



2015 Annual Report

2015 ACCOMPLISHMENTS

Success Metric

Unemployment rate improved from 7.6 (2014) now at 6.4%

- Successfully ran a campaign for continuation of the local option surtax (Better Place Plan).
- Conducted industry visits to identify expansion opportunities.
- Assisted two existing industries with retention/expansion projects resulting in approximately 50 plus saved jobs and 40 new jobs.

- Assisted 17 Enterprise Zone applicants, filed 8 applications representing \$64,607 Jobs Tax Credit (Sales Tax) returned to local businesses, 278 jobs added in the Enterprise Zones.
- Connected over 150 entrepreneurs to in-house SBDC services creating/retaining 26 jobs, 3 business startups and \$952,000 capital investment
- Hosted 8 on-site prospect visits, responded to 22 leads for firms looking to relocate

Success Metric

Jobs increased by 816

Success Metric

Bed Tax increased 11.5%

- Successfully solicited Bassmaster for 2016 BASS Elite event which will bring an estimated \$2 million dollars' impact into the local economy.
- Completed rebranding project with new Chamber logo and website
- Developed quality video for TV ad spots promoting Putnam County as a premiere visitor destination.

- Actively a voice on behalf of business community pushing for completion of four lane projects for both SR 20 and US 17 S, pursuing removal of Shands Bridge, opposing EPA's Clean Power Plan and numerous other issues of concern.

Success Metric

Membership Retention Rate 92%

Success Metric

Sales Tax Revenue up to \$6.04 million per month

- Marketed Putnam County as a visitor/tourist destination through a variety of media options.
- Provided quality networking and generated significant non-dues income through annual fund raising event, BAH events and Annual Celebration.