

# Mobile Area Chamber of Commerce 2009 Plan of Action Summary

Through a series of evaluations, retreats, and staff and volunteer meetings, the Mobile Area Chamber annually sets a plan of action for the coming year. The following is a department summary and outlines where the Chamber will focus its efforts in 2009.

## ECONOMIC DEVELOPMENT

- ❖ Aggressively market the Mobile region for business locations and expansions. Marketing activity is based on community strengths and the recognition of community quality of life objectives to support the Partner's for Growth goal of creating 750 new jobs per year.
- ❖ Staff and deliver economic development services for the Washington County Economic Development Initiative.
- ❖ Participate in the development and improvement of the Mobile area's infrastructure to make the community more attractive to potential investors and create a better business climate for existing businesses.
- ❖ Provide staff support and expertise to the City of Mobile's Industrial Development Board (IDB) and Industrial Development Authority of Mobile County (IDA).
- ❖ Maintain a high level of direct involvement by 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. Seek continued performance contract revenue sources. Provide "value added" programs/information for Partners for Growth investors and Chamber members.
- ❖ Systematically generate, collect, organize, provide and publish information to support economic development activities that service our members' needs.
- ❖ Manage and market the Mobile Commerce Park.
- ❖ 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 transportation.
- ❖ Improve Mobile's ability to respond to workforce needs.

- ❖ Manage and support the activities of the Bay Area Healthcare Coalition.

- ❖ Continue development of the Maritime Industry Workforce Coalition.

- ❖ In conjunction with the Southwest Alabama Workforce Development Council - Region 9 (SAWDC), continue to facilitate strategic partnerships to pursue funding opportunities for workforce development initiatives through the Department of Labor, Employment & Training Administration and other applicable state agencies.

- ❖ Continue to assist in the planning and development of a new technical training center in Mobile.

- ❖ Support Economic Development with workforce development partnerships as needed for manufacturing and other area business and industry. Promote workforce development by partnering with other Chamber departments and divisions.

## SMALL BUSINESS DEVELOPMENT

- ❖ Market and provide technical assistance to area small businesses to help stimulate their development and foster job creation.

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

- ❖ Coordinate taskforce implementation of select programs, products and services benefiting small businesses.

- ❖ Create a system to share local funding sources with interested businesses.

- ❖ Provide continuing education, training and business development opportunities for small businesses.

- ❖ Serve as an advocate on issues of concern to the small business community.

- ❖ Facilitate assistance provided by other small business resources in the Mobile/Baldwin area.

## COMMUNITY AND GOVERNMENTAL AFFAIRS

- ❖ Develop and obtain passage of the 2009 Mobile Area Chamber of Commerce Community Legislative Agenda.

- ❖ Recognize and promote importance of transportation infrastructure to continuing business growth.

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

- ❖ Convene key groups and organizations to identify and work on vital community issues.

- ❖ Improve communication with the membership, elected officials and Chamber staff on key community issues.

- ❖ Sponsor the Leadership Trip with a focus on workable solutions to regional and local issues.

- ❖ Encourage positive military and civilian relationships.

- ❖ Leverage involvement in the Gulf Coast Regional Chamber Coalition (GCRCC) to obtain federal support for key regional needs.

## MEMBERSHIP

- ❖ Exceed budgeted goals for dues and non-dues income to support Chamber operations.

- ❖ Provide innovative programs and services that our members desire and value.

- ❖ Ensure superior customer service to improve member retention and development.

- ❖ Coordinate the programs and activities of the diplomats to assist with membership retention and development.

## 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.

- ❖ Improve the Mobile Area Chamber's image in the minds of the general public and make them better aware of who we are and our mission.

- ❖ Improve dialogue with media outlets and promote Chamber activities and issues more heavily in the local media.

- ❖ Assist the economic development department with implementing the national marketing campaign.

- ❖ Enable Chamber staff to perform their jobs as efficiently and effectively as possible by providing access to a variety of electronic media and services, including computers, networks, electronic mail, telephones, fax machines, printers, PDAs and the Internet.

- ❖ Assist the Chamber president in developing the organization's Plan of Action and Internal Handbook Guidelines.

## FINANCE AND OPERATIONS

- ❖ Provide and maintain financial control and related services.

- ❖ Develop and maintain all records, forms and reports relating to human resource management.

- ❖ Coordinate maintenance of the Chamber building, grounds, fixtures and equipment.

- ❖ Enhance Chamber and Chamber Foundation operations through improvement of processes and procedures.