

2012/2013/2014 Plan of Action

Continue with the positive forward movement of the following:

- **Government Affairs:** Through both the local Government Affairs committee and the partnership with the Northern Michigan Regional Chamber Alliance, the Alpena Area Chamber of Commerce will promote a positive climate for conducting business in Northeast Michigan. The Chamber of Commerce will work toward better utilization and development of candidate questionnaires to help recruit and secure business-friendly candidates.
- **Economic Development:** The Alpena Area Chamber of Commerce will continue to develop the relationship with the economic development organization. We will continue to move forward with the development of initiatives to grow from within. The Alpena Area Chamber of Commerce will, by the end of 2012, have successfully finalized all administrative components of the new relationship. We will develop and begin implementation of a plan for integrating economic development communication into our own communication/marketing plan. Full implementation will be complete by mid-2013.
- **Membership Development:** The Alpena Area Chamber of Commerce will continue to develop our membership base. We will, by the end of 2012, have 65% of members into the new tier structure and have 100% of members in the new tiers by the end of 2014. We will continue to evaluate our programs and will strive to improve all programs. We will specifically concentrate on the Fourth of July parade over the next several years to improve it and then transfer “ownership” to another organization by the end of 2014. We will also focus on strengthening our relationship with the MEDC and the SBTDC.
- **General membership programs:** The Alpena Area Chamber of Commerce will continue to offer high-quality programs of education, information and networking for members. We will continue to further develop the specific goals from 2011: Advising and Evaluating, Self-Esteem Campaign, and Selling Outside the Region.
- **Capital Improvements:** The Alpena Area Chamber of Commerce will continue to move forward on our capital improvements plan. In 2012, we will develop a Phase II plan and it will be implemented by the end of 2013. The whole project should be complete by the end of 2015.
- **Board Development:** The Alpena Area Chamber of Commerce will strive to better educate the Board on all aspects of the Chamber. Specifically, by the end of 2012, the Board will have a much better understanding of the Northern Michigan Regional Chamber Alliance.
- **Marketing/Communications:** The Alpena Area Chamber of Commerce will continue to market our programs/benefits, but will create a bigger picture marketing plan. We will focus more on business development and how each of our programs can help a business with development/growth. We will focus on collecting testimonials after each event and sharing the testimonials in an effective way. We will also include a regional focus/aspect in our programs as we strive to become a more regional chamber for NE Michigan.