



THE
SHELBY COUNTY
C H A M B E R

2021 BUSINESS PLAN

(Approved by 2020 Executive Committee 11/19/20

Approved by 2020 Board of Directors 12/17/20)

Vision Statement

To be a champion for Shelby County as the premier place to live and do business.

Mission Statement

To partner with community stakeholders to support stability and foster economic vitality throughout Shelby County.

Business Development & Support Group

ShelbyOne – Next Level Up! Mission:

Increase quality job growth throughout Shelby County by helping our existing businesses compete in an ever-changing marketplace, and to grow and thrive here.

- Host annual “Small Business Celebration”.
- Host Annual “Industry Appreciation” event.
- Host Annual “Industry Block Party” event.
- Complete a minimum of 75 *new* “business contact” visits.
- Maintain and grow database and targeted solution strategies for workforce needs, challenges to growth being faced, potential opportunities for growth, out of area suppliers, etc. within targeted clusters identified by 58, INC.
- Build on specific industry cluster groups as identified by 58 INC (Manufacturing/ Distribution, Healthcare/ Life Sciences, and Information Technology) to support business retention and recruitment efforts.
- Continue “Manufacturing & Distribution Roundtable” program to create a platform for Shelby County business and industry to discuss issues and opportunities relating to growth.
- Collaborate with 58, INC. in creating a “Supply Chain Asset Map” listing all suppliers and their capabilities allowing end users to know about local suppliers with whom they can do business.
- Collaborate with 58, INC on other potential apprenticeship opportunities based upon training needs expressed during “business contact” visits and training needs survey.

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- Provide direct support and assistance to 58, INC. as a full partner in all recruitment efforts for new to market industry, retail and commercial businesses.
- Offer community information for all new management-level hires for new businesses in Shelby County providing these individuals with newcomer information on public services, schools, entertainment, recreation, etc.”
- Hold industrial tours of area companies (small business and industry) as part of the High School “Ready to Work” program conducted at high schools throughout Shelby County.
- Assist 100 business owners and entrepreneurs through the Chamber’s Business Support Center efforts.
- Assist in the creation of 275 new jobs through growth of Shelby County’s existing business and industry.
- Hold a minimum of four “Go & Grow Workshops” on topics of interest to small businesses and industry.
- Host 6th Annual “Business Outlook Conference” in collaboration with University of Montevallo’s Stephens College of Business and other Shelby County chambers.
- Develop and distribute 7th Annual “Business Outlook Survey” in the Fall of 2021 to gauge what Shelby County businesses think the climate will look like for 2022.
- Continue Entrepreneur Roundtable program for interested participants.
- Continue developing the “Women’s Business Council”.
- Host “Business Recycling Days” in two separate areas of the County.
- Collaborate on other informational seminar opportunities that develop through our partnerships
- Grow the webinar series options for small business owners on topics important to their growth.

Communications & Marketing Group

- Explore viability of creating a “Leadership Outreach Group” consisting of volunteer leaders to regularly communicate with Chamber investors for the purpose of determining issues and programs of importance.
- Create and edit six printed issues of *Business Connections*, the Chamber’s monthly newsletter, which will appear in *Shelby Living* magazine.
- Produce twelve electronic issues of *Business Connections* to be sent to all investor levels each month.
- Produce weekly e-mail updates to investors on programs and activities.
- Promote Chamber investors as well as Chamber and Community events through Social Media (Facebook, Linked-In, Twitter, Instagram, etc.).
- Produce four editions of the *Who’s Who of Shelby County*, a quarterly directory of Sustaining level investors and above, which will appear in *Shelby Living* magazine.

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- Produce an annual Directory of “Membership” level investors and above to be published in the annual “Shelby County Newcomers and Visitors Guide” produced by Shelby County Newspapers, Inc.
- Update Chamber’s website (content and registration with all major search engines).
- Continue developing and promoting the usefulness of the Chamber website by reflecting the expanded program of work.
- Produce press advisories and news releases on Chamber programs and events and distribute to local media.
- Increase media contact relationships.

Community & Career Development Group

ShelbyOne – Next Level Up! Mission:

Establish a business-driven workforce readiness approach via a partnership between business, community, our schools and our training providers ensuring Shelby County companies can recruit and retain the employees and managers they need.

- Grow the Chamber’s interactive “career readiness” programs in local schools:
 - Complete 8th year of “Keeping It Real” programs for 9th Grade students throughout Shelby County schools, and begin 9th year.
 - Grow business participation in the “Connect 2 Careers” program for 10th grade students throughout Shelby County schools.
 - Conduct 6th year of “Communication Matters” a “soft skills” workforce development program for 11th Grade students throughout Shelby County.
 - Increase number of schools and businesses participating in the 3rd year of the High School “Ready To Work” program for 12th grade students throughout Shelby County.
 - Recognize and support student and educator excellence in the classroom by hosting the 7th Annual “Student and Educator of the Year” program recognizing excellence in the classroom and providing scholarships and stipends for multiple recipients.
 - Partner with educators and training providers throughout Shelby County to increase career and college ready rates.
 - Hold Annual “State of our Schools” program, inviting all Shelby County Superintendents to give an update.
- Partner with key employers, education leaders and service providers to increase “career readiness” understanding and opportunities to give all those entering the workforce the skills needed by Shelby County employers:
 - Collaborate with education and other training providers to continue career and college readiness rate increases throughout Shelby County schools measured through the State Department of Education’s career and college ready indicators.
 - Represent Shelby County business on the WIOA Region 4 (CAPTE) Board established to better serve the workforce needs of business and industry and economic development at the local level.

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- Increase Shelby County business representation on the WIOA Region 4 (CAPTE) Board.
 - Engage, support and collaborate with the Central Six – Region 4 Workforce Council to facilitate career readiness and training in Shelby County.
 - Re-start “Academic Leaders Council” meetings for all Shelby County Superintendents and College/University presidents to go over workforce needs in Shelby County.
 - Advocate and support “ready to work” programming in schools throughout Shelby County.
- Promote importance of health awareness (healthy lifestyles) to the business community by:
- publishing a “Health Focus of the Month” in *Business Connections*, the Chamber’s monthly newsletter.
 - Holding Annual “Healthcare Professionals of the Year” program in collaboration with the Chamber’s Annual Shelby County Healthy Lifestyles Expo for Shelby County businesses.
 - Partner with community leaders and healthcare providers to develop and expand opportunities unique to Shelby County.
 - Develop and coordinate informational seminars on healthcare topics of interest to small businesses and industry.
 - Establish focus groups, for mental health awareness in the workplace.
- Coordinate and hold Annual “Public Safety Awards” Luncheon in October recognizing public safety departments throughout Shelby County.
 - Coordinate and hold Annual “Shelby County Diamond Awards” recognizing a Citizen of the Year, Public Servant of the Year and Non-Profit Organization of the Year.
 - Plan and hold Annual “Prayer Breakfast” event.
 - Identify countywide resources and leadership with whom to collaborate on key issues regarding quality of life issues (education, healthcare, recreation, arts, beautification, retail, green space, etc.) that help make Shelby County an even better place to live and do business.
 - Hold Annual Golf Tournament benefitting career readiness programming.

Finance & Administration Group

- Initiate planning efforts for next Strategic Plan and funding mechanism for future Chamber programming.
- Manage Chamber’s daily operations.
- Maintain financial records and coordinate invoicing for the Chamber and The Greater Shelby County Community Foundation.
- Develop annual budget for Chamber’s operations.
- Coordinate Nominations process for Chamber leadership roles.

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- Plan and coordinate Annual Meeting of Investors.
- Plan and coordinate meetings for *ShelbyOne – Next Level Up!* investors.
- Coordinate all Chamber events and programs.
- Coordinate ribbon cuttings and ground-breakings for area businesses.
- Coordinate Ambassadors' program.
- Coordinate on-going investor retention program.
- Manage and review Event Analysis forms for each event or program.
- Pursue collaborative efforts with all business and community organizations in Shelby County (e.g. 58, INC., Chelsea Business Alliance, Helena Business Alliance, Hoover Area Chamber of Commerce Montevallo Chamber of Commerce and Main Street programs).

Governmental Affairs Group

ShelbyOne – Next Level Up! Mission:

Serve as the leading voice for our Shelby County business community at all levels of government in order to sustain and enhance a pro-business climate.

- Update and enhance the Chamber's "Public Policy Agenda" capturing the key issues impacting Shelby County businesses, and communicate those priorities to our elected representatives.
- Host a Legislative Preview event with Shelby County State Legislative delegation prior to the start of the annual State Legislative session.
- Increase the effectiveness of, and participation in, the Chamber's annual "Montgomery Drive-In" event.
- Lead efforts to advocate for continued investment in transportation and infrastructure projects which spur positive growth and enhance the quality of life throughout Shelby County.
- Provide direct staff support for the "Shelby County Mayors' Association" program to ensure continued collaboration at the local level through on-going communication, clear understanding of issues of importance and promotion of policies that make it easy to do business in Shelby County.
- Host an Annual "State of our Communities" event with Shelby County Mayors.
- Actively engage with our Alabama Congressional delegation to ensure elected representatives are kept up-to-speed on all federal issues which impact Shelby County.
- Host "Washington Update" type programs with Alabama's federal legislative delegation.
- Hold Annual "State of the County" event.
- Collaborate with 58, INC. and other collaborative partners on a "Shelby County Washington Fly-In" program for Shelby County businesses and community leaders.
- Coordinate "Coffee with the Mayor" events in all municipalities that wish to have them.

Investor Relations Group

- Provide quarterly updates to *ShelbyOne – Next Level Up!* investors.
- Hold a minimum of two *ShelbyOne – Next Level Up!* investor meetings to ensure engagement in program of work.
- Recruit 100 new investors.
- Coordinate volunteer recruitment effort of sponsorships.
- Host quarterly “Investor Receptions” for new and existing investors.
- Restart “CoffeeNET” networking programs when appropriate.
- Restart “Business After Hours” networking programs when appropriate.
- Restart NETWORK280 (networking and/ or professional development) programs when appropriate.
- Update and maintain accurate records in investor database.
- Continue developing and promoting investor discounts (“Hot Deals”, Office Depot, ServPro, etc.).

Tourism & Recreation Group

- Begin discussion on the ways in which the organization, our investors and the business community as a whole can support the 2022 World Games coming to Oak Mountain State Park in July of that year.
- Produce a weekly “What’s Happening in Shelby County” email for distribution to hotels and other visitor locations to share with visitors to Shelby County.
- Maintain a “Tear Off” Shelby County Attractions map for distribution to hotels and other visitor locations to share with visitors and tourists.
- Host a minimum of 2 - 3 Chamber programs on the topic of tourism & recreation.
- Assist in promotion of local community festivals.
- Promote use of *#DiscoverShelbyAL* on tourism related social media posts.
- Access and fully utilize Alabama State Department of Tourism resources.