



F L O R I D A ' S  
**Putnam County**  
CHAMBER OF COMMERCE

# 2016 Business Plan

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

**Objectives:** \* Create more jobs \* Grow businesses \* Foster opportunities for prosperity \* Increase competitiveness \* Provide Leadership

**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.

## Business Development/PCEDC

Vice Chair: **Charlie Douglas, Douglas & Hedstrom PA**

**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. Motivate and encourage all government entities to become "an easy place to do business". Encourage and support infrastructure improvements county-wide. Facilitate process of implementation of County obtained DEO Competitive Florida Grant to complete a community assessment and update our existing Strategic Plan.

**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.

**Workforce Development:** Grow and/or recruit effective talent. Engage 7-9<sup>th</sup> grade students with a program to introduce career opportunities within Putnam County to encourage selection of appropriate academic tract for career, and assist in the retention of our youth. Continue partnerships to enhance overall education and workforce development.

**Small Business:** Explore opportunities to connect small businesses with the resources needed to grow and/or be successful. Assist marketing and promoting SBDC services, workshops and events.

**Tourism Task Force:** Coordinate activities surrounding the BASS Elite Tournament (March 17 – 20). Recruit and assign volunteers needed for the event. Solicit and encourage new events and provide support as needed for current festivals/events. Implement initiatives to bring destination tourists to Putnam County and continue marketing Putnam County as a tourist destination.

### Tourism

Vice Chair: **Jini Robbins,**  
Bates, Hewett & Floyd  
Insurance

### Government Relations

Vice Chair: **Derek Hembree,** Clay Electric Cooperative

**Government Issues Task Force:** Represent business interests at the city, county, regional and state levels. Monitor Chamber's Legislative Agenda items and other issues approved by Chamber. Identify and take appropriate action on other proposed legislative and regulatory issues affecting the business community. Educate voters on key issues.

Continue to monitor Road & Transportation issues, including Shands Bridge and construction/completion of 4 lane highways.

**Recruitment, Retention & Engagement:** Attract at least 35 new members and retain more than 85% of existing members. Develop initiatives to actively engage members in the overall program. Develop a plan to better communicate the benefits of Chamber membership, the advantages of tourism events/activities and other initiatives to members, prospects and residents to build a broader understanding of the Chamber.

### Membership Engagement

Vice Chair: **Taylor Douglas,**  
Roland Pacetti Realty

**Networking & Fund Raising:** Generate non-dues income, provide beneficial services and networking opportunities for members. Conduct 10 Business After Hours, Annual Celebration and Annual Fundraiser. Explore options to enhance networking events to increase opportunities for members and ways to include inviting prospects.

### Administrative & Finance

Chairman of the Board:  
**Greg Bacon,** City Shippers

**Financial Review Task Force:** Review and monitor the annual budget and make recommendations if needed.

**Organization & Administration:** Offer leadership for the West and South area business community by addressing economic and quality of life issues. Continue to address improvements to maintain and enhance the Chamber facility.

Promote awareness of the Putnam Chamber Education Foundation (PCEF), a 501(c)3 organization, and assist with soliciting donations for scholarships.