



Alameda Chamber &
Economic Alliance

STRATEGIC PLAN

GROWING TOGETHER

2024 - 2026

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Alameda
Chamber &
Economic
Alliance

President's Message



Madlen Saddik
President/CEO

I am delighted to share with you our new strategic plan. Under the guidance of renowned chamber development consultant Frank Kenny, the Alameda Chamber & Economic Alliance's staff and Board, we identified key areas of focus for the area that align with the Chamber's resources and sphere of influence. The result of that work is a strategic plan that outlines our primary activities during the next few years, and serves as a tool to evaluate those activities, assuring relevancy to our mission, vision, and goals. This plan is more than just an investment in the Chamber and its membership, it's a promise about the improvement in the quality of life for everyone in the Alameda community.

At the heart of our strategic plan is our pledge to diversity, equity, and inclusion. We recognize that embracing diversity in all its forms is not just a moral imperative but also an essential driver of innovation and growth. Through intentional efforts, we aim to foster an environment where every voice is heard, valued, and empowered.

Community safety stands as another cornerstone of our strategic priorities. We understand that a safe and secure environment is fundamental to the prosperity of our businesses and the well-being of our residents. By collaborating with local law enforcement agencies and community stakeholders, we will work toward creating a safer Alameda.

Housing remains a critical issue facing our community. We are committed to advocating for policies and initiatives that promote affordable housing options and address homelessness. Our partnership with the City and other key stakeholders will be instrumental in driving meaningful change in this area.

Workforce development is paramount to the continued success of our local economy. Through strategic partnerships with academic institutions such as the College of Alameda, we will invest in programs that equip our workforce with the skills and training needed to thrive in today's rapidly evolving job market.

President's Message (continued)



Sustainability and resilience are not just buzzwords; they are principles that guide our actions toward building a more resilient and environmentally conscious community. By championing sustainable practices and embracing innovation, we will pave the way for a greener future.

As advocates for our local businesses, we are unwavering in our commitment to promoting the "shop local" ethos. Now more than ever, it is crucial to support our small businesses and entrepreneurs as they navigate through unprecedented challenges.

Investing in transportation infrastructure is essential for ensuring the smooth functioning of our economy. We will work closely with city planners and transportation authorities to address infrastructure needs and improve connectivity across our city.

Last but certainly not least, marketing the Chamber is imperative to amplify our impact and reach. Through targeted marketing campaigns and enhanced communication strategies, we will elevate the Chamber's visibility and strengthen our engagement with members and the broader community.

In these pages, you will see a detailed outline of our strategic plan, including specific initiatives and timelines. I encourage you to actively participate and contribute to the realization of our shared vision.

Together, we have the power to shape the future of Alameda and create a thriving community for generations to come. Thank you for your unwavering support and dedication to the Alameda Chamber & Economic Alliance.

Chamber Vision and Mission

Vision



To create a vibrant, diverse community by championing Alameda business, convening leaders to create educational opportunities, advocating for growth, and acting as a catalyst for change.

Mission



The Alameda Chamber & Economic Alliance is the preeminent organization behind the building and supporting of a thriving economy for Alameda.

We are a champion for businesses of all sizes and backgrounds, convener of leaders and influencers dedicated to innovative solutions, and a catalyst positioned to spark economic and business growth.



Chamber Core Values

FOCUS – The Alameda Chamber & Economic Alliance supports each of our members as individuals, basing assistance on their specific needs rather than taking a one-size-fits-all approach.

CONNECTION – We connect people, community, resources, and commerce through meaningful networking events and functioning committees based on the needs of Alameda.

COMMUNICATION – We help make your business presence known by getting your messaging out into the community through our newsletter and social media.

COLLABORATION – The Alameda Chamber & Economic Alliance is most successful when its members thrive. We are committed to the prosperity of each member business and the economic community as a whole.

SERVICE AND GIVING – The Chamber exists to serve our members in all aspects of their businesses and provide them with the resources they need to succeed. When businesses succeed, our community thrives.



Strategic Priorities



Priority 1: Public Safety

Public safety is of the utmost importance to quality of life, business growth, and attracting both travelers and economic development.

Advocate for Change in Infrastructure and Legislation:

- Advocate for improvements in lighting, signage, and infrastructure in areas prone to criminal activities.
- Advocate for policies and legislation that support public safety initiatives at the local, state, and federal levels.
- Work with policymakers to address root causes of crime, such as poverty, homelessness, and substance abuse, through comprehensive strategies.

Objectives

Collaborate with Law Enforcement Agencies:

- Nurture and grow the partnership with the Alameda Police Department to enhance community policing efforts.
- Facilitate communication channels between businesses, residents, and law enforcement to report and address safety issues and concerns promptly.

Implement Crime Prevention Programming:

- Offer workshops and seminars on crime prevention strategies for businesses and residents.
- - Provide resources and training on security measures, such as surveillance systems, alarm systems, and proper lighting.

Strategic Priorities



Priority 2: Workforce Development

Quality employees who are skilled in the needs of business are essential to the economic growth of the Island.

Forge Partnerships with Educational Institutions:

- Collaborate with the College of Alameda and other educational institutions to develop programs that align with the needs of local businesses.
- Partner with businesses to identify skill gaps and tailor training programs to address those needs.

Objectives

Organize Job Fairs and Entrepreneur Support:

- Host job fairs and career workshops to connect local businesses with job seekers in Alameda.
- Provide resources and guidance to individuals seeking employment, including resume building, interview preparation, and career counseling.
- Provide resources and support for aspiring entrepreneurs to start and grow their businesses in Alameda.
- Offer workshops, mentoring programs, and networking events to help entrepreneurs navigate the challenges of starting and running a business.

Advocate for Workforce Development Initiatives:

- Advocate for policies and initiatives that support workforce development at the local, state, and federal levels.
- Work with policymakers to secure funding for workforce training programs and initiatives aimed at increasing employment opportunities in Alameda.



Strategic Priorities



Priority 3: Affordable Housing

In order to make Alameda an appealing choice to work and live, we need affordable housing.

Objectives

Partner with Developers and Nonprofit Organizations:

- Collaborate with developers and nonprofit organizations to identify opportunities for affordable housing projects in Alameda.
- Facilitate partnerships to leverage resources to assist developers.
- Advocate for mixed-use developments that incorporate affordable housing units alongside market-rate housing and businesses.

Advocate for Affordable Housing Options and Legislation:

- Work with local government officials and policymakers to implement policies that promote the development of affordable housing in Alameda.
- Support initiatives that help with affordable housing creation such as inclusionary zoning, density bonuses, and streamlined permitting processes for affordable housing projects.

Engage in Community Outreach and Education:

- Conduct outreach efforts to raise awareness about the importance of affordable housing and its impact on the community.
- Engage with residents, businesses, and community organizations to build support for affordable housing initiatives and dispel misconceptions.



Strategic Priorities



Priority 4: Sustainability & Resiliency

Environmental risks threaten Alameda's long-term prosperity, with challenges like sea-level rise, climate change, and natural disasters. Prioritizing sustainability through renewable energy, waste reduction, and green infrastructure helps mitigate these threats and boosts resilience.

Advocacy and Policy Support:

- Advocate for policies and regulations that support sustainability and resilience efforts at the local, state, and federal levels.
- Support incentives for renewable energy adoption, promoting green building practices, and advocating for infrastructure improvements to enhance resilience.

Objectives

Partner with Public and Private Sector:

- Forge partnerships with local governments, environmental organizations, and other stakeholders to collaborate on sustainability and resilience initiatives. This could involve joint projects, sharing resources, and coordinating efforts to address common challenges.
- Engage with the community through outreach events, campaigns, and initiatives to raise awareness about sustainability and resilience issues. Encourage community members to take action and support local businesses that prioritize sustainability.

Disaster Preparedness and Response:

- Work with local emergency management agencies to develop and promote disaster preparedness plans for businesses.
- Provide training, resources, and support to help businesses prepare for and respond to natural disasters and other emergencies.



Strategic Priorities



Priority 5: Telling the Chamber's Story

To accomplish the many priorities the chamber has put forth through 2026, it needs to grow its membership. To do this, the chamber will increase its marketing efforts by telling its story and the stories of businesses in Alameda.

Communicate the Chamber

Purpose:

- Educate the community on the Chamber as the Voice of Business.
- Tell the Chamber's story as an advocate for business, economic development, and support for local business through Visit Alameda.
- Play a role in developing tourism on the Island.
- Promote the Chamber's Value Proposition and member benefits
- Market priorities and what the chamber is doing on affordable Housing, Public Safety, Transportation

Objectives

Expand Digital Marketing Efforts:

- Utilize Peralta TV for Co-Creation Opportunities
- Utilize Social Media Platforms for Chamber Promotion
- Innovate Chamber marketing strategies
- Leverage campaigns, events, and sponsorship opportunities
- Invite Industry Experts to Speak on Relevant Topics
- Increase Chamber's Visibility Through Advertising in the Community

Improve Word of Mouth Marketing

- Promote Alameda as Business-Friendly and Showcase Chamber's Value
- Amplify community voices and Support Small Businesses
- Improve Lunch & Learn Events through learning component
- Marketing focus on supporting small business growth
- Partner with Encinal High School students on marketing initiatives
- Maintain spotlight recognition for members



2024 Alameda Chamber & Economic Alliance Board



2024 Board of Directors

From left to right

Back row: David Mik, Brock Grunt

Middle row: Mario Harding; Diego Gonzalez; Joe Ernst; Past Chair, Kelly Lux;
Dr. Diana Bajrami; Dr. Chris Wachira; Treasurer, Jennifer Cianciulli; Michael
Liberatore

Front row: Board Chair, Joann Guitarte; Margaret Su; President & CEO Madlen
Saddik; Dr. Cindy Acker; Secretary, Bill Withrow; Becca Perata



Contact Information



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