

2014 Plan of Action Summary

Each year the Mobile Area Chamber staff devises a Plan of Action, a list of tactics to achieve the goals in our strategic plan. We are an organization working as a progressive advocate for business to promote the Mobile area's economic well-being. We accomplish this by retaining, expanding and recruiting businesses,

investment and jobs; creating an environment promoting business and community growth; providing value, services, opportunities and recognition for our members; and operating with excellence, innovation and efficiency.

Below is a summary of our 2014 Plan of Action.

Communications & Marketing

- 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. *(Supports strategic goal - 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. *(Supports strategic goal - Advocacy)*
- Promote the Chamber and the Mobile area via the Chamber's websites, electronic publications and social media outlets. *(Supports strategic goal - Advocacy)*
- Improve dialogue with media outlets and promote Chamber activities and issues more heavily in the local media. *(Supports strategic goal - Advocacy)*
- Assist the Economic Development Department with implementing the national marketing campaign. *(Supports strategic goal - Advocacy)*

Community and Governmental Affairs

- Develop and obtain passage of the 2014 Mobile Area Chamber of Commerce Community Legislative Agenda. *(Supports strategic goal - Advocacy)*
 - Recognize and promote importance of transportation infrastructure to continuing business growth. *(Supports strategic goal - Advocacy)*
- Watch the Chamber's annual report video shown at the Jan. 28 event at www.youtube.com/mobilechamber
- Promote a local business-friendly political and legislative climate that encourages economic growth, is responsive to business needs and supportive of business success. *(Supports strategic goal - Advocacy)*
 - Convene key groups and organizations to identify and work on vital community issues. *(Supports strategic goal - Advocacy)*
 - Improve communication with the membership, elected officials and Chamber staff on key community issues. *(Supports strategic goal - Advocacy)*
 - Implement the Leaders Exchange with a focus on workable solutions to regional and local issues. *(Supports strategic goal - Advocacy)*
 - Encourage positive military and civilian relationships. *(Supports strategic goal - Value)*

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 Partners for Growth goal of creating an average of 800 new jobs per year. *(Supports strategic goal - Jobs)*
- Continue to staff and deliver economic development services for the Washington County Economic Development Initiative. *(Supports strategic goal - 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. *(Supports strategic goal - Advocacy)*
- Provide staff support and expertise to the Industrial Development Board (IDB), the Industrial Development Authority (IDA) and the Industrial Park Board (IPB). *(Supports strategic goal - 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. *(Supports strategic goal - Value)*

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- Systematically generate, collect, organize, provide and publish information to support economic development activities that service our members' needs. *(Supports strategic goal - Value)*
- Manage and market the Mobile Commerce Park. *(Supports strategic goal - Value)*
- 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. *(Supports strategic goal - Advocacy)*
- Improve Mobile's ability to respond to workforce needs. *(Supports strategic goal - Jobs)*
- Manage and support the activities of the Bay Area Healthcare Coalition. *(Supports strategic goal - Value)*
- Support economic development with workforce development resources as needed for manufacturing and other area business and industry. *(Supports strategic goal - Jobs)*
- Promote workforce development by partnering with the economic development department and other Chamber departments and divisions. *(Supports strategic goal - Jobs)*
- Represent the Chamber in workforce development efforts in the community with partners such as Southwest

Alabama Workforce Development Council, Mobile Area Education Foundation, Mobile Works, Mobile County Public School System, Drug Education Council, Justice Department's workforce initiatives, South Alabama Literacy Alliance Leadership Team, training providers and community colleges and universities in the region. *(Supports strategic goal - Value)*

Finance and Operations

- Provide and maintain financial control and related services. *(Supports strategic goal - Excellence)*
- Develop and maintain all records, forms and reports relating to human resource management. *(Supports strategic goal - Excellence)*
- Coordinate maintenance of the Chamber building, grounds, fixtures and equipment. *(Supports strategic goal - Excellence)*
- Enhance Chamber and Foundation operations through improvement of processes and procedures. *(Supports strategic goal - Excellence)*
- Continue to Enhance the Chamber's Information Technology assets. *(Supports strategic goal - Excellence)*

Membership

- Exceed budgeted goals for dues and non-dues income to support Chamber operations. *(Supports strategic goal - Value)*
- Provide innovative programs and services that our members desire and value. *(Supports strategic goal - Value)*

- Ensure awesome customer service to improve member retention and development. *(Supports strategic goal - Value)*

Small Business Development

- Market and provide technical assistance to area small businesses to help stimulate development and foster job creation. *(Supports strategic goal - Jobs)*
- Provide business assistance to minority-owned businesses and encourage their participation in all Chamber activities. *(Supports strategic goal - Value)*
- Coordinate task force activities of selected programs, products and services benefiting small businesses. *(Supports strategic goal - Value)*
- Create a system to share local funding sources with interested businesses. *(Supports strategic goal - Jobs)*
- Provide continuing education, training and business development opportunities for small businesses. *(Supports strategic goal - Value)*
- Serve as an advocate on issues of concern to the small business community. *(Supports strategic goal - Advocacy)*
- Facilitate assistance provided by other small business resources in the Mobile/Baldwin area. *(Supports strategic goal - Advocacy)*