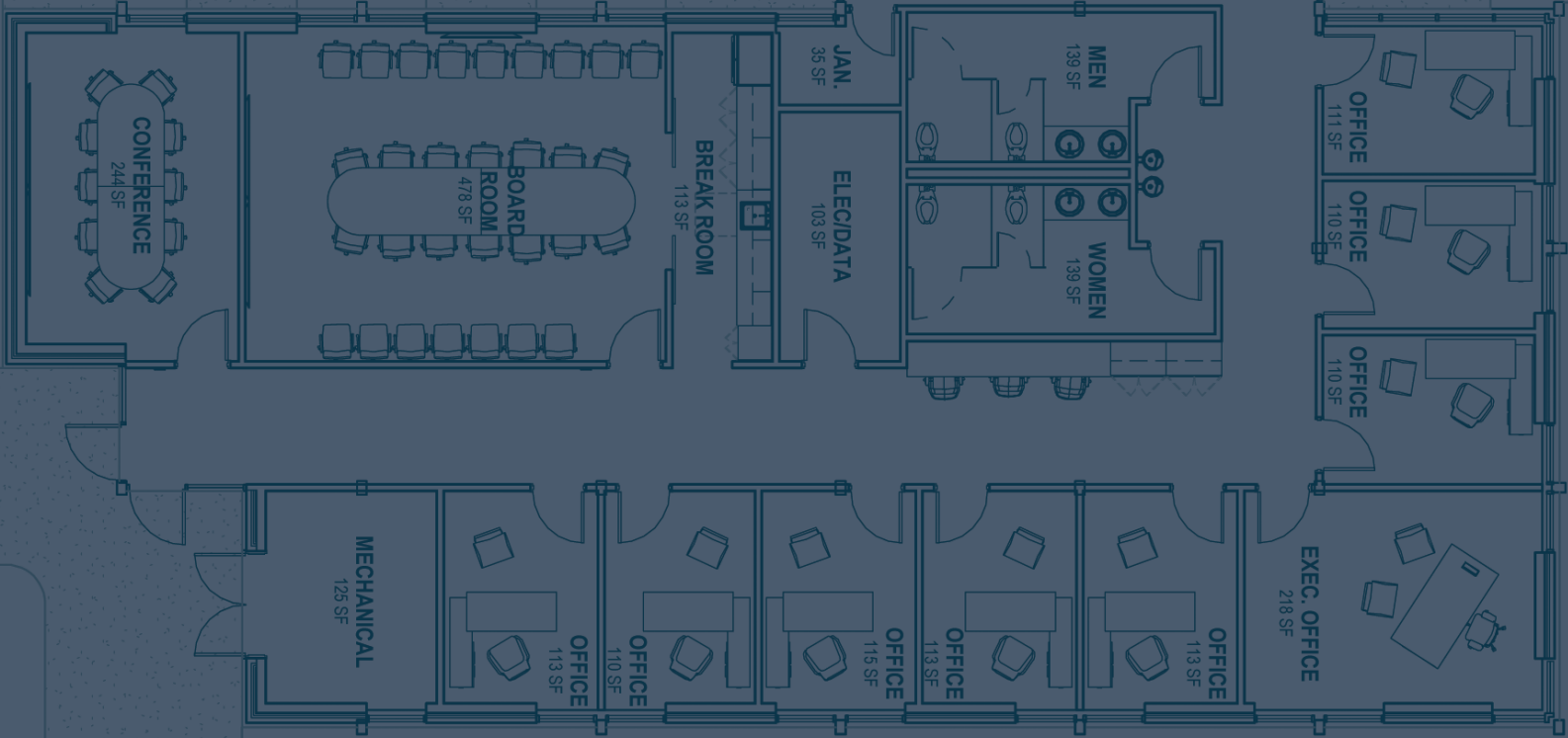


A Legacy of Leadership,
Building for Tomorrow





Co-Chairs' Message

75 Years Strong: A Legacy of Leadership, Building for Tomorrow

For 75 years our Auburn Chamber has built a *"Legacy of Leadership"* by taking bold action in supporting its membership and the business community by delivering solutions and promoting quality growth that ensured a place where people wanted to live, work and thrive.

Your Chamber's Leadership has stepped up again and is embarking on an aggressive new vision to bring innovative programming and *"Build for Tomorrow"* to better meet the needs of business and industry to positively impact workforce, business and industry growth and quality of life in the Auburn area.

The Chamber recently completed a deep-dive assessment of the Chamber's efforts past and present and planned for the future. Nearly 100 community leaders participated in a three-month process to develop a new, "results driven" plan to meet current and future challenges of our business and industry. The Chamber leadership's vision is to concentrate on four key programming initiatives going forward:

1. *Enhance New and Existing Business Support & Growth*
2. *Lead Business-Driven Workforce and Talent Development*
3. *Drive Public Policy and Advocacy for Stronger Business Growth*
4. *Expand the Engagement of Young Professionals*

Our community is growing and the needs of our citizens are too. As we *"Build for Tomorrow"* and the future of the Auburn Chamber, our growth will only be limited by our lack of tools, physical spaces, and missed opportunities to gather people together. Now is the time that we must move forward on new expanded building space that will provide needed capacity to host new and existing programs that impact, strengthen and grow our community.

It is our hope that you will review this new action plan to learn and understand the impact this will make in Auburn moving forward. We are confident you will then join us and the other Auburn business and community leaders who have committed our time, our energy, our talents, and our resources to ensure success.

Best regards,

Joanna P. Reaves
ServisFirst Bank

Brad C. Wilson
Wilson Investment Group



Campaign Leadership Team

Laura Cooper
Lee County Youth Development Center

Dave DeBaets
2aUSA
Industrial Development Board

Parker Duffey
Chptr

Richmond Gunter
Muncie, Mattson & Gunter, P.C.

Paige Moore
Pivotal

Steve Pelham
Auburn University

Charles Pick
Cary Land Company

David Reaves
ServisFirst Bank

Joanna P. Reaves
ServisFirst Bank

Ryan Roberts
Berkshire Hathaway HomeServices

Sandra Spencer
Retired
Alabama Cooperative Extension System

Eloise Stewart
.eloise. design co.

Brad C. Wilson
Wilson Investment Group



A Call to Action

Message from President and CEO

I am thrilled to share an exciting opportunity to invest in the future of our community and the businesses that call Auburn home.

For over 75 years, the Auburn Chamber has been a cornerstone of growth and collaboration, serving as a vital resource for our members and a supporter of economic development. As we look ahead, we are embarking on a transformative journey to expand our programming and enhance our facilities to better serve our growing community's needs.

To make this vision a reality, we are launching a campaign aimed at preparing for the future—one that will enable us to:

- **Expand Programming:** Provide cutting-edge resources, training, and networking opportunities that empower businesses to thrive in a rapidly evolving landscape.
- **Enhance Our Facilities:** Create a dynamic, state-of-the-art environment that fosters collaboration and mirrors our thriving community.
- **Strengthen Our Impact:** Amplify our role as convener and our efforts to connect the Auburn community.

Your investment will help us turn this vision into a reality and ensure we leave a new *"Legacy of Leadership"*. We invite you to join us in this effort and be a part of something truly transformative.

Thank you for considering this opportunity to *"Build for Tomorrow"*.

Warm regards,

A handwritten signature in white ink that reads "Anna E. Hovey". The signature is fluid and cursive.

Anna E. Hovey, IOM
President & CEO

Chamber Board & Staff

Board of Directors

Eloise Stewart, Chair

.eloise. design co.

David Reaves, Chair Elect

ServisFirst Bank

Ryan Roberts, Vice Chair

Berkshire Hathaway HomeServices

Paige Moore, Treasurer

Pivotal

Richmond Gunter, Past Chair

Muncie, Mattson & Gunter P.C.

John Atkinson

East Alabama Health

David Chandler

Aldridge Borden & Company

Kelly Davidson

Davidson, Davidson, Umbach & Forbus

Cory Hanks

Alabama Power

Dr. Cristen Herring

Auburn City Schools

Kevin Howard

City of Auburn

Jay James

Auburn University

Carmen Jordan

RAPA

Brooke Kastner

Auburn-Opelika Tourism

Jessica Kohn

Downtown Merchants

Randy Lee

Lee Marketing Group

Jay Lockhart

Hilton Garden Inn

Beverly May

Bitty & Beau's Coffee

Griffin McNeill

Starke Agency

Jessica Milton

FACES

Rett Moncrief

CB&S Bank

Emily Pace

Porter Properties

Steve Pelham

Auburn University

Todd Phelan

Wilson Investment Group

Eric Sewell

Southern Union State Community
College

Jeff Shearer

AU Athletics

Kevin Tudhope

Baumhower's, Byron's, UPS Store

George Turner

AU Student Government Association

Nick Vansyoc

SS&L Architects

Chamber Staff

Anna E. Hovey

President & CEO

Stephanie Calhoun

Director of Member Engagement

Amy Croushorn

Event Manager

Anna Fountain

New Member Services Coordinator

Tangela Frazier

Director of Finance

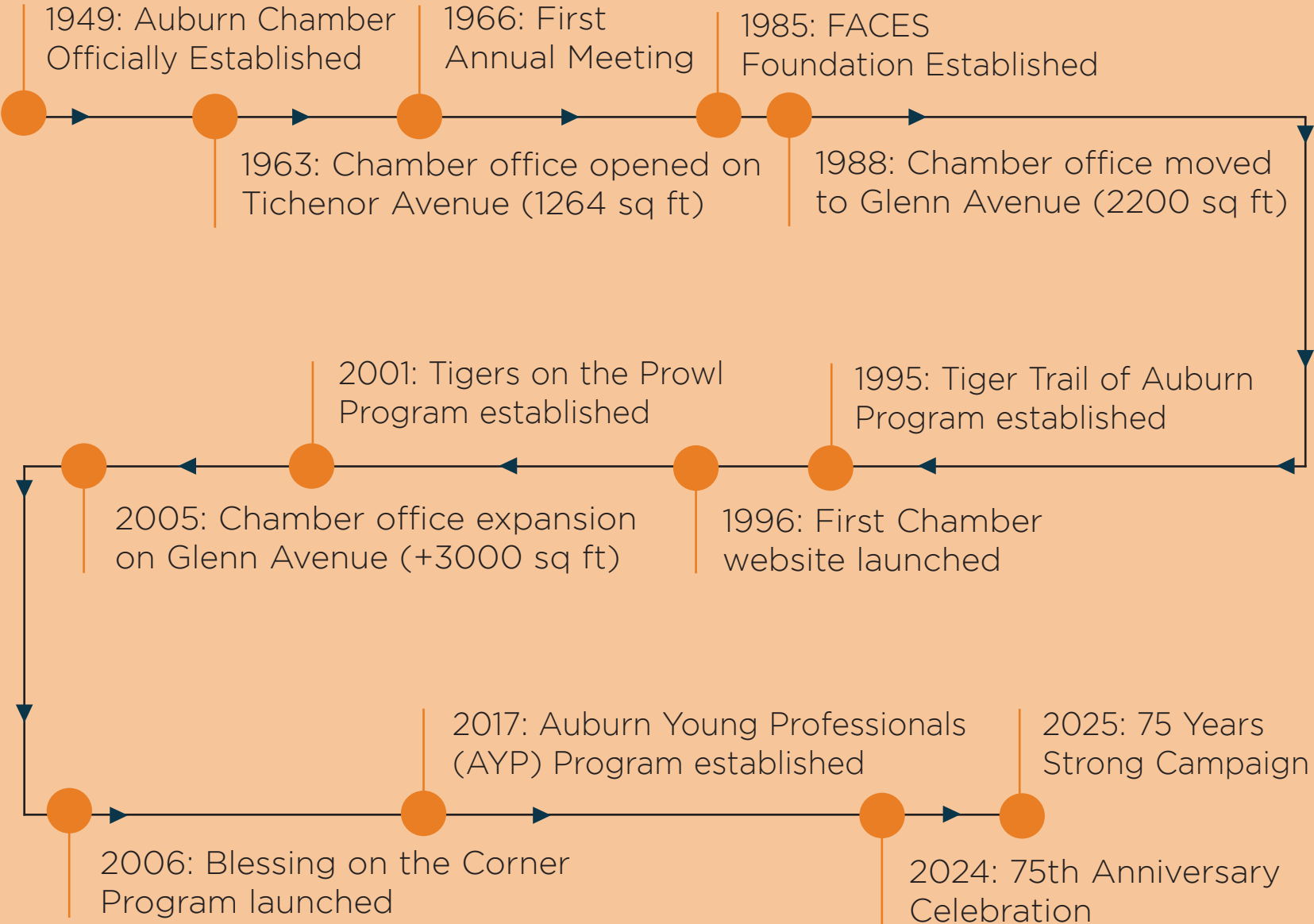
Ritney Johnson

Communications Manager

Crystal McKelvy

Member Services Coordinator

A Legacy of Leadership





Building For Tomorrow

1

New and Existing Business Support & Growth

2

Business-Driven Workforce and Talent Development

3

Public Policy and Business Advocacy

4

Expanded Engagement of Area Young Professionals

5

Chamber & Community Business Center Building Fund

New and Existing Business Support & Growth

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Our quality of life is positively impacted by economic growth and a thriving business community both here in the City of Auburn and throughout the region. The Auburn Chamber is a great organization that provides resources and support to businesses, both new and existing.

— Phillip Dunlap,
Economic Development Director,
City of Auburn



Mission

Identify opportunities, develop strategies and implement programming in partnership with the City of Auburn Economic Development Division, the Industrial Development Board, utilities and other essential community partners; to best encourage and support the strategic growth of existing business, as well as new retail, commercial, hospitality and technology-based businesses throughout the Auburn area.

Reporting and Communications

- Oversight by the Existing Business Support & Growth Committee and reporting to the Chamber Board of Directors
- Annual Chamber meeting to provide an update of results and successes to investors and community partners
- Quarterly investor only e-newsletter
- Timely emails on announcements, successes, business spotlights and podcasts
- Regular social media announcements and updates
- Designated staff investor relations contact to communicate and respond to investor and community partner inquiries and needs

“

The growth of existing business is crucial to our community. When the companies already vested here are supported, services are expanded and more jobs are created. Knowing the chamber will focus on the needs of existing businesses is important to the continued growth of CraftMaster.

— Barry Whatley, President,
CraftMaster Printers



Initiative Objectives

- Establish an Existing Business Support & Growth Committee to define and execute a program of work and engage in collaborative efforts with our community partners at the City of Auburn, Auburn Opelika Tourism, Auburn City Schools, Auburn University, East Alabama Health, VCOM, and Southern Union State Community College
- Develop a local small business advisory council that will be comprised of existing business leaders and conduct roundtables to assess their specific needs and create programming to meet those needs
- Host relevant and informative professional development workshops and educational seminars to help grow and support existing businesses
- Develop and launch an Executive & Trailing Spouse Community Engagement Program
- Lead the development and coordination of a local investor network to support, mentor and counsel innovative startup and emerging businesses
- Develop small business support materials that share valuable information to potential businesses including community profile information, how to start a business, and other resources for retail, hospitality and commercial businesses interested in the Auburn area
- Drive existing business growth through targeted outreach, strategic programming/training, investor networking opportunities, and special events
- Actively support the recruitment of targeted, new-to-market retail, hospitality and commercial businesses
- Educate the community regarding the positive economic impact and overall importance of supporting local businesses by shopping local; "Auburn Dollar Days"
- Be a proactive partner in supporting the Auburn Downtown Merchants Association, the Industrial Development Board, and other partners in specific segments of business.



Business-Driven Workforce and Talent Development

“

As Auburn University celebrates our 169th birthday, we stand at a pivotal moment with the implementation of our 10-year strategic plan. Our efforts will elevate Auburn University's partnership with the Auburn Chamber of Commerce by identifying and replicating successful models and developing new programs. We are committed to enhancing the quality of life and fostering economic growth by helping create more opportunities for Auburn alumni and the residents of the city and region.

—Dr. Chris Roberts,
President, Auburn University



“

The Auburn Chamber has been a great community partner to East Alabama Health through a variety of programs and support over the years. Newly created opportunities are a direct result of the Chamber's willingness to convene the right community partners to focus on workforce development, education, and advocacy. We look forward to continued collaboration to make an impact on the immediate and future needs of our workforce. We affirm that the healthcare component of quality of life plays a vital role in continued economic growth for our community.

— Laura Grill, President and CEO,
East Alabama Health



Mission

Engage in workforce and talent development to lead in identified areas of business and industry workforce gaps in collaboration with our community and education partners.

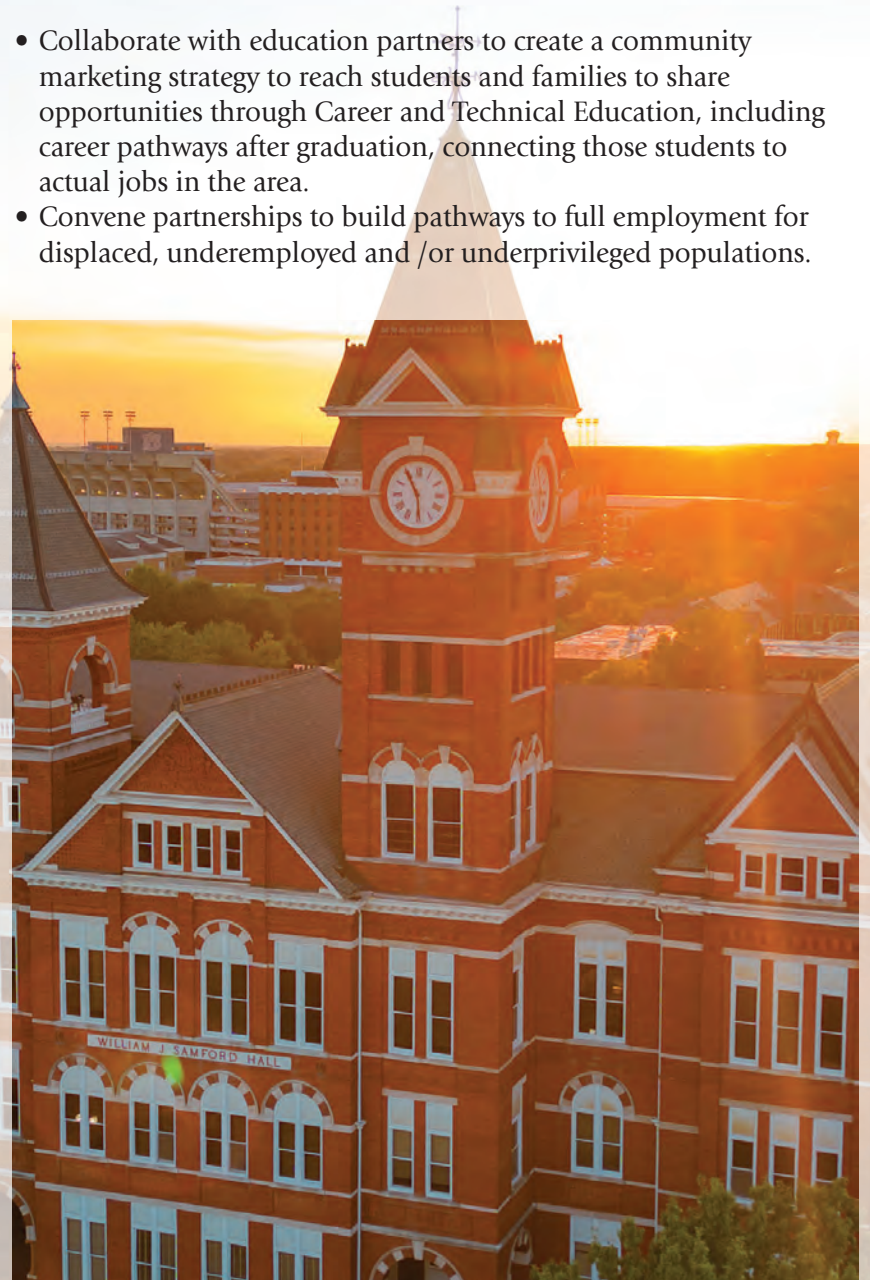
Reporting and Communications

- Oversight by the Business-Driven Workforce and Talent Development Committee and reporting to the Chamber Board of Directors
- Annual Chamber meeting to provide an update of results and successes to investors and community partners
- Quarterly investor only e-newsletter
- Timely communication through social media and email to share announcements and business spotlights.
- Designated staff investor relations contact to communicate and respond to investor and community partner inquiries and needs



Initiative Objectives

- Collaborate with State Workforce Department, K-12 School Systems, Auburn University, City of Auburn, East Alabama Health, and Southern Union State Community College, to provide programs driven by local business and industry needs.
- Establish a Business and Industry-Driven Workforce and Talent Development Committee to define and execute a program of work and engage in collaborative efforts with community partners.
- Hire a Director of Workforce and Community Programming with the required background and relevant expertise to lead this critical program of work.
- Recruit and convene an advisory board of human resources professionals to advise as to solutions for ongoing needs and gaps in our workforce.
- Conduct a hospitality survey in partnership with Auburn-Opelika Tourism, to better understand the employment and training needs of local hospitality sector.
- Host an annual Industry Appreciation Event to celebrate the impact local industries make on the Auburn community.
- Create an area Healthcare Alliance comprised of Local and State Elected Officials, K-12 School Systems, Auburn University, City of Auburn, East Alabama Health, VCOM, and Southern Union State Community College to inform regarding needs and improve workforce viability.
- Develop and Provide Training and Professional Development Programs for small business, hospitality and retail sectors covering various topics such as:
 - Essential skills training
 - Flawless Delivery Program
 - Dale Carnegie Courses
- Develop and Implement a Program for Teacher visits/field trips to business and industry.
- Populate an ongoing registry in partnership with the City of Auburn's "Work in Auburn" program of employment needs and skillsets and resume database for small businesses, hospitality, retail, and healthcare sectors.
- Collaborate with education partners to create a community marketing strategy to reach students and families to share opportunities through Career and Technical Education, including career pathways after graduation, connecting those students to actual jobs in the area.
- Convene partnerships to build pathways to full employment for displaced, underemployed and /or underprivileged populations.



Public Policy & Business Advocacy

“

Public policy and business advocacy are cornerstones of a thriving business community. At RAPA, we recognize the vital role the Auburn Chamber plays in ensuring we have a strong voice in shaping policies that drive economic growth and innovation. By championing initiatives that support local industries and businesses, the Chamber empowers them to succeed, creating a more prosperous future for Auburn and beyond.

—Carmen Jordan,
President & CEO, RAPA



Mission

Lead with a unified voice, the proactive and strategic efforts that focus on and influence pro-business/industry policy decisions at the local, state and federal levels in support of community, economic and workforce development opportunities.

Reporting and Communications

- Oversight by the Public Policy & Business Advocacy Committee and reporting to the Chamber Board of Directors
- Annual Chamber meeting to provide an update of results and successes to investors and community partners
- Quarterly investor only e-newsletter
- Timely communication through social media and email to share announcements and business spotlights.
- Designated staff investor relations contact to communicate and respond to investor and community partner inquiries and needs

“

Having been raised in Auburn, this community has given me great opportunities, and now I want to find my place in giving back. I'm eager to not only contribute professionally, but also to be more engaged through public policy and business advocacy programs. I believe that by getting involved, I can help support the growth and success of the place I've always called home.

— Pavan Reddy,
General Counsel, Auburn
Ventures



Initiative Objectives

- Establish a Public Policy & Business Advocacy Committee to define and execute a program of work and engage in collaborative efforts with our education and community partners
- Be the “Voice of Business” for the Auburn area through the development of an annual public policy agenda, through membership surveys and investor meetings, in an effort to ensure a consistent message on issues at the local, state, and federal levels
- Chamber Representation at regularly scheduled City Council and Planning Commission meetings
- Partner with organizations on business and industry related policy issues to increase influence on legislation, including:
 - Business Council of Alabama (BCA)
 - Chamber of Commerce Association of Alabama (CCAA)
 - Economic Development Partnership of Alabama (EDPA)
 - Manufacture Alabama
 - Alabama Retail Association
 - Alabama Restaurant Hospitality Association
- Participate in the annual “Chamber Day” at the Capitol in partnership with Chamber of Commerce Association of Alabama
- Create programming to allow area business leaders to engage with policy makers and proactively advocate for issues through various events such as:
 - “State of” events
 - Annual Legislative Breakfast
 - Young Professional engagement events
- Host municipal “Candidate Forums” for local business leaders to engage candidates for local office
- Coordinate annual in-person delegation visits to advocate for public policy priorities with elected and appointed officials in Montgomery and, as needed, Washington D.C.
- Coordinate and lead community visits to benchmark ourselves with other successful regions
- Advocate for cultural arts initiatives, expanded recreational/tourism opportunities and signature community events that provide unique quality of life experiences for both residents and visitors



Expanded Engagement of Area Young Professionals

“

Partnerships and relationships are vital for any organization, and the Auburn Chamber is a primary vehicle for both. Through my participation in Auburn Young Professionals and other chamber programs, I have been fortunate to expand my network and engage with community leaders.

—Anthony Terling,
Sports Development Director,
Auburn-Opelika Tourism



Mission

Engage area professionals ages 21 to 40, young entrepreneurs from local high schools, and college students to build a community of business leaders by providing opportunities to connect with other similar aged professionals, commit to personal growth, prepare for career advancement, civic engagement, and serve the community.

Reporting and Communications

- Oversight by Auburn Young Professionals Committee and reporting to the Chamber Board of Directors
- Annual Chamber meeting to provide an update of results and successes to investors and community partners
- Quarterly investor only e-newsletter
- Timely communication through social media and email to share announcements and business spotlights.
- Designated staff investor relations contact to communicate and respond to investor and community partner inquiries and needs

“

The Chamber's partnership with the public school system is a tremendous asset as it aids in allowing us to fulfill our vision: To equip students to change the world! At Auburn City Schools, we're in the business of providing quality education through development, training, and experience to produce young people who will become engaged citizens and a capable workforce. Our students are academically equipped, skillfully trained, and 'ready to lead' this community into tomorrow!

—Dr. Silvia D. Scaife, Director of
Career and Technical Education,
Auburn City Schools





Initiative Objectives

- Auburn Young Professionals (AYP)
 - Increase engagement of young professionals in an effort to retain employees and prepare future leaders of the community.
 - Provide monthly opportunities for young professionals to connect socially, develop professionally, and serve local organizations.
 - AYP's Impact Professional Certification program encourages members to broaden their engagement with the Auburn Chamber by participating in other chamber programs outside of AYP and recognizes individual effort to develop professionally and expand their network and connections.
- Young Entrepreneurs Academy
 - Launch Young Entrepreneurs Academy in Partnership with our K-12 schools' systems for programming to include:
 - Real experiential process of starting and running actual businesses
- Brainstorming ideas, preparing a business plan, pitching their business ideas to real investors
- Developing marketing materials and preparing to sell their products and/or services to customers
- Engage with guest speakers, shadow mentors in the community and take exciting field trips to re-enforce the principles and witness applications of the skills taught
- Ignite
 - Program placing high school students into local jobs
 - Job portal kiosk placement in local schools
- Auburn University Student Engagement
 - Create a student young professional's program for college students to engage with AYP to create relationships and introduce students to the community.
 - Create an exchange of information to share with students looking for local internships and local businesses searching for interns.



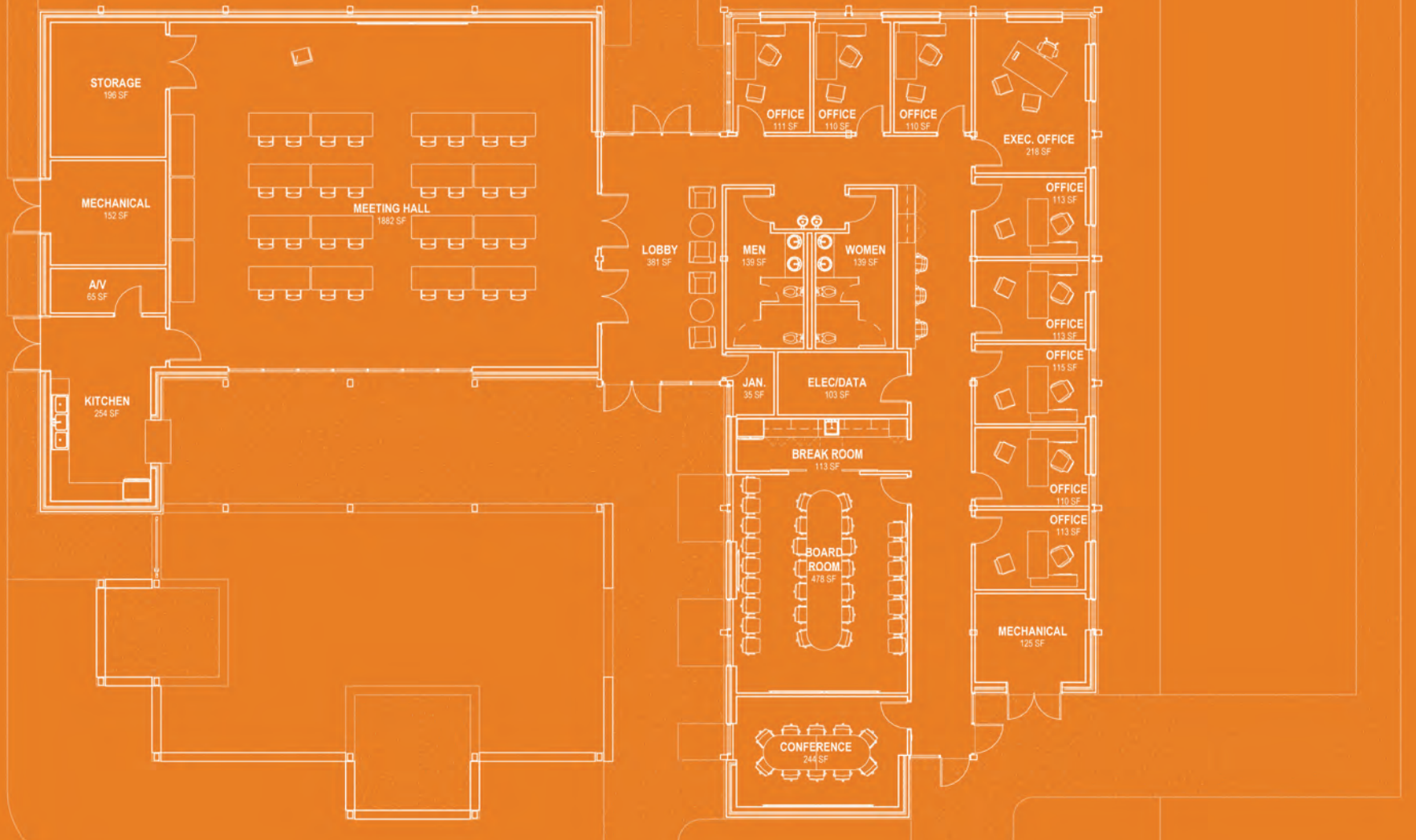
Auburn Chamber of Commerce Building & Community Business Center

Our Vision

The Auburn Chamber is at a pivotal moment—our potential is limited only by the tools, spaces, and opportunities we lack to bring people together. To better serve Auburn’s business community, we must expand our space to support programs that drive growth and strengthen connections. Our vision is bold: a dynamic business hub that fosters entrepreneurship, fuels innovation, and serves as a launchpad for success. A place where ideas ignite, technology empowers businesses, and flexible spaces support meetings, training, and collaboration. As Auburn grows, so do community needs. Our expanded Chamber will be a hub for civic clubs, forums, and vital conversations. More than a building, it will be a catalyst for connection.

This is our opportunity to shape Auburn’s future—let’s build it together.





Campaign Goal & Investment Levels

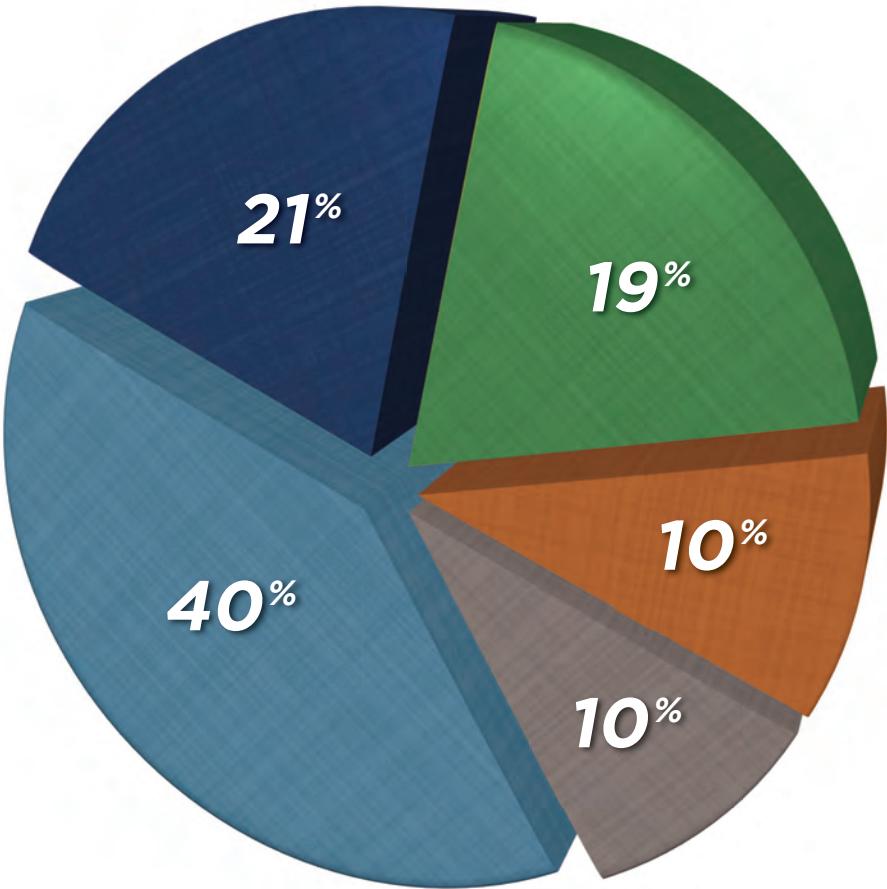
The Investment: Our Goal 2025-2029

The five-year investment goal for the campaign is \$2.5 million over five years (\$500,000 per year) in new dollars over and above existing revenue primarily received from the Auburn Chamber member dues. The funds would be allocated in the following manner:

Five-Year Budget \$2,500,000	Annual Budget \$500,000	\$300,000 per year for execution of the four initiatives and \$200,000 per year for the phased building project
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How your Investment Dollars are Disbursed:

	New and Existing Business Support & Growth 21% - \$105,000/Year
	Business-Driven Workforce and Talent Development 19% - \$95,000/Year
	Public Policy and Business Advocacy 10% - \$50,000/Year
	Expanded Engagement of Area Young Professionals 10% - \$50,000/Year
	Chamber & Community Business Center Building Fund 40% - \$200,000/Year



Investment Benefits

\$20,000 + Legacy Circle

- VIP Sponsorship to the Annual Meeting
- Highest recognition at Chamber events
- Quarterly meetings with CEO to ensure we are delivering your ROI
- Most prominent recognition of your company's logo on the Chamber's website
- VIP invitations to investor-only events and meetings
- Direct access to Chamber senior staff to address issues important to your business/organization
- Complimentary use of the Chamber's boardroom and conference room

\$7,500 + CEO Council

- Chamber Staff will actively engage with you to ensure we are delivering your ROI
- Two (2) tickets to the Annual Meeting
- Recognition for your investment on Chamber's website
- VIP invitations to investor-only events and meetings
- Access to Chamber staff to address issues important to your business/organization
- Priority access/reservations for rental of the Chamber's boardroom and conference room

\$15,000 + Strategic Partner

- VIP Sponsorship to the Annual Meeting
- Special recognition at Chamber events
- Semi-annual meetings with CEO to ensure we are delivering your ROI
- Prominent recognition of your company's logo on the Chamber's website
- VIP invitations to investor-only events and meetings
- Direct access to Chamber senior staff to address issues important to your business/organization
- Complimentary use of the Chamber's boardroom and conference room six (6) times annually

\$5,000 + Growth Leader

- Chamber Staff will actively engage with you to ensure we are delivering your ROI
- Recognition for your investment on Chamber's website
- VIP invitations to investor-only events and meetings
- Access to Chamber staff to address issues important to your business/organization
- Priority access/reservations for rental of the Chamber's boardroom and conference room

\$10,000 + Chairperson's Circle

- Four (4) tickets to the Annual Meeting
- Recognition at Chamber events
- Annual meeting with CEO to ensure we are delivering your ROI
- Recognition for your investment on Chamber's website
- VIP invitations to investor-only events and meetings
- Access to Chamber staff to address issues important to your business/organization
- Complimentary use of the Chamber's boardroom and conference room three (3) times annually

\$2,500 + Community Partner

- Chamber Staff will actively engage with you to ensure we are delivering your ROI
- Recognition for your investment on Chamber's website
- VIP invitations to investor-only events and meetings
- Access to Chamber staff to address issues important to your business/organization
- Priority access/reservations for rental of the Chamber's boardroom and conference room



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