

# Glen Lake Chamber of Commerce Strategic Plan, 2021-24

## **GREATEST THREATS THE BUSINESS COMMUNITY OF GLEN ARBOR FACES IN THE COMING YEARS**

- Losing small businesses/lack year-round businesses/shortage of retail for visitors
- Business property conversions to short-term-rentals, condos
- Lack diverse restaurants
- Little networking/outreach within business community
- Workforce, affordable housing shortage
- Stale way of thinking of events
- Zoning issue vis-à-vis overlay proposal and business impact
- Township stasis/ awkward relationship/restricts projects (e.g. parking stripping)

## **GREATEST OPPORTUNITIES FOR GA, AND THE CHAMBER, TO LEVERAGE IN OVERCOMING THREATS**

- Promote GA as place to have small business/ create momentum for year-round business / new residents sufficient to attract year-round business/ more shop-local events (like SHOPtober)
- Out-of-the-box event ideas
- Work with Arts Center on identifying as Arts Community
- Use A-frames as alternative messaging for pandemic, events
- Review/ understand Glen Arbor Master Plan / LOGA vs. healthy expansion
- Send Chamber rep to Township meetings/ invite Township rep to Chamber meetings
- Collaborate with Gateway Council on larger issues (workforce, affordable housing)

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## **THEREFORE, THE FOLLOWING ARE THE FOUR GOALS AND THE RELATED OBJECTIVES THE CHAMBER BOARD FRAMED FOR 2021-2024 TO GUIDE THE WORK OF THE ORGANIZATION**

### **GOAL #1: SPONSOR AND/OR SUPPORT COMMUNITY ACTIVITIES**

- Distinguish between non-Chamber events for which we provide website support and Chamber-sponsored events. Take credit where credit is due.
- Deploy community banners re: messages & events via A-frame signs? (need use policy here)
- Create a community character (e.g. display public art/ identify as Arts Community)
- Strip M22/Western Avenue & Lake Street annually to assure maximum parking and bike lanes

### **GOAL #2: SUPPORT MEMBERS**

- Distribute information pieces e.g. walking map, wayfinder signs, A frame message boards
- Continually improve the website, social media, features on member accomplishments/ successes
- Expand in person member-to-member communications.
- Member to member purchasing incentives/inducements (e.g. SHOPtober)

- Webinars/ Forums (online?) e.g.: Gateway Housing Initiative, COVID guidelines /recovery
- Walk around for summer kickoff

**GOAL #3: BRING BUSINESS TO THE COMMUNITY AND ENHANCE AWARENESS OF BUSINESSES**

- Better align with National Park Service and the Gateways Council
- Emphasize activities in community for guests e.g. GAAA, Town Park, new Laker Park, Heritage Trail, etc.
- Walk arounds, special sales events, etc.

**GOAL #4: RAISE FUNDS TO SUPPORT THE CHAMBER'S GOALS**

- Create additional fund raising events.
- Sell website advertising
- Review existing events to improve profit margins.