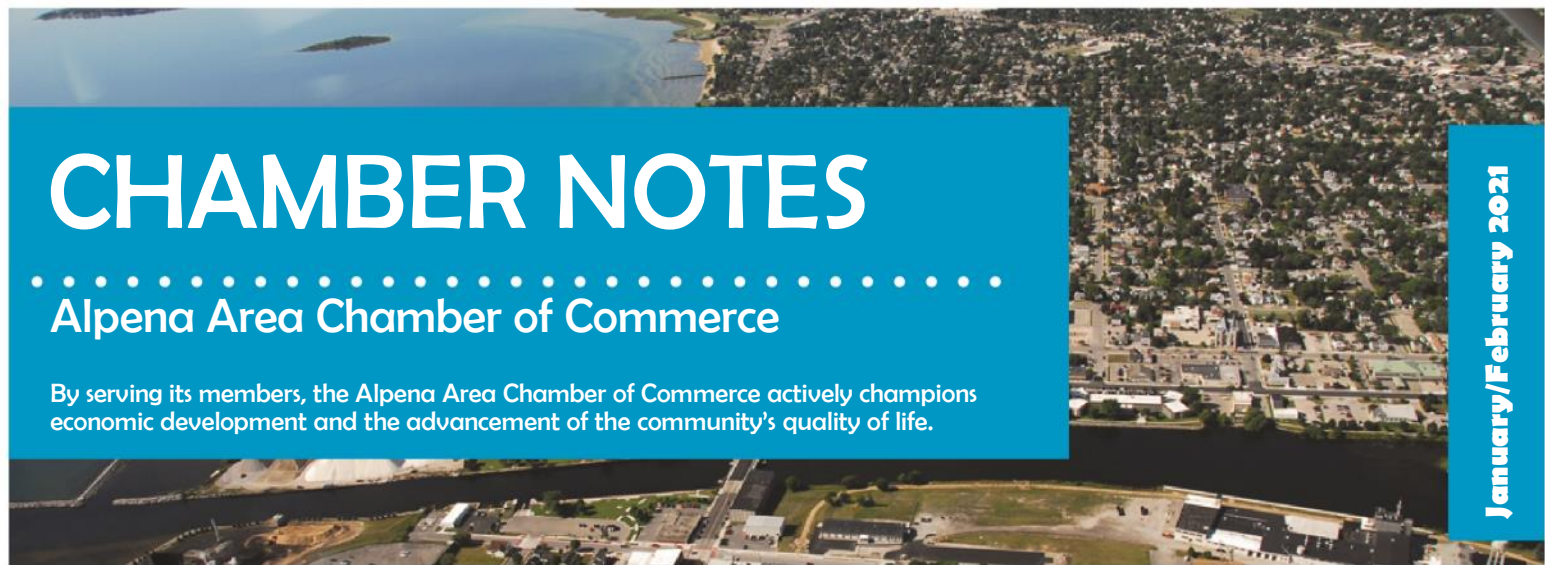




Serving all of Northeast Michigan

235 West Chisholm Street
Alpena, MI 49707
989.354.4181
www.alpenachamber.com



CHAMBER NOTES

Alpena Area Chamber of Commerce

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

January/February 2021

2021 - Happy New Year for the Chamber Staff!

We at the Chamber like so many others are happy to be putting 2020 behind us. Somehow, the words “global pandemic” did not appear in our strategic plan last year and we doubt anyone was prepared for how last year went.

Despite the limitations on many live events, thanks to the generosity and assistance from our members we were able to hold not only the 4th of July Fireworks, and a Holiday Parade. We were able to hold many educational events virtually including a fall leadership series. We assisted with a grant program to distribute small business assistance funds to the tune of \$3.5 million for our region, and \$1 million for Alpena County. Beyond that we were able to help assist our members with other relief funding programs by getting them the most current information and connecting our members with those that could bring even more assistance.

Despite our current restrictions and an unknown timeline for returning to normal, there is plenty of reason for optimism in 2021. One piece of good news is a new round of small business assistance is in the process of being rolled out. Much like last year, Chamber staff will assist the State in getting those funds out quickly and ensure that relief dollars reach our local businesses (we will be sending out further details in enotes and keep an eye on alpenachamber.com for additional information). In addition, most people are receiving a federal stimulus check as well, and as always, the Chamber is asking those that have the ability, to spend these funds locally! The health department has been updating us on the status of the vaccine rollout and indicated that first responders and many health care workers have begun the vaccination process, with educators and senior care facilities coming soon.

Here at the Chamber, we are looking forward to holding our Annual Dinner and Grub Crawl although perhaps later in the year than usual. We anticipate a very busy summer/fall as soon as group gatherings are feasible, not only with the Chamber but many other valued community groups going all in to make these events as special as possible.

Chamber Staff is looking forward to everything we can accomplish in 2021. As usual we appreciate your continued membership to help us to continue to benefit and empower our members and continue to build up this community. We will continue to work for your benefit to add value to your membership through economic development, educational opportunities, exposure, advocacy and savings.

Thanks again for your continued membership and lets all look forward to an awesome 2021!

CHAMBER CALENDAR OF EVENTS

January 2021
7 - Government Relations Committee meeting
12 - Economic Development Board meeting

February 2021
3 - Ambassador meeting
4 - Government Relations Committee meeting
23 - Chamber Board meeting

For ribbon cuttings and event details, contact the Chamber at 989.354.4181 or visit www.alpenachamber.com.

2021 CHAMBER BOARD OF DIRECTORS

Chairperson: Diane Shields - MidMichigan Health; Vice Chairperson: Tom Berriman - Alpena Public Schools/Alpena High School; Past Chairperson: Eileen Budnick - mBank; Secretary/Treasurer:

Directors: Julie Allen - Holiday Inn Express; Nick Brege - Alpena Community College; Gretchen Kirschner - Builders First Source; Janis Sahr - Thunder Bay Winery/Regalo Luxury Gifts; Anna Soik - City of Alpena; Adam Szydlowski - Besser Company; Travis Weide - Lafarge

WELCOME NEW MEMBERS

As we continue to grow in membership we are able to accomplish more. We appreciate all of our members, both new and returning.

Law Offices of Daniel J. Harris, PC
444 W. Baldwin Street
Alpena, MI 49707
989.358.2100

Annual Dinner - "Joining Together for a Brighter Future"

March 25, 2021

Strategic Plan Update

Advocacy

Staff continues to work with the Northern Michigan Chamber Alliance. In addition, the Governor has recently opened up an office for the northern lower portion of the state. The assigned liaison is Haley Hildebrand. This is a new office located in Traverse City. Hopefully this will enable additional communication between our area of the State and the executive office. President & CEO Adam Poll was also invited to participate in the Lafarge Community Advisory Council which took place recently. The group discussed Lafarge's continued environmental efforts as well as diversity in the work place.

Education

Adam recently attended (virtually) his first Career and Technical Education meeting. This program partners various groups with APS students and they have asked that the Chamber help them connect our membership with APS depending on the topic they are covering. Similarly, he is working with Jamie Kurowski in the Career Navigators group helping her get contacts for various subjects as well.

In addition to this, the Chamber held a digital leadership series. The series consisted of three morning sessions. Because of the format, numbers were restricted but the event was well attended.

We also continue to keep the website updated as well with the most up to date information regarding COVID protocols and educational materials.

Exposure

Recently staff was able to hold a variation of the annual holiday parade with the help of the Alpena County Fairgrounds. It was delayed to adjust for a drive thru format, but working with County Commissioners and Fairground staff, we were able to organize the event in such a way that parade traffic did not cause as issues on the City streets. We had floats from WATZ, Huron Shores Fellowship Church, Player's Pub & Grub, Eagle Supply Co. Clark Construction and Northland Area Federal Credit Union housed Santa Claus on their float. We received nothing but positive feedback.

Economic Development

Our staff continues to work with developers on various economic development projects. We were able to write letters of support for several special use requests on US-23 South, and there is continued interest on the M-32 corridor. Staff continues to act as a connection point to make sure any potential development moves as smoothly as possible. We were also recently informed that we will be administering another round of grants through the MEDC.

Military Support

Due to COVID our December Community Council meeting did not take place. Col. Rossi, Sgt. Hatala, the Mayor and Adam will be meeting soon to put a plan together for the next meeting. We recently donated military support funding to cater a meal for base personnel on New Year's Eve. Their current mission has them housing several hundred troops prior to deployment and this would give the support staff a nice evening celebration.

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IN THE SPOTLIGHT

At Rosa's Lookout Inn they strive to provide you the best fine dining experience with a casual and romantic atmosphere. They offer a seasonally updated dinner menu, hand selected wine list, kid's menu, seasonal cocktails as well as a full bar, take-out, special events, and more!

Their friendly staff is professionally trained in fine-dining etiquette, table-side wine bottle service and take pride in being knowledgeable about everything offered at Rosa's.

They offer a beautiful, Tuscan banquet room that accommodates up to 60 guests to provide you with a great space to host any event. From rehearsal dinners and wedding receptions to showers or birthday parties, they promise to make your event a memorable and joyful experience!

They are a full-service restaurant, open all year long for dinner only. Reservations are highly recommended for any party size as they book up quite often, but walk-ins are also welcome! Call during business hours to reserve a table, 989.471-2118 or message them on Facebook page to reserve a table prior to business hours!

Rosa's is located at 6808 U.S. 23 in Spruce. Find them online at www.rosaslookoutinn.com.

Clear Strategy was founded with the goal of assisting their clients in every aspect of their financial lives. They provide expertise in areas of Financial Planning, Investing, Insurance, Medicare, and more.

They've consistently provided the most personal service available, thus earning a reputation for excellence in the Financial Planning and Insurance industries. For each of their clients, they strive to help provide financial stability and facilitate financial independence.

Their staff consists of experienced professionals who use a "hands on" approach to financial guidance. Not only will you find their team members knowledgeable, but you will also discover that they truly care about making your dreams a reality. As your Financial Professionals, they will do everything in their power to keep you focused on where you want to go, advise you on how to get there, and continually remind you of the importance of maintaining a disciplined approach to realizing your dreams.

Now is the best time to get started on your financial New Year's Resolutions. Acting on them this year may benefit you and those you love for years to come.

Clear Strategy is located in Alpena at 1223 S State Ave, Alpena. You can reach them at 989.358.8000 or online at www.myclarstrategy.com

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