



2017 Business Plan

Mission: To be a creative force that promotes excellence in leadership, coordination and orderly development of business enterprise.

Critical Goals: Advance our economy – promote and enhance a vibrant, diverse and sustainable economy Improve the quality of life for all residents Position the organization for long-term success.

Vision: To promote an improved standard of living throughout Putnam County by implementing a focused approach to business development to attract new competitive wage paying companies and create new employment opportunities through the retention and expansion of existing businesses, and the location of new businesses in a way that enhances Putnam County's image as a progressive and business-friendly place.

Vice Chair: Charlie Douglas
Douglas & Hedstrom PA



ECONOMIC DEVELOPMENT/BUSINESS CLIMATE

GOAL: Cultivate a business-friendly environment and encourage investments infrastructure to create opportunities for new industry development.

Putnam County Economic Development Council:

- Focus on creation of an environment conducive to job creation and retention. Solicit private sector donations to build a stronger economic development program.
- Grow the number and dues investment of the Putnam County Economic Development Council by at least 6 new PCEDC members.
- Explore best practices for local vendor preference ordinances and pursue implementation throughout all government entities.

Business-friendly Regulatory Environment:

- Create a business-friendly climate and streamline regulations across all cities that protects community interests without overly restricting businesses.
- Encourage investments in technology for upgrades to automate permitting processes, such as the ability of inspectors to use mobile devices on site to enter inspection results.

- Work with governmental entities to ensure all key information and forms are available online.
- Motivate and encourage all government entities to become “an easy place to do business”.

Business Expansion & Assistance:

- Conduct visitation program to survey local businesses and industries to gain information on barriers and assets to conducting business. Employ necessary resources for retention and expansion of existing companies.

Product Development:

- Work with local public works and planning departments to extend water and wastewater systems.
- Identify and inventory industrial and commercial sites with the most potential in Putnam County.
- Identify priority investments and upgrades needed to enhance sites, such as roadway improvement, site preparation and utility development.
- Work with City and County partners to develop overall county comprehensive zoning plan.

Vice Chair: Steve Overturf
*Johnson-Overturf
 Funeral Homes*



GOAL: Provide the resources and supportive environment to help local businesses and startup companies grow.

Small Business Support:

- Support and market the local Small Business Development Center.
- Assist in obtaining necessary funds when needed to continue having a local office.
- Connect small businesses with the resources needed to grow and/or be successful.
- Continue investing in programs and resources that support small business and community development.
- Conduct regular visits to local businesses to ensure their needs are being met.

Community Outreach:

- Offer leadership for the west and south Putnam area businesses by addressing economic and community issues impacting their individual community.

Vice Chair: Derek Hembree
Clay Electric Cooperative



GOVERNMENT ISSUES/ADVOCACY

GOAL: Be a strong voice and take actions on public policy and community initiatives that impact economic prosperity. Coordinate actions to create and protect a healthy business environment.

Represent Business Interests:

- Be an active voice of behalf of the business community.
- Monitor and take actions on local, state and federal issues that impact the economy of Putnam County.
- Develop and support the Chamber's Legislative Agenda items and other issues approved by Chamber.
- Educate voters on key issues including:
 - Pursuing replacement of the Shands Bridge to allow maritime commerce.
 - Supporting all efforts to save Rodman Reservoir
 - Opposing EPA's Clean Power Plan
 - Pushing for completion of four lane projects (SR 20 & US 17).

Vice Chair: Jini Robbins
Bates, Hewett & Floyd Ins.



WORKFORCE DEVELOPMENT

GOAL: Continue partnerships to ensure strong education opportunities to all residents and boast a workforce pipeline aligned with local business needs.

Increase student success:

- Explore best practices for high-quality early learning.
- Target reading programs (K-3).
- Work with partners for solutions to increase high school graduation rates.

Strengthen Talent Supply:

- Continue the Workforce Development Task Force to identify the training and development needs of the existing and future workforce while supporting the development of programs to address those needs.
- Improve awareness and support of multiple education pathways to meet hanging economy (e.g., vocation school, certification programs). Create informational
- materials about various career pathways, including job descriptions, average
- salaries, education needed, and available jobs in Putnam County. Share these materials with career counselors, teachers, and students.



GOAL: Putnam County is nationally recognized as a premier location to live, work, and visit.

Market Putnam County:

Develop annual advertising and marketing campaigns to promote Putnam County as a tourist destination.

- Build Awareness: Promote Putnam County as a destination to targeted travel markets.
- Increase awareness of Putnam County's outdoor recreation amenities
 - Include more outdoor recreation content on the Chamber website that will position Putnam County as a must-see destination.
 - Include sample itineraries that help capture the experience of a long weekend in Putnam County, from the best trails to favorite local restaurants.
- Solicit large-scale events – both televised and national.
- Work with partner agencies to create welcoming environment for event coordinators and participants.
- Provide information on attractions and activities for visitors to Putnam County.
- Fulfill all visitor inquiries.
- Administer the Putnam County Tourist Development Council activities.

Enhance Regional Tourism Efforts:

- Participate in existing regional tourist-related groups.
- Take advantage of significant opportunities that affect the region.
- Identify and work with nearby communities with tourist sites that compliment those of Putnam County.

Support existing and new special events:

- Continue to administrate the Putnam County Tourism Development Council administration for Festivals and Event Grant Program.
- Continue to encourage and support sporting events including fishing, softball, bicycling, baseball, golf, motocross, mud bogging and sailing.
- Continue development of the countywide calendar that includes all tourism and community events.
- Identify and develop nature, art, local events, and history related activities that would attract tourists.

Vice Chair: Taylor Douglas
Roland Pacetti Realty



ORGANIZATION

GOAL: Position the organization for long term success.

Recruitment, Retention & Engagement:

- Grow the membership base by attracting 35 new members and retaining 90% of current members.
- Provide desirable and appropriate benefits for all levels of membership.
- Increase and diversify revenue.

Networking & Fund Raising:

- Generate non-dues income, provide beneficial services and networking opportunities for members. Conduct 10 Business After Hours events, the Annual Fund Raiser and the Annual Meeting.

Marketing & Communications:

- Continue to improve operations and enhance image.
- Maintain the Chamber's role as the voice of business and market ourselves as one of the top chambers in the county with a 5-star status of Accreditation from the U.S. Chamber and two-time winner of America's #1 Chamber.

Chairman of the Board:
Greg Bacon
City Shippers & Papa Johns
Chair Elect: Joe Pickens



ADMINISTRATIVE & FINANCE

GOAL: Encompass any and all issues that may arise during the year, along with the goals assigned below.

Financial Review Task Force: Chair **Terry Turner**, Treasurer, and members **Greg Bacon, Joe Pickens, Dana Jones**, and **CRI representative** (resource).

- Review and monitor the annual budget and make recommendations if needed.

The following are staff responsibilities in addition to activities approved within the above business plan:

Staff (Economic Development):

- Coordinate all prospect activities on behalf of the county and municipalities.
- Serve as local ombudsman, providing assistance to businesses and entrepreneurs to identify and access state and local programs.

- Maintain a database of available properties of commercial and industrial significance.
- Continue to support efforts to develop and work towards completion of business parks on 309C.
- Provide community presentations to ensure knowledgeable representation from entire civic infrastructure.
- Provide administrative and coordination support for the Putnam County Development Authority. Represent Putnam County to statewide and regional partners to promote Putnam's assets for business attraction.

Staff (Tourism):

- Chamber staff will coordinate and administer tourism development policies and activities by contract with the Putnam County Tourist Development Council (TDC).
- Serve as the local office for the Florida Film Commission.
- Actively solicit BASS for an invitation to host a 2018 Elite Series Tournament or other large-scale event.
- Develop an advertising campaign marketing Putnam County as a tourist destination, provide information to Putnam County visitors on a daily basis, and maintain & update a web presence marketing Putnam County to potential visitors.
- Continue to be involved in State and Regional Tourism initiatives, and serve on appropriate committees.

Staff (Government):

- Chamber President, key staff and other members of the leadership team will be actively engaged in local, state and federal issues of interest to the business community.
- As a voice of business, we will represent our members at local meetings of governing bodies and take positions, issues and concerns to Tallahassee.

Other Staff Roles/Responsibilities:

- **Putnam Chamber Education Foundation (PCEF) Support:** Assist the Foundation as needed.
- **Putnam County Development Authority (PCDA):** Serve as Executive Director.