



2024-2028



ELEVATE HOOVER

A \$3.5 Million Strategic Plan Overview



SHAPE THE FUTURE OF HOOVER



A Letter from our Champions

In a relatively short time period, Hoover has become one of Alabama's – and the Southeast's – most successful communities. But past success does not guarantee future prosperity. Competition from other communities for jobs, investment, and human capital is increasing rapidly.

Continuous changes in technology, demographics, global commerce, and mobility impact where people choose to live and work, and where businesses choose to start, invest, and grow.

Existing regional efforts have not been adequate to capitalize on Hoover's specific assets and quality of place. Hoover Chamber and City leaders have been pursuing "Hoover-centric" strategies through a formalized public-private partnership that will optimize Hoover's economic future. Public and private sector leaders first envisioned a new strategic plan over a year ago – initially as an effort to increase the Hoover Area Chamber of Commerce's value and community impact. Since then, dozens of leaders and stakeholders have helped to further develop and refine the plan through small focus groups and meetings, as well as confidential one-on-one discussions. The result of those efforts is our first five-year, public-private strategic initiative – Elevate Hoover.

Our time is now! To achieve the goals of Elevate Hoover, we have embarked on an aggressive, five-year capital campaign to raise \$3.5 million.

As Elevate Hoover Champions, we're asking for your support to help accomplish these goals and we hope you will join and partner with us to ensure future success for Hoover.

We thank you for your thoughtful consideration,

Honorary Champions

Mayor Frank Brocato, City of Hoover

Council President John Lyda, City of Hoover

Private Sector Champions

Kimberly Jackson, Alabama Power

Tyler Lipe, Regions Bank

Kim Starling, Ascension St. Vincent's

Reggie Torbor, Pylon Building Group

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INTRODUCING ELEVATE HOOVER



Vision

Be the leading community with thriving businesses and top talent, while advancing diverse and equitable opportunities for all.



Mission

Serve as the catalyst for economic growth by fostering cooperative partnerships and advocating for our stakeholders.

- An enhancement of the current joint venture partnership between the **City of Hoover and the Hoover Area Chamber of Commerce.**
- A platform for public and private sector leaders to work together on **shared community and economic development needs, goals, and opportunities.**
- It will establish near-term priorities and develop **multi-year strategic initiatives to be implemented by the Chamber (and other partners as appropriate).**
- **Funded by public and private stakeholders** through multi-year pledges.



WHERE WE'RE GOING

The Hoover Area Chamber of Commerce's strategic plan is five-year initiative in partnership with the City of Hoover to promote our strengths, expand our existing businesses and business opportunities, and significantly improve the economic future for all who call the Hoover area home.

HOW WE ARE GOING TO GET THERE

- 1. Foster Economic Growth** 
- 2. Be the Voice of Business** 
- 3. Cultivate Talent** 

WE HAVE A PLAN.

The Hoover Area Chamber of Commerce's 2023-2027 Strategic Plan, Elevate Hoover, provides a blueprint to leverage our strengths, overcome our challenges, and capitalize on the opportunities ahead of us. Working together with the City of Hoover, the Chamber leadership and staff have been tasked with facilitating and accomplishing this plan.

The following five-year action plan reflects the priorities of Hoover's business leaders, City officials, and others who care about our current and future prosperity. The Chamber, through Elevate Hoover, will support existing City efforts with a more robust approach to economic and community development

FIVE-YEAR FUNDING RECOMMENDATION:



1 Foster Economic Growth



RAISE AWARENESS OF ECONOMIC AND COMMUNITY DEVELOPMENT EFFORTS

Serve as a marketing and research partner for the City of Hoover's Economic Development Department

- Create and hire a Brand Marketing Director position at the Chamber.
- Hire a Researcher/Data Analyst to ensure accurate, current, and custom information in reports, proposals, and presentations – especially industry, labor, and demographic data used for trend analyses and by external decision-makers.
- Engage a firm specializing in economic/community development branding and marketing to develop marketing plans, collateral, robust web portal, electronic marketing tools (apps, geo-fencing, etc.), social media, and print materials.

CREATE A THRIVING BUSINESS ECOSYSTEM

Promote entrepreneurs, start-ups, and small and mid-size business owners

- Create a small business brand and “Shop Hoover” marketing campaign and mobile materials.
- Hire Event Manager and convene small and mid-size business owners regularly for public meetings, information-sharing sessions, open hearings, charettes, etc. and programming to help entrepreneurs and small businesses access funding, talent, and market opportunities.
- Enhance programming and branding within the entrepreneurial council and SBA for small business education and resources.

ENCOURAGE PEOPLE TO LIVE, WORK, AND PLAY IN HOOVER

Create a new community relations strategy to tell Hoover's story and create events and opportunities to bring Hoover businesses and residents together

- Contract with a marketing firm to develop a local and national media strategy, reimagining a new quality of place “brand” for Hoover through digital media platforms and website upgrades.
- Create and maintain an “all-inclusive” web portal for “Live, Work & Play in Hoover” to include HD digital cinema, search engine optimization, search engine marketing, social media, digital ambassadors, and mobile apps to connect people with Hoover amenities.
- Create “Intro Hoover,” – an event that will introduce new residents to Hoover's neighborhoods, attractions, resources, etc.

2 Be the Voice of Business



INFORM THE BUSINESS COMMUNITY

Serve as the community's convener to foster dialogue and to create needed resources, solutions, and communications in multi-media formats.

- Create multi-media platforms for communications, advocacy, and business intelligence
- Conduct policy research (surveys, meetings, networking events) to articulate Hoover's value proposition and analyze new legislative issues while supporting regional strategies through information and communication
- Create ad hoc task forces to find solutions to the most serious and prevalent issues facing Hoover businesses and for them to voice concerns, needs, and impediments.

ENCOURAGE GOVERNMENT RELATIONS

Increase volunteer participation in the Chamber's Government Relations Committee to champion business interests with elected officials

- Create a Public Policy Director position for a Chamber presence at government meetings and to research legislative and community advancement initiatives, host public meetings with elected officials, business, and community leaders to discuss emerging legislative issues impacting Hoover residents.
- Coordinate legislative days at all levels of government to give Hoover's interests an appropriate "voice."
- Identify and inform policymakers on key issues impacting small and mid-size businesses or the local business climate and create a legislative bill tracker and "scorecard" to monitor bills that may affect Hoover businesses.

SUPPORT DIVERSITY, INCLUSION, AND BELONGING

Increase awareness of Hoover as a culturally diverse, safe, and welcoming community and monitor diversity in the business community and workforce

- Establish formal collaborations with businesses, community stakeholders, nonprofits, churches, educators, government, and others to respond to issues around diversity, identify and foster diverse leaders, and improve the quality of life for all.
- Create an annual Supplier Diversity Plan and work with appropriate partners to support minority business start-ups and to foster an inclusive entrepreneurial ecosystem, develop and maintain a web-based tool (or app) to connect minority-owned businesses with corporations, governments, and agencies in search of diverse suppliers and vendors.
- Contract with a grant writer to research, write proposals and develop an annual funding plan.

3.

Cultivate Talent



SUPPORT HOME-GROWN TALENT FOR LOCAL BUSINESSES

Identify employer needs, opportunities, and skills gaps, and create Business-Education-Career Training Facility partnerships

- Hire a Director of Workforce Development to lead all efforts and collaborations with partners and retain specialty firm to develop comprehensive PR/Marketing strategies focused on talent.
- Conduct Workforce Skills Analysis survey to understand the needs of Hoover businesses.
- Reimagine YP Hoover to create opportunities for learning and networking, civic involvement, and overall investment in the future of Hoover.
- Launch Workforce in Industry Council (WIN)

BE EMPLOYERS OF CHOICE

Celebrate top companies, emerging companies, and employers of all sizes in talent attraction efforts.

- Create a Top Places to Work “brand,” including Top Places to Work Honors and Awards program for Hoover companies to highlight their values.
- Use the reimagined YP Hoover’s social media strategy to promote employers and tell “employee stories.”
- Develop a talent-to-employer bridging and onboarding program for Hoover’s top employers and industries.
- Develop a talent asset map and regional workforce pipeline mapping report

ATTRACT TALENT TO HOOVER

Partner with the City of Hoover to collaborate on workforce development initiatives and engage talent inside and outside the Hoover area through social and other mediums.

- Add a Workforce Marketing Coordinator position to support the Director of Workforce Development in the management and coordination of partners and to promote national marketing and PR efforts to promote and feature Hoover companies, careers, and livability.
- Support Hoover employers’ efforts at regional College-to-Career fairs and industry events to match interns, graduating seniors, and recent graduates with area employers and jobs and partner with City and retained agency to create and maintain a “one-stop-shop” web portal and social media/digital ambassador program for working in Hoover.
- Partner with BBA’s “Onboard BHM” program to better connect young workers with the community and target professionals outside the region with Hoover roots to “come home.”



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Past Immediate Chair **April Hare DeLuca**, Magic City Law

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LET'S WORK TOGETHER

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