

2011 Program of Work

The Atlantic Area Chamber of Commerce provides many services to residents, businesses, and guests. Each phone call, visit, and web request is unique, and we strive to always represent the Atlantic community in a positive, friendly, and knowledgeable way. Listed below is our typical day-to-day operation along with our annual workload.

Day-to-Day Operations

- Administer Chamber Alerts
- Respond to Requests, Questions from AtlanticIowa.com
- Assist guests with meeting room rentals
- Package and send relocation packets
- Distribute real estate and rental property listings
- Update community marquee
- Record weekly radio interviews for AM & FM stations
- Prepare packets for group meetings
- Sell AtlantiCash
- Provide business referrals
- Hand-write "Welcome" postcards to new residents
- Greet & assist visitors
- Maintain an annual scrapbook
- Assist member businesses
- Recruit new businesses to join
- Update AtlanticIowa.com
- Update photo galleries, documents
- Update Facebook accounts
- Communicate with our Board of Directors
- Create & place advertisements about Atlantic
- Answer numerous phone calls

Special 2011 Projects

- Act as School-To-Work Coordinator
- Host All-Class Reunion
- Oversee Iowa Architectural Foundation Program
- Oversee RAGBRAI XXXIX Planning

Special Events

- Annual Dinner & Community Awards
- AtlanticFest
- Nine & Wine
- Coca-Cola Days
- Spring Planting
- Third Thursday Summer Concerts
- Young Professionals Events
- Customer Appreciation Days
- Harvest Fest
- Grand Lighting & Christmas in Atlantic

Collaboration / Meetings

- SPEC Meetings (Special Promotions & Events Committee)
- Image Builders Meetings
- Participate in Healthy Cass County Coalition
- Attend CPC Meetings
- Attend City Council Meetings as necessary
- Host "Community Meetings"
- Attend CADCO meetings
- Attend area meetings as necessary

Promotion

- Weekly Ambassador Visits
- Send Press Releases, Do Interviews as needed
- Publish a monthly eNewsletter
- Create specialty tabloids
- Review Business Marketing Grants & Complete Check Presentations
- Promote local Entrepreneurial Resources
- Promote local Revolving Loan Funds
- Present Community Improvement Awards
- Create Retail Promotions: Super Saturday Sale, Crazy Daze
- Staff volunteers in the community
- Staff speaks for local clubs and meetings as requested

Tourism

- Active participants in the Cass County Tourism Council
- Provide tours of Atlantic as requested
- Display at the Bank Club Marketplace
- Display at the Travel Federation of Iowa Legislative Showcase
- Attend the Iowa Tourism Conference
- Attend Western Iowa Tourism Region meetings

Education: Membership & Public

- Host Legislative Coffees
- Host Candidates Forum
- Assist members on a one-on-one basis
- Host educational sessions or "Lunch-and-Learns"

Education: Staff

- Attend conferences and meetings to further our knowledge
- Attend one-on-one trainings as needed