

MOBILE AREA CHAMBER OF COMMERCE 2011 PLAN OF ACTION SUMMARY

Annual objectives addressing our four Strategic Plan goals:

JOBS

Retain, expand and recruit businesses, investment and jobs in the Mobile area.

ADVOCACY

Create an environment that promotes business and community growth.

VALUE

Provide value, services, opportunities and recognition for our members.

EXCELLENCE

Operate the Chamber with excellence, innovation and efficiency.



ECONOMIC DEVELOPMENT

Aggressively market the Mobile region for business locations and expansions. Marketing activity is based on community strengths, unique strategic advantages and governed by community quality of life objectives to support the five year Partner's for Growth goal of creating an average of 750 new jobs per year. (Jobs)

Serve as the primary contact for statewide developers, consultants and prospects inquiring about the Mobile area for economic development. Proactively market Mobile with a prepared and professional approach to project influencing organizations and potential investors to diversify and strengthen the local economy. (Jobs)

Provide business support to specific existing business sectors in the Mobile area for the purpose of identifying expansion opportunities and related projects to create/retain jobs. (Jobs)

Continue to staff and deliver economic development services for the Washington County Economic Development Initiative. (Jobs/Advocacy)

Support, where appropriate, the development and improvement of the Mobile area's infrastructure (utilities, surface and air transportation) to make the community more attractive to potential investors and create a better business climate for existing businesses. (Infrastructure)

Provide staff support and expertise to the Industrial Development Board (IDB), the Industrial Development Authority (IDA) and the Industrial Park Board (IPB). (Value)

Involve Chamber volunteer leadership, City and County elected leadership and local agency allies in current Plan of Action implementation, as well as long-term economic development planning and funding. (Advocacy/Value)

Systematically generate, collect, organize, provide and publish information to support economic development activities that service our members' needs. (Value)

Manage and market the Mobile Commerce Park. (Jobs)

Further develop the Mobile region as a center for international trade and transportation, enhancing the foreign sales of area products and services and assisting in Mobile's emergence as a hub for international commerce. (Jobs)

Improve Mobile's ability to respond to workforce needs. (Jobs/Advocacy)

Manage and support the activities of the Bay Area Healthcare Coalition. (Jobs/Advocacy)

Support Economic Development with workforce development resources as needed for manufacturing and other area business and industry. (Jobs/Advocacy)

Continue supporting the Hispanic American Business Association of the Gulf Coast. (Advocacy)

SMALL BUSINESS DEVELOPMENT



Market and provide technical assistance to area small businesses to help stimulate their development and foster job creation. (Jobs)

Provide business assistance to minority-owned businesses and encourage their participation in all Chamber activities. (Jobs)

Coordinate task force activities of select programs, products and services benefiting small businesses. (Value)

Create a system to share local funding sources with interested businesses. (Value/Advocacy)

Provide continuing education, training and business development opportunities for small businesses. (Jobs/Value)

Serve as an advocate on issues of concern to the small business community. (Advocacy)

Facilitate assistance provided by other small business resources in the Mobile/Baldwin area. (Advocacy)



COMMUNITY AND GOVERNMENTAL AFFAIRS

Develop and obtain passage of the 2011 Mobile Area Chamber of Commerce Community Legislative Agenda. (Advocacy)

Recognize and promote importance of transportation infrastructure to continuing business growth. (Advocacy)

Promote a local business-friendly political and legislative climate that encourages economic growth, is responsive to business needs and supportive of business success. (Advocacy)

Convene key groups and organizations to identify and work on vital community issues. (Advocacy)

Improve communication with the membership, elected officials and Chamber staff on key community issues. (Advocacy)

Sponsor the Leadership Exchange with a focus on workable solutions to regional and local issues. (Advocacy)

Encourage positive military and civilian relationships. (Value)



MEMBERSHIP

Exceed budgeted goals for dues and non-dues income to support Chamber operations. (Value)

Provide innovative programs and services that our members desire and value. (Value)

Ensure awesome customer service to improve member retention and development. (Value)

Coordinate the programs and activities of the diplomats to assist with membership retention and development. (Value)



COMMUNICATIONS

Provide a constant, proactive and interactive communications program to Mobile Area Chamber members to encourage and maintain an interest in the Chamber and support of our efforts. (Value)

Improve the Mobile Area Chamber's image in the minds of the public and make them better aware of who we are and our mission. (Value/Advocacy)

Improve dialogue with media outlets and promote Chamber activities and issues more heavily in the local media. (Value/Advocacy)

Promote the stability of the Mobile Area Chamber and its contributions to the community through a 175th Anniversary program. (Excellence/Value)

Assist the Economic Development Department with implementing the national marketing campaign. (Advocacy/Value)

Assist the Chamber president in developing the organization's next annual Plan of Action and Internal Handbook Guidelines. (Excellence)



FINANCE AND OPERATIONS

Develop and maintain all records, forms and reports relating to human resource management.
(Excellence)

Coordinate maintenance of the Chamber building, grounds, fixtures and equipment.
(Excellence/Value)

Enhance Chamber and Foundation operations through improvement of processes and procedures. (Excellence)

Manage Crisis Response. (Excellence)