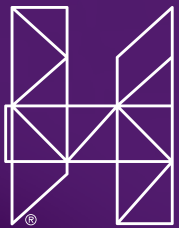




HUNTSVILLE REGIONAL ECONOMIC GROWTH INITIATIVE



BLUEPRINT FOR SUCCESS

HUNTSVILLE/MADISON COUNTY CHAMBER



Investor Benefits

Investing in the Huntsville Regional Economic Growth Initiative is investing in the robust future of Huntsville/Madison County. **Your Voice is Needed.**

IMPACT KEY ISSUES

- Provide valuable input and be a part of the solution on critical business issues facing our region
- Utilize Chamber senior staff as resources on business issues important to you

PEER-TO-PEER NETWORKING

- Strategic networking opportunities with your executive peers and significant senior-level community representatives
- “Investor Only” special briefings and presentations with subject matter experts on important issues to our region and business community
- Exclusive invitations to specially curated events

ENHANCED VISIBILITY

- Investor recognition in Chamber marketing materials, website and public relations efforts and at all Chamber events
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- Priority for Chamber Presenting Sponsorship opportunities
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INVESTOR CONCIERGE

- Dedicated Chamber staff to assist you with Presenting Sponsorships, community resources, event registration, company ribbon cuttings, groundbreaking ceremonies and other special arrangements
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Vision and strategy, coupled with effective implementation is what empowers our community ahead of our competition.

The Huntsville Region has never been content to leave our future to the will of others. We have a vision of what our future will be and are working strategically to realize that vision.

Many ask about the “secret to our success.” Well, one aspect of the “secret” is the resources provided to the Chamber through the **Huntsville Regional Economic Growth Initiative (HREGI)**. HREGI funds allow us to punch well above our weight class, making us a stronger, more visible force in the national competition for economic growth. The Initiative’s overarching vision is for our community to become a primary center of technology in the South and in the nation. HREGI is designed to position the area as one of the leading economic growth centers in the Southeast and the nation. HREGI investors contribute funds in addition to their membership dues and sponsorships – they understand a rising tide lifts all boats, and the Chamber is working to raise the water level for everyone.

HREGI funds strengthen us in a multitude of ways. They help the Chamber market Huntsville for continued progress – dispelling the myth that the high tech and leading edge activities that our citizens engage in every day can’t happen here. Our efforts in education, childcare, talent development, and workforce recruitment are all enhanced because of the resources provided by our HREGI Investors.

Join those who understand what is possible when we control of our future and strive to become the community believe is possible – become a HREGI Investor.

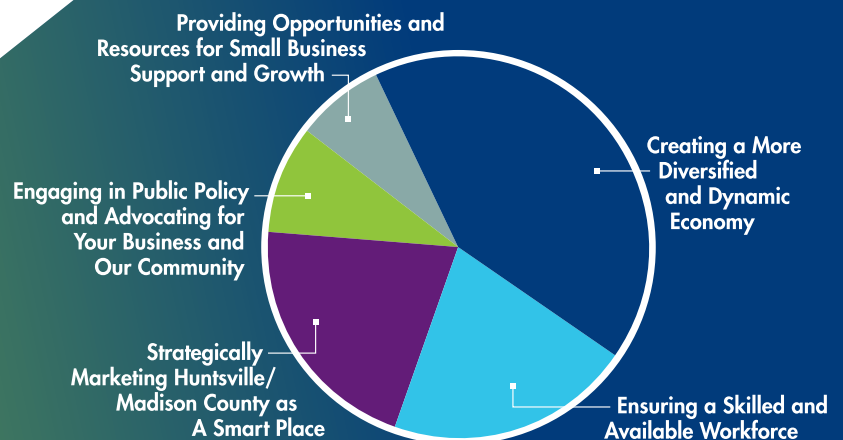
Investment Levels

Development Partner
Development Council
Chairman’s Council
President’s Circle
Leadership Forum
Executive Council
Chamber Trustee
Progress Partner
Progress Investor

HUNTSVILLE
MADISON COUNTY
CHAMBER



How Investment Dollars Are Spent:





Workforce & Education

OBJECTIVE

Partner with stakeholders to provide the talent that supports our economic growth.

TARGETS

- Track regional workforce requirements; engage business and industry in workforce development
- Ensure that students, parents, educators and career coaches understand regional career opportunities, relevant resources to explore them and pathways to pursue them
- Advocate for rigorous academic standards and assessments; communicate progress to the business community

TACTICS

- Support recruitment needs of existing, new, and expanding companies
- Facilitate alignment of education, workforce, and economic development systems to be more career driven
- Promote alignment of public and private resources to meet workforce requirements
- Enable diverse and flexible provider networks that meet the needs of employers
- Develop a dashboard of education metrics in collaboration with local school systems that reflects employer priorities
- Promote employee engagement to maintain and improve positive work environments
- Hold events to convene stakeholders, convey progress and identify challenges

MEASURES

- 85 percent positive feedback from new and expanding companies on effectiveness of recruitment support activities
- 85 percent positive feedback on employer surveys relative to workforce development activities
- Positive trend in alignment of post-secondary studies to occupation projections
- 75 percent employee engagement
- Positive indicators on K-12 and postsecondary dashboards
- Increase co-op/intern/training programs

It is critical that we get workforce right! Empowering students to make more informed choices will result in a better alignment between education attainment and employment.



Business Expansion & Targeted Recruitment

OBJECTIVE

Power the regional economy with sustainable growth in new and existing companies.

TARGETS

- Sustain and grow existing business and industry
- Recruit companies in our targeted industry sectors
- Balance growth between federal/commercial and service/goods production
- Recruit in industry sectors that complement our assets

TACTICS

- Conduct existing business/industry interviews as part of an integrated business retention and expansion program
- Actively market the community to consultants and companies in diverse venues using innovative communication methods
- Develop and implement a marketing plan to identify and attract complementary business and industry to our region

MEASURES

- Conduct a minimum of 160 existing industry visits annually
- Announce 500 primary jobs a year and \$300M in capital investment from companies new to the region
- Assist existing business and industry in the region to add an additional 500 jobs a year coupled with capital investments of \$200M
- Implement a balanced economic development strategy that maintains active prospects in all 5 target industries
- Build international awareness of the community and our capabilities at premier events such as the Paris Air Show, the Farnborough Air show and the National Space Symposium as well as new and/or emerging market venues

Diversity and balance within our region's economy are key to ensuring that we can weather the ebbs and flows of the business cycle.



Cummings Research Park

OBJECTIVE

Grow, diversify and strengthen the second largest science and technology Research Park in the U.S.

TARGETS

- Finalize and begin implementation of a new comprehensive master plan for CRP
- Establish a sense of community among employees in Cummings Research Park by creating unique programming and evolving communication platforms
- Promote CRP to sustain, grow and diversify the Park

TACTICS

- Coordinate partners to support and begin phased implementation of the CRP master plan
- Create new CRP website and branding materials
- Continue to grow social media platforms and proactively partner with the media for CRP stories
- Engage in an ongoing dialogue with CRP owners and site executives
- Actively pursue new companies and support growth of existing companies in the Park
- Establish relationships and market CRP at industry trade shows like BIO, I/ITSEC, and others

MEASURES

- Develop phased plan for CRP master plan implementation and the funding plan to support it
- Increase in the number of CRP prospects each year as well as announced companies/jobs
- Create new CRP events and activities to occur on a minimum of a monthly basis with an increase in attendance for each recurring event
- Launch new CRP website that will enable property searches/community events, news and include trackable analytics
- Update company list to accurately capture the number of companies and employees in CRP
- Develop and distribute new CRP branding materials
- Grow Facebook to 800 followers; grow Twitter to 1,400 followers
- Launch quarterly CEO coffee; create video updates for owners and site executives

CRP has been a vital part of the economic success of our region for more than 50 years. The Master Plan will position the park for success well into the future.



Redstone Arsenal, Public Policy, & Advocacy

OBJECTIVE

Pursue policies and legislation that ensure our Nation's position as a global leader in defense, space, national security; secure our community's role as a science and technology powerhouse.

TARGETS

- Pursue federal programs and opportunities to locate new and expanding activities to expand Redstone's roles and missions.
- Develop an aggressive agenda identifying key federal issues facing our region
- Prepare the Chamber and the Tennessee Valley to win in future rounds of BRAC

TACTICS

- Pursue opportunities to grow the federal presence at Redstone and in the Huntsville metro area
- Work with Redstone Arsenal to help position Redstone for potential growth as a result of future rounds of BRAC
- Work with business and elected leaders to identify critical issues
- Work with defense contractors to retain a greater percentage of federal contracted dollars flowing through Redstone Arsenal in the Huntsville metro area

MEASURES

- Capital investment on Redstone
- Employee headcount on Redstone
- Increase Federal defense and NASA contract dollars and work performed locally
- Federal contractor growth

It is ESSENTIAL that we remain both vigilant and proactive in advocating for Redstone and the VITAL missions that take place on the Federal campus.



Image

OBJECTIVE

Create a collaborative regional brand that solidly positions our region as an inviting place to operate or start a business, relocate a company, and recruit an outstanding workforce.

TARGETS

- Increase awareness and visibility of Chamber image with our targeted Economic Development (ED) markets, members, decision makers and other key influencers
- Evolve social media efforts on several platforms
- Expand and establish relationships with local, regional and national media

TACTICS

- Complete Chamber branding strategy
- Organize a small, diverse core regional branding team to craft a regional branding RFP
- Maximize our regional and global reach to all stakeholder groups through enhanced marketing and multi-tiered media channels, and develop new communication assets to strengthen awareness of our image
- Expand digital media products and social media efforts
- Pitch various economic development projects and innovations to earn continued local and national media attention

MEASURES

- Community branding campaign developed and implemented
- Track and report out metrics of digital content and social media content on a monthly basis
- Place two earned media national stories per year about Huntsville Metro

We must actively manage the image of our market – engaging in the conversation allows us to shape the perception of the region.



Small Business & Entrepreneurial Assistance

OBJECTIVE

Cultivate opportunities for small businesses in the region to grow and succeed.

TARGETS

- Develop and assist new start-up ventures
- Grow innovation through partnerships with technology spin off startups
- Assist small businesses by providing expert coaching and mentorship
- Nurture entrepreneurs with assistance and workshops

TACTICS

- Empower growth through a robust entrepreneurial Eco-System
- Engage the entrepreneurial and small business community in a collaborative effort to enhance services
- Develop business assistance web portal
- Create a business intake system-partnering with the SBDC
- Create technology to give direct web access to resources from partner agencies and organizations
- Create a multidimensional support initiative designed to provide assistance to small businesses
- Provide opportunities for networking and enhanced visibility

MEASURES

- Increase the number of counseling referrals to the SBDC by 10 percent
- Track and report small business expansion startups in the region
- Build a robust awareness of the entrepreneurial eco system in the region, by engaging all resource partners
- Conduct 100 surveys quarterly, to track the successes and challenges of small businesses

Growth of our small business and entrepreneurial sectors is key to the economic vitality of our region.

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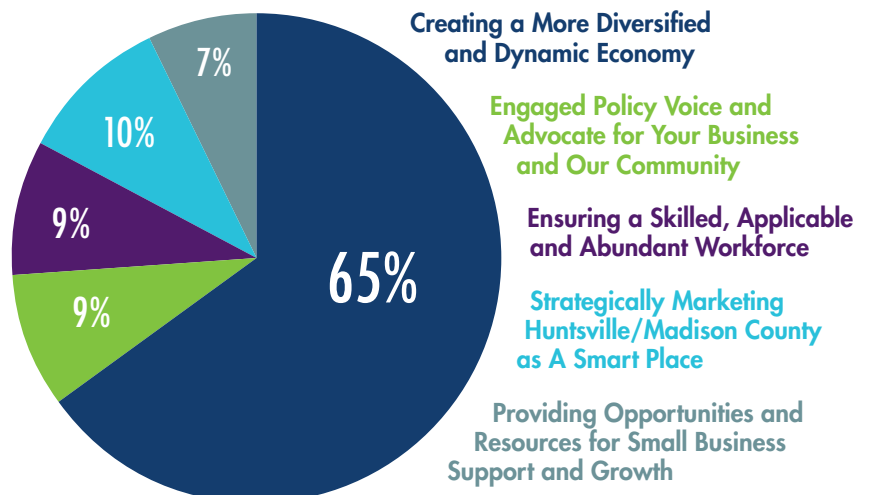
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How Your Investment Dollars Are Spent:

Annual Investment Level

- Development Partner: \$220,000+
- Development Council: \$125,000+
- Chairman’s Council: \$65,000+
- President’s Circle: \$50,000+
- Leadership Forum: \$25,000+
- Executive Council: \$15,000+
- Chamber Trustee: \$10,000+
- Progress Partner: \$5,000+
- Progress Investor: \$2,500+





**HUNTSVILLE
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