



Green: In Progress

Red- Completed

Black- Not addressed

2009 Business Plan

Mission Statement:

To create superior value for all chamber members large and small; cultivate economic and personal development; promote and protect a competitive enterprise system of business, be a community leader while embracing Bay County's opportunities and challenges.

Membership Services/Events

Officer/Vice Chairman: Bo Rivard, Harrison, Rivard & Bennett

Staff: Jill McKinzie, Vice President, Events

First Friday (FF) -

Full membership morning meeting to provide networking opportunities, a program of interest, monthly award presentations for Small Business of the Month, Apple of Our Eye Award and introduction of new members.

- Continue to Conduct lottery for First Friday
- Continue to schedule programs in advance
- Coordinate themes and decorations for events
- Coordinate with MAC, Recognition of Airman and Sailor of the Year

Update: New First Friday sponsorships were made available to the members due to downturn in the economy. Members can choose between full sponsorship or co-sponsorships. Full sponsorships includes ten minute sponsor message and two seats at the head table and co-sponsorship include five minute sponsor message and one seat.

Business *After* Hours (BAH) -

Full membership evening event to provide interaction among members and to spotlight sponsors products and services.

- Continue efforts to promote event
- Include networking activities for attendees

- Continue with annual Jungleball-Volleyball game in conjunction with tourism recognition

Speed Marketing – Chairman, Lori Luppino, Gulf Coast Community College

Speed marketing is a one-on-one networking experience. Members are paired together and each given two minutes to promote their business and product, then they move to a new person and start again.

- Schedule two events for 2009
- Consider spring and fall timeframe

Update: Speed Marketing is scheduled for July 22nd at Gulf Coast Community College and November 17th at FSU-PC.

Industry Appreciation Celebration (IAC) – Todd Neves, Neves Media

Mission: To support the State of Florida in recognizing the economic impact of existing industry.

- EDA's Existing Industry Committee to provide a volunteer base to support the many activities.
- Continue Industry After Hours
- Consider Community Impact Winner for industry tours
- Continue to recognize Community Impact Winner at First Friday
- Consider opening golf tournament to public
- Skeet Tournament-

Coordinate with Tyndall Air Force Base to use their facility.
Consider holding in September during Industry Appreciation Celebration

Annual Dinner -

Recognizes accomplishments of previous year, formal passing of the gavel from outgoing to incoming Chairman of the Board, recognition of Military Affairs Chairman, Lauren Merriam Memorial Award, Member of the Year, Economic Development Alliance Chairman and Small Business of the Year.

- Recognize all past chairmen of the board
- Recognize current board members
- Develop annual theme

Tourism Recognition Month – Recognize tourism in May as a vital part of Bay County’s economy

- Tourism related theme for First Friday
- Work with TDC on recognizing tourism
- Explore options at Airport to welcome tourists upon arrival
- Hold Jungleball-Volleyball tournament in May in conjunction with Business After Hours
- Spring Classic – Chairman: Chip Gramling, The Clemons Company

Update: A welcome banner was hung in the airport during the month of May. A “creative tourist” contest was held at First Friday among the members.

Spring Classic – Chairman: Chip Gramling, The Clemons Company
Mission: To provide networking opportunities to the membership.

- Continue marketing efforts by promoting event
- Encourage task force to recruit players and sponsors
- Research how to speed up tournament

Seminars – Chairman, Lori Luppino, Gulf Coast Community College

- Include a minimum of one per quarter
- Continue to partner with Gulf Coast Community College

Update: Staff is researching topics for future seminars in 2009.

Community Executive Orientation Insight (CEOi), Chairman, Tony Bennett

Create a program for senior level management to introduce individuals to the community

- Committee is striving to kick off program in February 2009

Update: The committee has met and planned five sessions to include; Community Basics Overview and Welcome Reception; First Response; Cultural Arts and Tourism; Local Govt. and Infrastructure; and Military Community. Due to the downturn in the economy, the CEOi program has been postponed until Spring of 2010.

Affinity Program-

- Implementation of this program should take place in 2009. The purpose of the program will be to provide additional

value to the membership and non-dues revenue for the Chamber.

Update: The following members have shown an interest in this program, Co-Video; 357 Solutions Career Builder; Edgewater Beach Resort; Pre-paid Legal; Mobile Text Advertising and Bookit.com. These businesses will be used as an example to the membership for the roll out the program to encourage others to participate. A possible name for the program is the Chamber Advantage. A logo has been designed and a link will be placed on the front page of the Chamber website. This program will be available to the membership by August.

Member Services – Foundation

Officer/Vice Chairman: Bo Rivard, Harrison, Rivard & Bennett

Staff: Elizabeth Smith, Vice President, Foundation

Ambassadors - Chairman – Bill Valle, Valle Vistas

2009 Mission: To serve as the official diplomatic representatives of the Bay County Chamber of Commerce coordinating groundbreaking, grand openings and other interactions between the Chamber, its membership and the public.

- Continue Ambassador recognition program, each month spotlighting a different Ambassador in the Bay Biz
- Assign new members to Ambassadors to mentor and introduce to fellow members
- Deliver new member plaques
- Coordinate Apple of Our Eye Awards
- Officially greet and participate in all grand openings, groundbreaking and ribbon cuttings, as well as aid in meetings/events coordinated by the Chamber
- Recognize Ambassador Spotlight at First Friday

As of May 27th, the committee has recognized six Ambassadors in the Bay Biz, has delivered 63 new member plaques, awarded 10 Apple of our Eye Award, has assisted at five Business After Hours and five First Friday events and have attended 21 grand opening events.

Leadership Bay - Chairman (2008-09), Mary Hulgan, Naval Surface Warfare Center

2007/2008 Mission: To cultivate a broadened network of well informed leaders whose strengthened commitment to community involvement will affect positive change in Bay County.

- Increase recruitment efforts
- Promote alumni efforts
- Review content of each session

On May 21st, the Leadership Bay Steering Committee graduated 21 participants from Leadership Bay. The steering committee completed an updated brochure to advertise Leadership Bay. The steering committee is currently reviewing the content of each session. The project for the class was the Bay County Ecotourism Map.

Leadership Bay - Chairman (2009-10), Jeremy Bennett, Vision Bank

2009/2010 Mission: To cultivate a broadened network of well informed leaders whose strengthened commitment to community involvement will affect positive change in Bay County.

- Increase recruitment efforts
- Review content of each session
- Develop Alumni Association

The steering committee is currently accepting applications for the 09-10 year and reviewing the curriculum. The steering committee will be starting an Alumni Association that will kick off in June.

Junior Leadership Bay - Chairman (2008-09), Rob Jackson, Harrison, Sale, McCloy, Duncan and Jackson

2008/2009 Mission: Junior Leadership Bay is a leadership development program for high school juniors. Through seminars, workshops and interaction with community leaders and decision-makers, the program is designed to prepare, enhance and motivate youth to become our leaders of the future.

- Monitor scholarship funding
- Monitor fundraising
- Review content of each session
- Increase recruitment efforts

On April 21st, the JLB Steering Committee graduated 23 students from the program. In October, the committee held two fundraisers, the Fall Brawl in conjunction with Edgewater Beach and Golf Resort and a Wine Tasting event in conjunction with the Bay Arts Alliance.

Junior Leadership Bay - Chairman (2009-10), Jeff Brown, City of Panama City

2009/2010 Mission: Junior Leadership Bay is a leadership development program for high school juniors. Through seminars, workshops and interaction with community leaders and decision-makers, the program is designed to prepare, enhance and motivate youth to become our leaders of the future.

- A review of this program will be conducted.

The Steering Committee is reviewing the mission of the program. A recommendation letter will be composed from the Steering Committee to address the future relationship between Junior Leadership Bay and the Chamber.

Bay Young Professionals (BYP) - Chairman, Jana Walker, BankTrust

2009 Mission: To enrich our community by uniting and developing our young professionals.

- Conduct monthly luncheons with educational program of interest
- Host quarterly networking opportunities for BYP members
- Continuing education opportunities
- Conduct quarterly cleanup days for Adopt A Highway Program

As of May, the committee has held four luncheons/breakfasts with programs of interest such as Bay County Update, Economic Impact of the New Bay County Panama City International Airport and Legislative Update from Rep. Jimmy Patronis. In March, the committee held a clean up for Adopt A Highway. Following the clean-up they held a social at Oakland Terrace Park.

Small Business Institute – Melody Little, Carpe Cuisine

2009 Mission - Sharing business experiences and resources to solve small business challenges.

- Continue Small Business of the Month and Year recognition
- Offer quarterly seminars
- Provide resources to the small business member
- Develop programs of benefit to the small business
- Offer one day workshop for the small business owner
- Develop sponsorship opportunities for the quarterly seminars

Recognized The Bagel Maker as the Small Business of the Year at the Annual Dinner held in January. Awarded four businesses with

the Small Business of the Month Award. Held quarterly luncheons in March and June with programs of interest. Staff is currently assisting the Small Business Development Center with the annual Congressman Allen Boyd Small Business Conference to be held in late June.

Member Development

Officer/Treasurer: Al McCambry, Knology
Staff: Don Pitts, Vice President, Member Development

- Hold New Member Breakfast or lunch every other month
- Continue to help new members focus on their chamber activity in the first 90 days by using the “Plan of Involvement”
- Complete implementation of dues/ re-evaluation of existing members
- Develop ways to promote existing members
- Coordinate monthly list of members by anniversary dates to ask a volunteer from our Board of Directors to contact the member
- Develop a system to track new member activity.
- Provide a new member orientation DVD to each new member and make the orientation available on our website
- **Develop new member mentoring committee**
- Recognize renewing members starting at each 5 year interval monthly during a membership email broadcast
- Coordinate with Dr. Neal Dunn on creating a Physician group meeting
- Research benefits of a chamber discount card for our membership
- **Hire additional Membership Account Representatives.**
- Continue to improve our retention and sales activity

Business Referral Networks:

Group A Chairman- Jan Rains, Sam’s Club
Group B Chairman- Sam Slay, 357 Solutions
Group C Chairman- George Seaman, G &W Home Inspections

Group D Chairman- Melody Squires, Midsouth Bank

2009 Mission: Business professionals coming together to network, share business leads and referrals with the intention of increasing business for group members.

- Continue to build existing groups
- **Continue to hold semi-annual meetings of all groups with a program of interest.**
- Group members have a “strict with some flexibility” attendance requirement
- Group members must meet referral requirements

Updates:

BRN All Groups Luncheon- All groups met on Tuesday May 12th, 11a.m. to 1p.m. at the Bland Conference Center on the FSU-PC campus. A program of interest was presented by Dr. Gary Bliss, Professor of Business Administration, Florida State-Panama City . Dr. Bliss spoke to the group about “How To Survive This Economic Crisis”. The event was attended by 49 members of the Chamber.

Communications

Officer/Vice Chairman: Dr. Jim Kerley, GCCC

Staff: Samantha Harlander, Vice President of Communications

Media

- Continue to develop relationships with area media, respond to media requests from outside of Bay County.
- Coordinate media coverage of all Chamber activities.
- Coordinate staff and volunteer appearances with local media. Continue regular interview schedule with Channel 7 and Talk Radio 101 to create more visibility for the Chamber and the EDA.
- Maintain Chamber visibility through print articles and TV coverage generated from monthly press releases.

Updates:

- To date the Bay County Chamber of Commerce has appeared in over 23 articles in the News Herald. On such topics as monthly First Friday events, our Annual Dinner, MAC Events, the Chamber's position on various issues, our Leadership Bay and Junior Leadership Bay events, grand openings, seminars, luncheons and various Chamber events.
- Many of these same events have received coverage on both WMBB and WJHG.
- Sean McNeil has been on both WMBB and WJHG to promote Tourism Recognition month. He continues to record "New Member Welcome" radio spots with Clear Channel every month.
- We are continuing to work with Neves Media and Via Media to produce the monthly Apple of our Eye Commercials, with 100 spots per month.

- We are continuing to work with Magic Broadcasting to produce :30 second radio spots promoting the Small Business of the Month.
- We continue to have an article in Panama City Living magazine; they also published photos of our Annual Dinner in their Jan/Feb issue.
- 17 Press releases have been sent out to date covering various Chamber events.

Website

- Maintain Chamber website.
 - Continue to maintain the new image of the Bay County Chamber website.
 - Highlight upcoming events with web banners.
 - Make sure all information posted is current.
- Generate additional revenue from website through e-commerce and advertising opportunities to members.
- Continue to promote the benefits of advertising businesses through the Bay County Chamber of Commerce website.

Updates:

- Website Visits for the following months are as follows:
 - January 2009 – 13,062
 - February 2009 – 11,871
 - March 2009 – 12,736
 - April 2009 – 11,942
 - May 2009 – 9,413
- Website Hits for the following months are as follows:
 - January 2009 – 211,821
 - February 2009 – 228,870
 - March 2009 – 402,730

April 2009 – 494,690

May 2009 – 204,363

- Website Page Views for the following months are as follows:

January 2009 – 20,652

February 2009 – 20,077

March 2009 – 20,154

April 2009 – 17,889

May 2009 – 17,234

*We receive our website stats from Weblink International, they only allow you access to the past 6 months of stats from the previous year. This makes a year to date comparison difficult. Staff has created an excel spreadsheet to enable the Chamber staff to track the numbers for future reference.

Bay Biz

- Ensure coverage of all Chamber activities in Bay Biz.
- Explore Hot Link to expand Bay Biz, deliver copies to high traffic areas, and focus on mass distribution and delivering to local businesses. (Not completed due to the change in format)
- Aid News Herald in increasing ad sales.

Updates:

- The new Bay Biz format was revealed in the May 2009 issue. It was printed in the Local & State section inside the newspaper. The new online version is now created in house through Constant Contact and e-mailed to the entire membership. With the new Constant Contact program, we can monitor how many people are reading the various articles and clicking through to the various links.

Advertising/Communications

- Coordinate and produce applicable applications for various Florida Association of Chamber Professionals (FACP) awards.
- Produce all Chamber publications (i.e., Relocation Guide, Bay Biz Newsletter, Membership Application, Annual Report, etc.).
- Maintain kiosk advertising in Chamber lobby and increase sales.
- Continue to provide articles to area publications.

Updates:

- The Annual Report is currently in the proofing stage.
- We are continuing to do ads sales for the relocation guide through the end of June. The text has been updated and we are currently in the design stage.

PR Committee – Chairman, Jacqui Barker, NSWC-PC

Co-Chair- Jared Jones, Knology

Mission: To provide consistent appropriate communication about the Chamber, and to help build relationships between the Chamber and the public it serves.

- Conduct a Media Appreciation event.
- Serve as resource to communications staff for all marketing events.
- Coordinate Media Training Seminar.
- Develop marketing strategies to increase awareness of advertising opportunities through the Chamber.

Updates:

- Currently planning Media Appreciation Day. We will hold a training seminar in the morning. The seminar's focus is to

train individuals on how to create media kits, prepare for crisis management and media interviews.

- We will have a Media Appreciation luncheon thanking the media for covering the news and promoting events that are important to our community.
- The date for this combined event is scheduled for August 25, 2009 at FSU PC. We are currently looking for sponsorships, developing the agenda for the seminar, booking the guest speakers and arranging the awards and decorations.

Governmental Affairs

Officer: David Powell, Peoples First Community Bank

Staff: Pat Holley/Carol Roberts, President/CEO

Governmental Affairs – Chairman, Alisa Kinsaul, Applied Research Associates

Mission: To monitor activities of the city, county, state, and federal governmental entities and create a working relationship between the Chamber and governmental leaders.

National Government Task Force – Chair, Penny Hutt, ISPA Technology

- Implement Federal Legislative Agenda
- Continue to coordinate with Bay Defense Alliance
- Develop 2010 legislative agenda
- Coordinate spring trip to Washington, D.C.
- Support legislators and coordinate opportunities for Bay County
- Hold periodic roundtable discussions with our legislators

A dinner was held with Senator Nelson on Feb 18 and plans are to hold a roundtable with Congressman Boyd some time in the summer.

Local/State Government Task Force – Chair, Nevin Zimmerman, Nevin J. Zimmerman, P.A.

- Hold periodic roundtable discussions with state legislative delegation
- A round table discussion was held with Rep. Patronis on May 27th. Working to schedule Coley in the near future.
- Hold quarterly elected officials luncheons/meetings. (could be a sponsorship opportunity)
 - Hold bi-monthly County/City Managers meetings

- Strengthen Chamber relationship with all elected officials and staff
 - Coordinate annual Bay Day trip to Tallahassee
 - Implement 2009 Local/State Legislative Agenda
 - Develop 2010 legislative agenda
 - Send either staff member or committee member to Bay County Commission meetings, all City Commission meetings
 - Coordinate more participation with NWFL League of Cities
- Hosted Northwest Florida League of Cities tour and briefing of airport site on Feb. 19th.

Education Task Force – Larry Carroll, Coldwell Carroll Realty

- Continue to work closely with GCCC, FSU-PC, and Bay District Schools
- Continue to support/enhance Jr. Achievement Program
- Maintain representative on Bay District School's Oversight Committee
- Continue to coordinate with EDA Workforce Development
- Implement 2009 Legislative Agenda items
- Develop 2010 legislative agenda items
- Attempt to have Chamber representation at all School Board meetings.

Transportation Task Force – Chair, David Scruggs, PBS&J

- Continue to promote new airport
(staff attends all Airport Authority meetings)
- Continue to work with airport authority in the recruitment of additional and low cost carriers
- Support infrastructure improvements

- Maintain representative on TPO Citizens Advisory Council
- Implement 2009 Legislative Agenda items
- Develop 2010 Legislative Agenda items
- Staff working with airport contractors to encourage doing business in Bay County and educating local businesses on airport construction opportunities.

Military Affairs Committee

Chairman: Andy Phillips, Counts Oakes Resort Properties
Staff: Pat Holley/Carol Roberts, President/CEO

Mission: To promote a cooperative working relationship and direct support to the military installations by the business community

- Host reception for passing of gavel in January 09
- Continue recognition of visiting dignitaries to Tyndall AFB, Naval Support Activity, Naval Surface Warfare Center, Coast Guard and the Florida Guard
- Recognize incoming and outgoing senior leadership at bases
- Host appropriate receptions for participants and host a booth at Gulf Coast Salute
- Host reception in honor of NDIA Conference
- Host MAC Golf Tournament at Tyndall's Pelican Point Golf Course
- Continue training program on military protocol for incoming MAC Chair/Executive Committee
- Continue support of Honorary Commanders program at TAFB
- Continue to hold quarterly meetings with Public Affairs Officers from each base to keep lines of communication open
- Recognize Airman/Sailor of the Year at First Friday and in Bay Biz
- Offer MAC memberships to surrounding counties for initial cost of \$100.00 for individual or \$300.00 for corporate
- Hold MAC membership drive at least once in 2009
- Working with Airport Authority to stand up USO at Airport

Other MAC activities:

- Participated in Military Housing Community Center grand opening.
- Reception held for MIN WARA Conference attendees.
- Attended dinner recognizing Admiral Townsend Alexander.
- Leadership attended dinner with visiting civic leaders from Germany, Warner Robins and Chicago.
- Phillips participated in base orientations at TAFB and NSA.
- Participating in Captains Bridge Breakfast briefings.

Administration

Officer: Sean McNeil, Chairman of the Board
Staff: Carol Roberts, President

- Past Chair Council (PCC)-Chairman, Don Crisp, Bay County Land & Abstract-hold quarterly meetings with informational programs to keep the group engaged in the organization.

Two meetings have been held of the PCC. Topics were, February 17th with Billy Buzzett on economic development and airline recruitment. Janet Watermeier gave an overview of her background and future plans for the EDA on May 19.

- Implement Five year strategic plan- 2009-2012

The four major initiatives (infrastructure, Recruitment and Retention, Communications and Promotion) identified in the plan in most part are being addressed throughout this business plan.

-Facilities-a portion has been addressed with the possible co-location at GCCC

-Recruitment/Retention-Three of the six items are being addressed i.e. formation of a mentoring committee, review of welcome/new member orientation and development of an affinity program

-Communications-Of the eight items, three are currently being addressed i.e. ongoing website enhancements, E-newsletter and the building of Chamber publicity

-Promotion-no action taken on this goal

- Building, Chairman, Steve Southerland, Southerland Family Funeral Homes-Pursue joint venture possibilities with Gulf Coast Community College.

Committee has met on several occasions to discuss future possible plans with the GCCC ATC. A recommendation was developed and presented to the executive committee and board to pursue details of an agreement. The recommendation was unanimously approved by both bodies.

- Career Development, Chair, TBD
Work with Bay District Schools and Gulf Coast Community College to assist with career development at Haney.

This function was initiated by GCCC and Bay District Schools shortly after the approval of this 09 Business Plan. A committee was formed by both entities under the Chairmanship of Steve Southerland and findings are expected to be announced in early June at a news conference.

- Airport Business Center-
The center continues to draw business travelers who utilize the many services provided. On average the center serves 20-25 individuals per day. While sponsorships remain low, staff continues to work to promote the opportunity to Chamber members. The office also serves as back up for telephone services to the main office. It is staffed on a full-time basis and main office staff serves as back up in absence of Tamara Barnes who runs the operation. Staff continues to work with the airport authority on the design for the center at the new airport, which will be much larger than the current space.

Other Administration:

McNeil and Roberts participated in the interview process for the new EDA Executive Director. Now working with Janet Watermeier to assist with her transition.

Continues to work to build relationship with the Panama City Beach Chamber of Commerce. Communicates weekly on various topics with Beth Oltman and staff. Joint First Friday meetings, Business After Hours, invitations to one another's special meetings etc.

Continues to work with SallieMae on issues identified in the '10 Federal budget that could affect their future nationwide. Arranged meeting with editorial board at News Herald and their participation in the Chamber's Annual D.C. trip.

Continues to fill void of the part-time position for Governmental Affairs and Military Affairs.

Works with Bay Defense Alliance on issues affecting our military installations and providing any necessary information or service needed to support the mission of BDA.

As Regional Chairman for the Florida Association of Chamber Professionals, Roberts hosted a training session for Chamber Execs, staffs and top leadership from Pensacola to Tallahassee. Forty six individuals representing 13 Chambers participated in the day long session with the featured speaker being the President and CEO of the American Chamber of Commerce, who shared trends taking place nationwide in the Chamber industry during the down economy.

Roberts and Wright assisted in the coordination of activities (i.e, funded bus for rally in Tallahassee, supplied T-shirts and lunch

attended and monitored numerous meetings) surrounding FSU funding issues that arose during the legislative session.

McNeil and Roberts participated in initial Florida Lambda Rail meetings.

Board of Directors

Executive Committee

Nominating Committee

New Board orientation

New Committee Chair orientation

Other positions held by McNeil and/or Roberts representing the organization –

-Bay Defense Alliance

-Bay County Economic Development Alliance

-Small Business Incubator Board of Directors

-Past Chairman, Northwest Florida Chamber Coalition

-Regional Chair, Florida Association of Chamber Professionals (FACP) for NW Florida Region

-Member FACP Board of Directors

-Member Florida Chamber of Commerce, Federation Board of Directors

-Coastal Vision 3000 (steward)