



THE
SHELBY COUNTY
C H A M B E R

2024 BUSINESS PLAN

(Approved by 2023 TSCC Board of Directors - 12/20/23)

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

Forward Shelby County Mission:

Act as the lead convener and partner in efforts to support and grow existing business and industry; research and communicate matters of economic importance to our Chamber investors and to our Shelby County communities.

- Expand the Chamber's Business Resource Center (one-on-one entrepreneurship assistance, Go & Grow workshops, etc.) effort by:
 - Conducting 85 business contact visits including joint visits with 58 INC and the Discover Shelby Alabama team with targeted companies,
 - Assisting 120 business owners and entrepreneurs by providing guidance, hands-on problem solving and referrals to appropriate contacts,
 - Providing a minimum of 8 workshops on topics of importance to business owners and their employees
 - Providing access to "hands-on" leadership, communication, teamwork management training for supervisors and managers in collaboration with training partners.
- Expand CEO one-on-one personal communications with lead investors providing a summary of programming results and next steps and to determine any issues for which the Chamber can advocate, coordinate or resolve.
- Increase participation in the "Manufacturer / Distribution Roundtable" program re-launched in 2023 in collaboration with 58 INC to provide a platform for businesses and industry to voice their opinions on business needs to the Chamber and its public partners.
- Determine potential for other industry roundtable programs (e.g. healthcare, IT, biotech etc.) jointly with 58 INC to assist existing business leaders in assessing their specific sectors' needs and design process to build programs to meet those needs.
- Assist in the creation of a minimum of 350 new jobs through the growth of Shelby County's existing businesses and industry.

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- Produce the annual “Shelby County Business Outlook Conference” jointly with 58 INC and University of Montevallo’s Stephens College of Business featuring representatives from various business sectors sharing their perspectives on what the coming year will look like in their sector.
- Coordinate the annual “Shelby County Business Outlook” survey conducted in partnership with the University of Montevallo’s Stephens College of Business to report where Shelby County businesses think the local economy is headed for the coming year.
- Celebrate and promote the positive economic impact and importance of small business to the County and our communities via the annual Small Business Celebration and Social Media posts.
- Host Annual “Industry Appreciation” event recognizing the positive impact they have on our –
- Support recreation and tourism throughout Shelby County by:
 - Assisting the Discover Shelby Alabama team with business contact efforts
 - Supporting the Discover Shelby Alabama’s tourism / recreation event initiatives
 - Promoting use of #DiscoverShelbyAL on tourism related social media posts.
 - Celebrating and promoting the positive impact of tourism and recreation on the County’s economy by coordinating the annual “Shelby County Tourism & Recreation All Star Awards” program.
- Collaborate with partners (e.g. 58 INC, Career Center, Express Employment Professionals) to determine and provide Shelby County employers with information on what potential employees are seeking in career / employment opportunities.
- Collaborate with 58 INC and training partners on potential apprenticeship opportunities based upon training needs expressed during “business contact” visits and training needs survey.
- Provide assistance and support to the Discover Shelby Alabama team in the promotion of tourism and recreation throughout Shelby County and our communities.
- 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.”
- Assist with 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.
- Convene and lead the “Women’s Business Council” programming.
- Collaborate on other informational seminar opportunities that develop through our partnerships.

Communications & Marketing Group

- Create and edit six printed issues of Business Connections, the Chamber’s monthly newsletter, which will appear in *Shelby Living* magazine.
- Produce “Business Connections” newsletter (six print and six electronic) to be sent to all investor levels each month.
- Produce weekly e-mail (E-Business Connections) 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 the *Who’s Who of Shelby County Businesses*, a directory of Sustaining level investors and above, which will appear in *Shelby Living* magazine three times annually

- 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

Forward Shelby County Mission:

Advocate, align and deliver Shelby County career-readiness programming and workforce training, in collaboration with our education leaders and various training partners, that best meet employer needs to provide an educated and trained workforce fully prepared to fulfill the workforce needs of Shelby County business and industry now and in the future.

- Support business and industry as a workforce resource through business-contact visits to identify solutions to employer issues.
- Act as the convener to gather all stakeholders involved in preparing students to enter the workforce with the express purpose to craft a collaborative strategy to better equip student graduates with skill sets and attitudes needed to be ready to be productive in the workplace.
- Coordinate regular meetings of the “Shelby County Academic Leadership Council” providing a platform for training partners (e.g. schools, Jefferson State Community College, University of Montevallo, etc.) to discuss workforce and training needs as shared by Shelby County businesses.
- Strategically collaborate on workforce programming with training partners that lead to credential attainment or work-based learning placement (e.g. Registered Apprenticeships, Ready To Work, Alabama Industrial Development Training (AIDT) Leadership Courses)
- Lead and coordinate Job Fair programming, industry tours, etc. in collaboration with other workforce partners in Shelby County
- Determine and submit requests for grant funds available for workforce development programming.
- Engage, support and collaborate with the Central Six – Region 4 Workforce Council to facilitate career readiness and training in Shelby County by:
 - Representing Shelby County business and industry on the State’s Central Six Region Four Workforce Council.
 - Promoting and facilitating more locally hosted Central Six Region Four Workforce Council offerings for Shelby County businesses.
 - Stay abreast and inform businesses on potential state funds to support targeted opportunities for workforce training.
- Engage, support and collaborate with the newly formed WIOA Region 4 (NCAW!) to better serve the workforce needs of business and industry and economic development at the local level by:
 - Representing Shelby County business on the WIOA Region 4 (NCAW!) Board of Directors and Executive Committee

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- Keeping abreast and informing businesses on potential federal funds to support targeted opportunities for workforce training.
- Coordinate and lead “career readiness” programming with the County’s future workforce in partnership with high schools throughout Shelby County:
 - “Keeping It Real” programs for 12th Grade students throughout Shelby County.
 - “Communication Matters” a “soft skills” workforce development program for 11th Grade students throughout Shelby County.
 - Investigate bringing back an in-person “Connect 2 Careers” program for 10th grade students throughout Shelby County to learn more about career opportunities.
 - Advocate and support High School “ready to work” programming in schools throughout Shelby County.
 - Recognize and support student and educator excellence in the classroom by hosting Annual “Student and Educator of the Year” program providing scholarships and stipends for multiple recipients.
 - Hold Annual “State of our Schools” program, inviting all Shelby County Boards of Education to give an update.
- Increase educator and business participation in “Career Corps” program (offering educators the opportunity to learn about business needs to then share with students via their written lesson plans).
- Collaborate with educators and other training partners throughout Shelby County to continue career and college readiness rate increases throughout all schools in Shelby County -- as determined by the State’s Department of Education career and college ready indicators.
- Partner with workforce and training partners (e.g. Express Employment Professionals) to provide leadership and employment trends/data updates through Workforce Update programs and on-going workforce trends.
- Research and scale best practices from other successful workforce programming already underway throughout Alabama and tailor findings to our needs in Shelby County.
- Promote importance of health awareness (healthy lifestyles) to the business community by:
 - Holding Annual “Healthcare Professionals of the Year” program in collaboration with a 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.
- 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.

Finance & Administration Group

- 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 volunteer leadership roles.
- Plan and coordinate Annual Meeting of Investors.
- Plan and coordinate updates for *Forward Shelby County* 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.
- 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

Forward Shelby County Mission:

Lead the focus on proactive, strategic outreach to draw attention to and influence policy decisions locally, and at the state and local level, that support business, economic and workforce development.

- Operate as the “Voice of Business” for Shelby County by engaging a full range of Shelby County businesses to capture the key issues of concern gathered from: the on-going Business Contact Program, community leadership contacts, Chamber CEO personal visits and continued work of the Chamber's Governmental Affairs Work Group and programming, communicate to our elected and appointed representatives and pursue resolution of those priorities.
- Convene interactive and engaged Governmental Affairs programming to provide the Shelby County business community opportunities to engage with elected officials at all levels through:
 - Legislative Preview program with County's state legislative delegation,
 - State of Our Communities program with Mayors throughout Shelby County,
 - Eggs & Issues / Washington Update programs with federal legislative Delegation,
 - Legislative Wrap Up Reception with County's state legislative delegation at the conclusion of the legislative session, and
 - State of Our County Luncheon.
- Lead the annual Shelby County Montgomery Drive-In event, jointly with 58 INC, to meet and discuss issues with our elected officials, administration leaders and department heads.
- Review, update and enhance the Chamber's “Public Policy Agenda” capturing the key issues which business and community leaders consider are the highest priorities which are impacting Shelby County businesses, and communicate those priorities to our elected representatives.
- Advocate for continued investment in transportation and infrastructure projects which spur positive growth and enhance the quality of life throughout Shelby County.

- Advocate other pro-business legislation at all levels of government.
- Oppose legislation at all levels of government that are harmful to business.
- Convene and lead the Shelby County Mayors’ Association, jointly with 58 INC, providing municipal leadership with the opportunity to meet and discuss issues of importance to their respective communities, and when appropriate share resources.
- Identify, convene and partner with organizations of like-mind on key business policy issues to build critical mass for increased ability to influence legislation
- Re-launch with other partners 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.
- Convene any necessary Forums to facilitate voter understanding of key issues – or candidates’ positions – presented to the Shelby County electorate.

Investor Relations Group

- Provide regular updates to *Forward Shelby County* investors.
- Recruit 100 new investors.
- Coordinate recruitment and coordination of sponsorship opportunities.
- Produce a minimum of four Chamber “Connections” Luncheons” featuring programming relating to the organization’s expanded program of work.
- Produce a minimum of ten Chamber “Community Luncheons” featuring programming relating to the organization’s expanded program of work.
- Host quarterly “Investor Receptions” for new and existing investors.
- Coordinate and produce regular business networking opportunities at locations throughout the County by hosting the following events:
 - “CoffeeNET”
 - “Business After Hours”
 - NETWORK280”
- Update and maintain accurate records in investor database.
- Develop and promote investor discounts (e.g. “Hot Deals”, ODP Business Solutions, etc.).