



CLEVELAND/BRADLEY CHAMBER OF COMMERCE

2024 PROGRAM OF WORK



PREPARED BY THE STAFF OF THE
CLEVELAND/BRADLEY CHAMBER OF COMMERCE

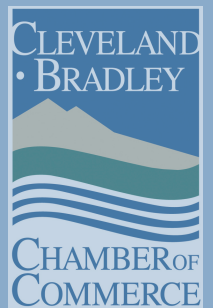


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● COMMUNITY DEVELOPMENT ●

VICE CHAIRMAN - GREG CALFEE, GREG CALFEE BUILDERS LLC

Overall Goal: Enhance the quality of life in our community.

LEADERSHIP CLEVELAND AND YOUTH LEADERSHIP

Objective: Familiarize future business leaders, corporate leaders and high school students with the community and provide exposure to volunteer opportunities while increasing leadership skills for both Leadership programs and Leadership Cleveland Alumni.

ARTS IN EDUCATION AND BUSINESS COMMITTEE

Objective: Educate the community regarding the value of the arts to their quality of life and promote and support the local arts community.

● ECONOMIC DEVELOPMENT ●

VICE CHAIRMAN - BOB MCINTIRE, INSURANCE INCORPORATED

Overall Goal: Enhance the quality of life for all citizens of Cleveland/Bradley County by providing economic opportunity and empowering them with the skills to take advantage of these opportunities.

OPERATIONS

Objective: Ensure the existence of a qualified economic development organization for Cleveland/Bradley County.

INFORMATION RESOURCES

Objective: Ensure the availability of accurate and up-to-date community information supporting economic development efforts.

RECRUITMENT/MARKETING

Objective: Identify opportunities for Cleveland/Bradley County to compete for new capital investment by business and industry that results in the creation of new, high-quality employment opportunities for local residents that are above the average existing wages for similar positions in the community.

ECONOMIC DEV. CONTINUED

Overall Goal: Enhance the quality of life for all citizens of Cleveland/Bradley County by providing economic opportunity and empowering them with the skills to take advantage of these opportunities.

WORKFORCE DEVELOPMENT

GOAL: Working to advance the needs of business and industry by implementing short- and long-term initiatives that: 1) address area employers' needs for an expanded, skilled, competent and competitive workforce; and 2) promote and facilitate the retention and expansion of existing local business and industry in Cleveland/Bradley County.

Objectives

- Research and execute a regional marketing strategy to recruit quality, skilled employees to Cleveland/Bradley County
- Collaborate with local educational systems and nonprofits to facilitate workforce development activities, including, but not limited to senior interviews, job shadowing, and job fair opportunities
- Engage with new and existing industry to determine local workforce needs and obstacles
- Encourage business/industry engagement in local education sector, including BEST Partners, National Manufacturing Month, etc.
- Explore programming for underemployed population segments (second chance, women, etc.)
- Collaborate with Cleveland Associated Industries (CAI) to foster workforce and community engagement

● INVESTOR DEVELOPMENT ●

VICE CHAIRMAN - PAMELA NELSON, OCOEE INSURANCE SERVICES

Goal: Continue to strengthen the membership base while providing tangible benefits, programs and services that will enrich members and their community presence.

RETENTION

Objective: Achieve above an 85-percent in number of members retained for 2024.

INVESTOR DEV. CONTINUED

Goal: Continue to strengthen the membership base while providing tangible benefits, programs and services that will enrich members and their community presence.

PROGRAMS & SERVICES

Objective: Establish the Chamber as an organization with definable benefits, offering value to business members through programs and tiered membership investment structure.

Objective: Establish a quarterly After Hours networking event that is hosted by chamber members.

DEVELOPMENT

Objective: Secure at least \$30,000 of new member revenue in 2024 while pushing membership number above 900.

AMBASSADORS

Objective: Work with the existing Ambassadors to develop a stronger relationship with the community. The ambassadors assist with public relations and retention programs for members.

SMALL BUSINESS

Objective: Facilitate interaction between small businesses while providing opportunities for increased visibility and appropriate training through awards, committees and programming.

ENTREPRENEUR SUPPORT

Objective: Implement the recommendations of the Momentum Campaign Entrepreneur Task Force by partnering with Cleveland Bradley Business Incubator and Cleveland State Community College.

● COMMUNICATIONS & MARKETING ●

VICE CHAIRMAN - PAMELA NELSON, OCOEE INSURANCE SERVICES

Overall Goal: Provide organized communication and increased awareness of Chamber events, programs, and value to Chamber members and the broader community.

WEBSITE/CALENDAR

Objective: To use the Chamber and Economic Development websites as a well-represented, user-friendly tool of promotion and information for members, site selectors, and the public.

PROGRAMS

Objective: Schedule and host member networking and celebration events that showcase member services and grand openings.

SOCIAL MEDIA

Objective: Utilize social media platforms to disseminate relevant information to the public to promote events, membership, community engagement, economic development, and other various announcements.

MEMBER AND INTERNAL COMMUNICATIONS

Objective: Demonstrate the return-on-investment and value of being a Chamber member at each tier, demonstrate approachability, communicate events and opportunities for members to network, advertise, and learn.

● TOURISM DEVELOPMENT ●

VICE CHAIRMAN - STEPHANIE LINKOUS, UNITED WAY OF THE OCOEE REGION

Overall Goal: Continue the growth of local tourism industry through promotion of our community and region, product development, and research.

PROMOTION AND PUBLIC RELATIONS

Objective: Promote Bradley and surrounding counties as a destination and stopping point for traveling families, individuals and groups, through an extensive digital marketing strategy, publication of the visitors guide and other promotional material, a user-friendly website and media relations.

PRODUCT DEVELOPMENT AND VISITOR EXPERIENCE

Objective: Support product development intended to draw visitors to Bradley and surrounding counties and efforts to improve the visitor experience by initiating or serving as a resource for attraction development (i.e. heritage sites, beautification efforts, arts programming, sports programming, events, festivals and trails).

RESEARCH AND TRAVEL TRENDS

Objective: Continue to track key performance indicators while further refining our target markets and visitor profiles, thereby making marketing efforts more effective. Communicate the importance of tourism to our local economy.

● ORGANIZATIONAL DEVELOPMENT ●

VICE CHAIRMAN - BRIAN WORKMAN, BENDER REALTY

Overall Goal: Examine and address the internal needs of the Chamber of Commerce on a continual basis to preserve the organization's viability.

FINANCES

Objective: Ensure equitable funding across all divisions of the Chamber and maximize revenue sources.

ORGANIZATIONAL DEV. CONTINUED

Overall Goal: Examine and address the internal needs of the Chamber of Commerce on a continual basis to preserve the organization's viability.

BOARD OF DIRECTORS

Objective: Provide opportunities for increased involvement in and better awareness of the operations of the Chamber.

STAFF

Objective: Maintain a highly motivated and professional staff through open communication and professional development opportunities for all staff.

ORGANIZATION

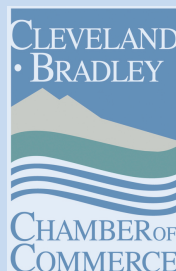
Objectives: 1) Coordinate with the board nominating committee to select strong directors and slate of officers to provide leadership and guidance to the staff. 2) Present the annual M.C. Headrick Free Enterprise Award and the Robert W. Varnell Jr. Leadership Award at the Annual Meeting.

● PUBLIC AFFAIRS ●

VICE CHAIRMAN - STEVE HARTLINE, WCLE/MIX 104.1

Overall Goal: To improve the influence of the Chamber in governmental affairs.

Objective: To inform and represent our members on legislative and governmental matters affecting the business environment of Cleveland/Bradley County through forums, working relationships with legislators, local government officials, Industrial Development Board and partnering with education.



CLEVELAND/BRADLEY CHAMBER OF COMMERCE

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