

2021 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.

Each year the Mobile Area Chamber staff writes its Plan of Action, a list of tactics to achieve the goals of the Chamber's strategic plan, which covers the years 2021-2023. Below are each department's goals for 2021.

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)*
- Actively support the Chamber's policies and programs as it relates to Diversity, Equity and Inclusion. *(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 market. *(Supports strategic goal: Advocacy)*
- Assist the Economic Development Department on its national marketing and talent attraction efforts. *(Supports strategic goal: Jobs)*

Community & Governmental Affairs

- Develop and obtain passage of the Mobile Area Chamber of Commerce Community Legislative Agenda. *(Supports strategic goal: Advocacy)*
- Recognize and promote importance of transportation infrastructure to continued business growth. *(Supports 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 *(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: Advocacy)*

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 400 new jobs per year. *(Supports strategic goal: Jobs and Advocacy)*
- Proactively engage and support existing business sectors in the Mobile area for the purpose of retaining jobs and identifying expansion opportunities and related projects to create jobs. *(Supports strategic goals: Jobs, Value and 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, elected leadership, local allies and Partners for Growth investors 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 the needs of prospects, global consultants, existing industries, and members. *(Supports strategic goal: Value)*
- Enhance Mobile's global competitiveness and advance the creation of quality jobs and economic growth through international engagement. *(Supports strategic goal: Jobs and Advocacy)*
- Improve Mobile's ability to respond to workforce needs. *(Supports strategic goal: Jobs)*

Finance & 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)*
- Actively support the Chamber's policies and programs as it relates to DEI. *(Supports strategic goal: Advocacy)*
- Provide business assistance to minority-owned businesses and encourage their participation in all Chamber activities. *(Supports strategic goal: Jobs)*
- 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)*