



MOBILE AREA
CHAMBER OF COMMERCE

2015 Plan of Action

Annual objectives addressing our four Strategic Plan goals:

Jobs

Recruit, expand and retain local jobs and capital investment.

Advocacy

Create an environment that focuses on business and community growth.

Value

Provide value, services, opportunities and recognition of Chamber members.

Excellence

Operate the Chamber with efficiency, excellence and innovation.

COMMUNICATIONS & MARKETING

Provide a constant, proactive and interactive communications program to Mobile Area Chamber members to encourage and maintain an interest in and support for the Chamber and 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 2015 Mobile Area Chamber of Commerce Community Legislative Agenda. (Support strategic goal-Advocacy).

Recognize and promote importance of transportation infrastructure to continuing business growth. (Support strategic goal-Advocacy)

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

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

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

Implement the Leaders Exchange with a focus on workable solutions to regional and local issues. (Support strategic goal-Advocacy)

Encourage positive military and civilian relationships. (Support strategic goal-Value)

ECONOMIC DEVELOPMENT

Aggressively market the Mobile region for business locations and expansions based on community strengths, unique strategic advantages and governed by community quality of life objectives. Support the five-year Partners for Growth goal of creating an average of 800 new jobs per year. (Supports Strategic goal- Jobs and Advocacy)

Continue to staff and deliver economic development services for the Washington County Economic Development Initiative (WCedi). (Supports Strategic goal – Jobs)

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 – Jobs and 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 – Jobs and Value)

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 (Supports Strategic goal – Jobs and Advocacy)

Improve Mobile's ability to respond to workforce needs. (Supports Strategic goal – Jobs)

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 their 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 – Jobs and Value)

Coordinate task force activities of select 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)