



AMERICA
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MESSAGE FROM 2030 SHELBY WORKS! CO-CHAIRS

Here in Shelby County, we've fostered a strong spirit of collaboration that we practice each and every day.

That collaborative spirit -- along with visionary leadership and a lot of hard work -- has led to a flourishing County with live quality second to none and a variety of wonderful places to live, work and enjoy leisure time.

We recognize "getting here" took years of planning, investment and hard work. We also understand that even with the successes of the past, the uncertainty of the future will always present challenges we must address... and making sure our County continues to prosper and grow, will take just as strong of an effort moving forward to 2030.

We're pleased, therefore, to present 2030

Shelby Works! a new five-year strategic plan for our Shelby County Chamber built upon that spirit of collaboration. Developed by over 60 key community and corporate leaders, this enhanced program of work is designed to continue our positive steps in four key areas:

- ▶ Prepare Shelby County's Future Workforce
- ▶ Retain and Grow Existing Business
- ▶ Continued Collaboration with 58 INC (Shelby County's Economic Development Corporation)
- ▶ Champion policies at all levels of government that promote economic growth and business success

Our Shelby County Chamber and 58 INC are busier than ever, but looking ahead to

building on strong foundations of relationships and investments over the next five years. This expanded program of work and collaboration will continue to move us forward in the four key areas laid out in the following pages of 2030 Shelby Works!

As business and community partners, we're united in our commitment to working and planning together. We hope you'll join us by learning more about 2030 Shelby Works! and then by investing in this effort to ensure a strong and qualified workforce, retain and grow businesses and continued collaboration and working with elected officials at all levels of government.

The Best Is Yet To Come!

Chad Scroggins

Shelby County
2030 Shelby Works! Co-Chair

Traci Fox

T. Fox Salon Spa – Aveda
2030 Shelby Works! Co-Chair

April Harry

Warren Averett LLC
2030 Shelby Works! Co-Chair

Keith Brown

Jefferson State Community College
2030 Shelby Works! Co-Chair

WHAT WE ACCOMPLISHED OVER THE PAST THREE YEARS



- ▶ Business Support Center assisted 723 businesses resulting in 1,124 new jobs. (Average of 240+ businesses assisted and 375 new jobs annually)
- ▶ Conducted 206 business contact visits (from 1,090 requests to meet). (Average of 69 annually)
- ▶ Responded to 2,126 requests for information about Shelby County and our municipalities. (Average of 709 annually)
- ▶ Coordinated career readiness programming for schools throughout Shelby County for 13,767 students (Average of 4,589 annually)

2023: 4,050 TOTAL STUDENTS

- ▶ Keeping It Real financial literacy program (1,717 12th grade students)
- ▶ Communication Matters soft skills program (2,333 11th grade students)

2024: 5,378 TOTAL STUDENTS

- ▶ Keeping It Real financial literacy program (3,181 12th grade students)
- ▶ Communication Matters soft skills program (2,197 11th grade students)

2025: 4,339 TOTAL STUDENTS

- ▶ Keeping It Real financial literacy program (1,831 12th grade students)
- ▶ Communication Matters soft skills program (1,758 11th grade students)
- ▶ Connect 2 Careers program on career opportunities available in Shelby County (750+ 10th grade students)



58 INC ACCOMPLISHMENTS

Aided more than
18 retail developments
in Shelby County
communities



\$100,000+ of
site preparation
and development
readiness studies



\$64,671,537
capital investment by
companies recruited
and expanded



Recruited and expanded
273 new jobs in corporate
and industrial companies
recruited and expanded



STRATEGIC INITIATIVE 1: Prepare Shelby County's Workforce

MISSION

Align career readiness / workforce development programming – including experience-based work and job training – with training partners to assist in developing individuals to best meet Shelby County's workforce needs benefiting both the people and businesses in our communities.

Collaboration, cooperation and engagement guide career readiness efforts in Shelby County, including career training experts, business leaders, all levels of education representatives, community leaders and many more.

Over the next five years, we'll focus on these three objectives:

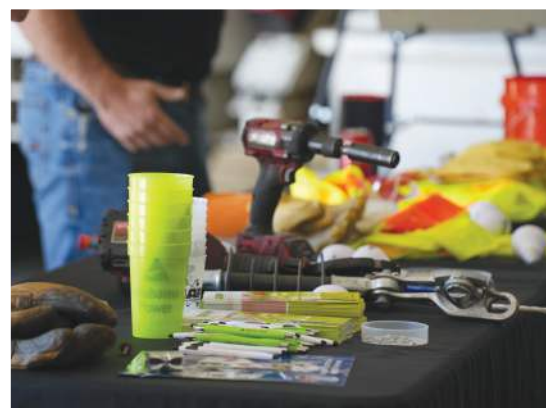
1) Develop and support a robust talent pipeline in our region through partnership and collaboration with education and training providers through the following programming:

- Manage and coordinate regular meetings of the Chamber's Career Readiness Work Group.

- Coordinate and deliver our Keeping It Real program for 12th grade students in schools throughout Shelby County providing students with an opportunity to learn about "real world" life choices – and how much things cost...those things they "need", as well as those things they "want". Participating students are given a randomly assigned "life scenario" which includes marital/ family status, education/ training, current work, compensation and more. The students then make purchases in twelve areas comprising "real world" options where they make decisions on transportation, housing, utilities, groceries, clothing, additional training/ education, adding a second

job and more based upon their randomly assigned "life scenario".

- Provide our Communication Matters: Putting Your Best Foot Forward program for 11th grade students on the importance of the "soft skills" they'll need to be successful in their future – whether it's working as part of – or leading -- a team in a business environment.



► Produce our Connect 2 Careers program for all 10th grade students throughout Shelby County. The program utilizes the Pathways to College & Career Readiness Career Clusters. Each student visits three zones with business volunteers representing careers identified in the various career clusters.” During their time at Connect 2 Careers each student will spend 30 minutes in each zone. The students will approach each booth for a hands-on experience with each career pathway. The volunteers share with the students: What they can expect in the “real world”, as well as what it’s like to work in a particular career such as: how to dress, training/ educational requirements, salary ranges, day-to-day expectations and duties and more. The purpose of our “Connect 2 Careers” event is to share local careers with our Shelby County students - better informing them about the intricacies of each career available to them in Shelby County.

► Hold our annual Student & Educator of the Year Luncheon celebrating excellence in our classrooms. Schools throughout Shelby County are encouraged to nominate two high school seniors (One “Career Tech Standout” & One “Distinguished Student Standout”) and one Teacher from each level (elementary, middle & high school) for recognition.

All nominees in all student and teacher categories are recognized at this luncheon and five students (two “Career Tech Standout”, two “Distinguished Student Standout” and one “Future Leader”) are selected from those nominated and each receive a \$1,000 scholarship to continue their career training. In addition, three educators (one in each category) are announced and receive a \$750 stipend for

their use at their discretion in their classroom.

► Convening the Shelby County Academic Leadership Council so that training partners at all levels (e.g. high school, two-year college, four-year colleges) throughout Shelby County can share information, and 58 INC – Shelby County’s Economic Development Corporation -- and the Chamber share information from their business contact visits.

► Re-launching the Shelby County Career Corps program designed to provide paid internships for educators wanting to learn more about the variety of career pathways that exist for their students and making subject matter relevant in the classroom. The program focuses on top demand occupations in target industry sectors (e.g. Advanced Manufacturing, Healthcare, Information Technology, Professional Services, Construction and Transportation/Distribution/Logistics. Participating educators then provide a lesson-plan for their classrooms helping them to make their subject matter relevant to the workplace and offers

them a wide variety of career options to share with their students.

► Re-launching the Education Connections Roundtable programming providing opportunities for interaction and exchange of information on career pathways available here in Shelby County.

► Assist schools throughout Shelby County with their student “Mock Interview” opportunities.

► Assist schools throughout Shelby County in the coordination with “Industry Tours” at Shelby County businesses.

2) Through on-going business contact visits – a minimum of 60 annually -- we’ll help align resources that address employment opportunities and challenges in the region.

3) Collaborate with training partners at all levels* and Shelby County businesses to provide experience-based work and job training opportunities.



(* partners include: schools throughout Shelby County, Jefferson State Community College, Central Alabama Community College, University of Montevallo, the Stephens College of Business, the University of Alabama Birmingham Career Center, Alabama Technology Network, Alabama Career Centers, etc.)

STRATEGIC INITIATIVE 2: Retain and Grow Existing Business

MISSION

Strengthen and expand the local business base by fostering a supportive environment for existing businesses and the creation of more jobs through existing business growth and retention.

Over the next five years we'll focus on these objectives:

- Increase participation in the Chamber's Business Resource Center (one-on-one entrepreneurship assistance, Go & Grow Workshops, Small Business workshops on topics geared towards small business growth by:

- Conduct a minimum of 60 business contact visits annually (total of 300) in collaboration with 58 INC for the purpose of identifying and assisting with any challenges or opportunities they may be facing.

- Assist a minimum of 120 businesses annually (total of 600) by providing guidance, hands-on problem solving and referrals to appropriate contacts.

- Manage and coordinate regular meetings of the Chamber's Small Business Work Group.

- Produce regular meetings of the Shelby County Women's Business Council for business networking and best business practices presentations.

- Coordinate a minimum of 8 workshops on topics of importance to businesses and employees.

- Collaborate with Jefferson State Community College on offering the Leadership Skills training program



- Foster a culture of innovation in Shelby County by bringing together entrepreneurs, investors and key ecosystem leaders to support the launch and growth of new companies in our communities.

- Advocate for innovation and entrepreneurship with public officials and explore impactful

initiatives which can increase the potential of entrepreneurship here in Shelby County.

- Develop and share opportunities for small businesses through introductions to key



resources available to them.

► Grow participation in the re-established Shelby County Manufacturer's Roundtable program jointly with 58 INC to provide a platform for manufacturing major employers to discuss key issues in industry (e.g. safety, workforce, growth etc.).

► Collaborate with 58 INC on celebrating and promoting the positive economic impact and importance of manufacturing, industry and innovation to the County and our communities via an annual Manufacturing & Innovation program and social media posts.

► Conduct an annual Shelby County Business Outlook Survey 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, as well as feedback on other timely issues.

► Produce the annual Shelby County Business Outlook Conference jointly with 58 INC featuring a panel of representatives from various industry sectors sharing their perspectives on what the coming year will look like in their specific sector.

► Celebrate and promote the positive economic impact and importance of small business to the County and our communities via the Small Business Celebration and social media posts.

► Support recreation, visitation and tourism by:

- assisting Discover Shelby's tourism / recreation efforts
- promoting local culture, arts, entertainment and recreation
- encouraging and celebrating the positive impact of tourism and recreation on the



County's economy

- promoting the impact which Shelby County's quality of life has on the positive growth in jobs and business dollar investment for all of our communities
- Assist in the creation of a minimum of 200 new jobs each year through the growth of Shelby County's existing businesses (total of 1,000 new jobs).



STRATEGIC INITIATIVE 3: Continue Collaboration with 58 INC



MISSION

Continue sharing resources and programming with 58 INC (Shelby County Economic Development Corporation) to efficiently and effectively carry out countywide strategies, to develop the innovation ecosystem; and recruit, assist and retain major employers.



Over the next five years we'll focus on these objectives:

1) Retain and support major employers, and prepare and retain their talent to support growth of local jobs and

investment.

► In collaboration, the Chamber and 58 INC will conduct their business contact program for major employers, share information with one another about local

business and major employer needs and updates and provide workforce solutions to major employers.

► The Chamber's efforts focus on companies whose products / services



are primarily serving customers within Shelby County.

► 58 INC works with Shelby County and Cities to assist major employers (*) that are planning expansions and investment.

2) Shelby-Focused Workforce Development

► Advocate, align and deliver local career readiness processes and workforce training programs that best meet employer needs, across job seekers of all ages and stages.

- identify and understand the workforce challenges and issues which companies are facing.

- investigate / coordinate solutions to workforce readiness barriers to growth and success.

- deliver career readiness programming.

3) Joint Programming

► Partner on issue advocacy pertaining to workforce readiness, infrastructure and community and business services.

► Collaborate on programs and events and co-host signature events.

► Align messaging and 'brand' images through marketing and promotion.

► To maximize effectiveness and efficiency, the collaborative partners will share office resources and information.

► Collaborate on volunteer leadership:

-58 INC President & CEO to serve as Ex Officio to Chamber's Board of Directors

-Chamber to make appointments to 58 INC's Board of Directors



(*) Companies whose product / service are primarily serving customers outside of Shelby County and create and expand the base economy.



STRATEGIC INITIATIVE 4:

Champion policies at all levels of government that promote economic growth and business success.

MISSION

Serve as the leading voice for our Shelby County business community at all levels of government (local, state & federal) focusing on pro-active, strategic outreach efforts that support business, economic and career readiness development.

Over the next five years we'll focus on these objectives:

- ▶ Manage and coordinate regular meetings of the Chamber's Governmental Affairs Work Group.
- ▶ Aggressively advocate pro-business legislation at all levels of government.
- ▶ Aggressively fight against legislation at all levels of government that are harmful to business.
- ▶ Review and update the Chamber's Public Policy Agenda capturing the key issues which business and community leaders consider the highest priorities.
- ▶ Actively interact and engage with our elected officials to ensure they are kept up-to-speed on all Issues affecting our communities throughout Shelby County.
- ▶ Convene interactive and engaged Governmental Affairs programming to provide the Shelby County Business community opportunities to engage and interact with elected officials at all levels:
- ▶ Washington Update programs with Alabama congressional delegation here in Shelby County
- ▶ Annual Washington Fly-In pro-





gram in Washington DC

- ▶ Annual Montgomery Drive-In program
- ▶ Legislative Preview program with state legislative delegation
- ▶ Legislative Wrap Up program with state legislative delegation
- ▶ Annual State of Our County program
- ▶ State of Our Communities program with mayors throughout Shelby County
- ▶ Coordinate and manage the Shelby County Mayors' Association providing municipal leadership with the opportunity to meet and discuss issues of importance to their respective communities, and when appropriate share resources.
- ▶ During election years, host Candidates' Forums to facilitate voter understanding of key issues and candidates' positions on issues affecting our communities.

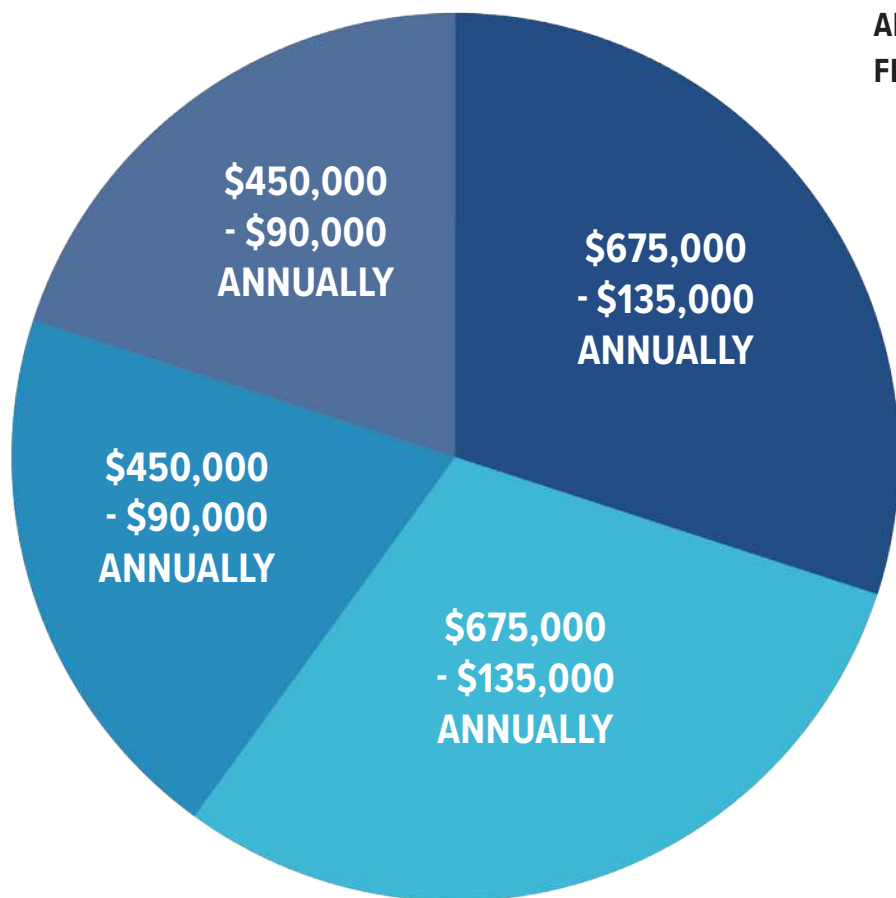


CAMPAIGN GOAL

ANNUAL BUDGET: \$450,000 annually
FIVE-YEAR BUDGET: \$2,250,000 Million

HOW YOUR ANNUAL INVESTMENT DOLLARS WILL BE SPENT

- Preparing Shelby County's Future Workforce – **30%**
- Retain and Grow Existing Business – **30%**
- Continued Collaboration with 58 INC – **20%**
- Champion policies at all levels of government that promote economic growth and business success – **20%**



INVESTOR BENEFITS

2030 LEVEL INVESTOR

(Greater Than \$25,000 annually)

► Listed as a Presenting Sponsor for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- State of Our Communities
- State of the County

► Two reserved tables of 6 for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- State of Our Communities
- Annual Small Business of the Year

- Annual Manufacturing & Innovation
- State of the County

► Complimentary registrations for the following TSCC programming:

- Montgomery Drive-In
- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members
- Other 2030 Shelby Works! events (workshops, roundtables, etc.)
- 2030 Shelby Works! programming updates

► Logo recognition on TSCC Website and other marketing materials

MOMENTUM LEVEL INVESTOR

(\$20,000 annually)

► Listed as a Co- Sponsor for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- State of Our Communities
- State of the County

► One reserved table of 6 for the following TSCC programming:

- Annual Meeting / Annual Business

Outlook Conference

- State of Our Communities
- Annual Small Business of the Year
- Annual Manufacturing & Innovation
- State of the County

► Complimentary registrations for the following TSCC programming:

- Montgomery Drive-In
- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members

► 50% sponsorship discounts on other TSCC events

► Other 2030 Shelby Works! events (workshops, roundtables, etc.)

► 2030 Shelby Works! programming updates

► Logo recognition on TSCC Website and other marketing materials

STRATEGIC LEVEL INVESTOR

(\$10,000 annually)

► Reserved table of 6 for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- State of Our Communities
- Annual Small Business of the Year
- Annual Manufacturing & Innovation
- State of the County

► Complimentary registrations for the following TSCC programming:

- Montgomery Drive-In
- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members

► 25% sponsorship discounts on TSCC events

► Other 2030 Shelby Works! events (workshops, roundtables, etc.)

► 2030 Shelby Works! programming updates

► Logo recognition on TSCC

Website and other marketing materials

CORNERSTONE LEVEL INVESTOR

(\$7,500 annually)

► Reserved table of 6 for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- Annual Manufacturing & Innovation
- State of the County

► Complimentary registrations (up to 3) for the following TSCC programming:

- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members

► 15% sponsorship discount on TSCC events

► Other 2030 Shelby Works! events (workshops, roundtables, etc.)

► 2030 Shelby Works! programming updates

► Logo recognition on TSCC Website and other marketing materials

GROWTH LEVEL INVESTOR

(\$5,000 annually)

► Complimentary registrations (up to 3) for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- Annual Manufacturing & Innovation
- State of the County
- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members

► 10% sponsorship discounts on TSCC events

► Other 2030 Shelby Works! events (workshops, roundtables, etc.)

► 2030 Shelby Works! programming updates

► Company Name recognition on TSCC Website and other marketing materials

VISION LEVEL INVESTOR

(\$2,500 annually)

► Complimentary registrations (2) for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- Annual Manufacturing & Innovation
- State of the County
- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members

► Other 2030 Shelby Works! events (workshops, roundtables, etc.)

► 2030 Shelby Works! programming updates

► Company Name recognition on TSCC Website and other marketing materials

COMMUNITY LEVEL INVESTOR

(\$1,500 annually)

► Complimentary registration (1) for the following TSCC programming:

- Annual Meeting / Annual Business Outlook Conference
- Annual Manufacturing & Innovation
- State of the County
- Legislative Preview event with state legislative members
- Legislative Wrap-Up event with state legislative members
- Washington Update events with congressional members

► Other 2030 Shelby Works! events (workshops, roundtables, etc.)

► 2030 Shelby Works! programming updates

► Company Name recognition on TSCC Website and other marketing materials

THE SHELBY COUNTY CHAMBER 2025

BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE

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Kevin Morris
AmFirst

CHAIR-ELECT

Rux Bentley
Rux Carter Insurance

VICE CHAIR, BUSINESS DEVELOPMENT & SUPPORT

Traci Fox
T Fox SalonSpa Aveda

VICE CHAIR, COMMUNICATIONS & MARKETING

Chad Scroggins
Shelby County

VICE CHAIR, COMMUNITY & CAREER DEVELOPMENT

Keith Brown
*Jefferson State
Community College*

VICE CHAIR, FINANCE & ADMINISTRATION

Tampia Anderson
The Arc of Shelby County

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Melissa Dixon
CDI Janitorial Services

VICE CHAIR, INVESTOR RELATIONS

Jeff Purvis
A. C. Legg, Inc.

IMMEDIATE PAST CHAIR

April Harry
Warren, Averett, LLC

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Baptist Health Shelby Hospital

Meribeth Gilbert
McLeod Software

Daniel Morgan
*Express Employment
Professionals*

Nedra Moore
Creations Galore and Moore

Chris Stricklin
Dunn Companies

Chris Wilder
*Sealing Equipment
Products Company*

Josh Coker
*Blue Cross Blue Shield
of Alabama*

Jessie Gilliland
Spire Alabama

Wade Kallaher
*Birmingham Coca Cola
Bottling Company*

Atisthan Roach
Vulcan Materials Company

Keith Strickland
Goodwyn, Mills & Cawood

Terri Williams
A T & T - Alabama

Ken Coreno
Central State Bank

Khiari McAlpin Knox
Vinehouse Nursery

Anna Catherine Roberson
Alabama Power Company

Steven Smith
Specification Rubber Products

Dr. Sara Robicheaux
*Stephens College of Business /
University of Montevallo*

Brian L. Wilson
EBSCO Industries, Inc.

Laura Clarke
SYNOVUS

Zachary Kirby
*Encompass Health
Rehabilitation Hospital
of Shelby County*

Aubrey Miller
Higher Expectations Consulting

John Platt
Bryant Bank

Lynn Ray
Business Telephones, Inc.

Amy Sturdivant (Ex-Officio)
*58 INC | Shelby County
Economic Development
Corporation*

The Hon. Scott Brakefield
*City of Alabaster
Shelby County Mayors'
Association (Ex-Officio)*











THE SHELBY COUNTY
C H A M B E R

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SCNI

Shelby County
Newsmedia, Inc.

