership survey as the number one reason members join and remain members. The economic development team works on business recruitment, retention and growth, property development, gap financing, start-ups, and more. We also work to grow workforce readiness and educational attainment.

⇒ Promotes **business friendly policy** through **ADVOCACY** work

We are a business voice in primarily local and state government affairs. Speaking on, and influencing, issues that impact our members.

⇒ Offers **EXPOSURE** opportunities for its members and the community

The Chamber offers resources that make members more visible. Members are included in the digital directory, they reach a greater audience with Enotes, newsletters, social media posts, referrals, ribbon cuttings, and other opportunities. We make connections between businesses for their benefit and benefit to the community. Opportunities to connect include Good Morning and Good Mid-Day Alpena events, Annual Dinner, and others, as well as our emails which keep members in the loop.

⇒ **SAVES** businesses money and time

Our weekly emails keep members current on what exists to help their business. Various savings programs are available to members so they can save on business expenses like insurance and credit card processing, as well as member to member savings. Attendees also save on attending local educational events instead of having to travel long distances.

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