

2019 Annual Report

2019 was another big year for us. With the addition of a new staff member in January, we were able to provide significantly more value for our members as well as increase our membership by the biggest number in more than 12 years. When we look to our strategic goals for 2019, we are proud of the work we achieved toward those goals. Highlights from 2019 are below. Looking ahead to 2020, we have another aggressive strategic plan with the focus again on advocacy, economic development, and education for our members. We will also be spending some time updating our tiers of investment so we can provide more value, and look to tighten up the economic development relationship we have with Target Alpena. If all goes as planned, 2020 will be another successful year.



Highlights

- Added a new position to our staff, Director of Membership, bringing our total number of staff to six.
- 2019 annual dinner once again set an attendance record. Even with a snow and ice storm, the event was well attended and a great success.
- Hosted and partnered on several educational opportunities for our members, each was well attended and received high marks on surveys.
- Added the highest number of new members we have seen in at least 13 years.
- In partnership with the Alpena Combat Readiness Training Center, we started a CRTC Community Council, a project that has been discussed for many years but not accomplished until 2019.
- Continued our work at Alpena High School regarding workforce development and grew our Young and Successful video series.
- The Northern Michigan Chamber Alliance made significant progress on their pillars of work, with draft legislation being developed in key areas of business need.

Economic Development Highlights

- ⇒ Assisted I2P with locating inside the prior Kmart Building, which included rezoning of the property.
- ⇒ Created relationships with several condominium developers and engineering companies from the Traverse City area.
- ⇒ Captured additional marketing value from the Redevelopment Ready Communities program for the former Alpena Power Company site.
- ⇒ Engaged the Michigan Economic Development Corporation and the Redevelopment Ready Communities real estate teams to create marketing and potential development plans for the former antiques mall.
- ⇒ Closed seven small business loans and sold two lots in Commerce Park.

The Numbers

(with a comparison to 2018)

- 85** new members (+52)
- 704** annual dinner reservations (+68)
- 505** GMA/GMDA attendees (-27)
- 41** overall events (+3)
- 9** GMA/GMDA events (+1)
- 3** military support events (no change)
- 7** legislative events (+1)
- 22** Young and Successful videos released (+10)
- 18** ribbon cuttings (no change)
- 1,405** volunteer hours (+28)
- 15,336** lbs. paper shredded on shredder day (+4,702)