



THE
SHELBY COUNTY
C H A M B E R

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.

2026 BUSINESS PLAN

(Approved by 2025 TSCC Board of Directors – 12.18.25)

Business Development & Support Group

2030 Shelby Works! Community Vision Growth Mission:

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

- Coordinate the Chamber’s Business Resource Center (one-on-one entrepreneurship assistance, Go & Grow workshops, etc.) effort by:
 - Conducting a minimum of 120 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.
- Assist in the creation of a minimum of 200 new jobs through the growth of Shelby County’s existing businesses and industry.
- Collaborate with 58 INC on hosting the “Manufacturer / Distribution Roundtable” program to provide a platform for businesses and industry to voice their opinions on business needs.
- Co-host Annual “Industry Appreciation” event with 58 INC recognizing the positive impact industry has on our County and municipalities.
- Collaborate with partners (e.g. 58 INC, Alabama Career Center – Alabaster, 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.
- Convene and lead the “Women’s Business Council” programming.

- 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.
- Support recreation and tourism throughout Shelby County by:
 - Supporting the Discover Shelby Alabama team in the promotion of and initiatives in tourism and recreation throughout Shelby County and our communities
 - 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 on other informational seminar opportunities that develop through our partnerships for small business owners on topics important to their growth.
- Assist with industrial tours of area companies (small business and industry) as determined by on-going discussions with high schools located throughout Shelby County.
- Collaborate on other informational seminar opportunities that develop through our partnerships.

Communications & Marketing Group

- Create and edit content for six printed issues of Business Connections, the Chamber’s newsletter, which will appear in *Shelby Living* magazine.
- Produce six electronic “Business Connections” newsletters to be sent to all investor levels for those months in which the printed version is not produced.
- 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) and the on-line Community Calendar available at www.shelbychamber.org
- 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 and distribute news releases on Chamber programs and events to local media.
- Increase media contact relationships.
- Produce and distribute an “Annual Report” highlighting the accomplishments from the 2025 program year

Community & Career Development Group

2030 Shelby Works! Community Vision Growth 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 benefitting both the people and businesses in our communities.

- 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.
- Convene regular meetings of the “Shelby County Academic Leadership Council” providing a platform for training partners (e.g. high school career coaches, 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)
- Engage, support and collaborate with the WIOA Region 4 (NCAW!) to better serve the workforce needs of business and industry and economic development by 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.
 - Coordinate the “Connect 2 Careers” program for 10th grade students throughout Shelby County to learn more about career opportunities.
 - 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 Boards of Education throughout Shelby County to give an update.
 - Implement the “Career Corps” program (offering educators the opportunity to learn about business needs to then share with students via their written lesson plans).
 - Re-launch the “Education Connections Roundtable” program with schools throughout Shelby County providing students with the opportunity to discuss a variety of topics with businesspeople.
- 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.

- Research and scale best practices from other successful workforce programming already underway throughout Alabama and tailor findings to our needs in Shelby County.
- Evaluate improved approach to promoting the importance of health awareness (healthy lifestyles) to the business community by:
 - Reviewing “Healthcare Professionals of the Year” program in collaboration with a Shelby County Healthy Lifestyles Expo for Shelby County businesses.
 - Investigate partnerships with community leaders and healthcare providers to develop and expand opportunities unique to Shelby County.
 - Research potential informational seminars on healthcare topics of interest to small businesses and industry.
- Coordinate and hold Annual “Public Safety Awards” Luncheon to recognize 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

- Plan, develop and implement the organization’s next Strategic Plan – *2030 Shelby Works! Community Vision Growth* -- and funding mechanism for future Chamber programming for 2026 program year and beyond.
- 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 cutting and ground-breaking events for area businesses.
- Coordinate Ambassador program.
- Coordinate on-going investor retention program.
- Pursue collaborative efforts with all business and community organizations in Shelby County (e.g. 58 INC, Hoover Area Chamber of Commerce, Montevallo Chamber of Commerce and Main Street programs).

Governmental Affairs Group

*2030 Shelby Works! Community Vision Growth Mission:
Serve as the leading voice for our Shelby County business community at all levels of government (state, local and federal) focusing on pro-active, strategic outreach efforts that support business, economic and career readiness development.*

- 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.
- Hold a Legislative Preview program featuring our Shelby County state legislative delegation prior to the 2026 State Legislative regular session.
- Host an Annual “State of our Communities” event with Shelby County Mayors.
- Coordinate, collaborate and increase the effectiveness of, and participation in, the annual Shelby County “Montgomery Drive-In” event.
- Host a Legislative Wrap Up event with Shelby County State Legislative delegation at the conclusion of the 2026 State Legislative regular session.
- 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.
- Actively engage with our Alabama Congressional delegation to ensure elected representatives and their respective staff are kept up-to-speed on all federal issues which impact Shelby County.
- Host “Washington Update” type programs with Alabama’s federal legislative delegation.
- Pursue opportunities to host Candidates’ Forums for 2026 state legislative elections, as well as any statewide races on which we could collaborate.
- Hold Annual “State of the County” event.
- Coordinate, collaborate and increase the effectiveness of the “Shelby County Washington Fly-In” program Shelby County businesses and community leaders to promote those projects / issues which result in continued positive growth throughout our County.
- Coordinate “Coffee with the Mayor” events in all municipalities that wish to have them.

Investor Relations Group

- Provide regular updates to *2030 Shelby Works!* investors.
- Recruit 100 new investors.
- Coordinate recruitment and coordination of sponsorship opportunities.
- Produce a variety of luncheon programs providing business networking opportunities and program topics pertaining to the organization’s expanded program of work
- Coordinate and produce “other” regular business networking opportunities at locations throughout the County: CoffeeNET” events, Business After Hours” events and Quarterly “Investor Receptions”
- Update and maintain accurate records in investor database.