



ADVOCACY & ECONOMIC  
PROSPERITY



BUSINESS DEVELOPMENT &  
COMMUNITY AWARENESS



WORKFORCE & INNOVATION



ORGANIZATIONAL  
EXCELLENCE & FISCAL  
GROWTH



# 2024 BUSINESS PLAN



U.S. Chamber of Commerce

Accredited

Five-Star Distinction

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# DAYTONA REGIONAL CHAMBER OF COMMERCE

## BUSINESS PLAN 2024

### MISSION STATEMENT

The Daytona Regional Chamber of Commerce advocates a strong economic and business environment and serves as a platform through which our members and the entire business community can thrive.

### VISION STATEMENT

To be a driving force in the development of commerce and to improve the quality of life in the greater Daytona Beach region.

### CORE VALUES

The Daytona Regional Chamber of Commerce believes that our image in the community with our stakeholders – our members, elected officials, future members and partners – is paramount to the success of the organization. With this in mind, we will incorporate our values into our messages and actions.

**Advocacy** – We will advocate on behalf of our members for a fair and equitable environment that empowers business toward success. We will properly use our influence to ensure the relevance of our organization and the continued success of our region.

**Collaboration** – We will welcome opportunities for cooperation and inclusion in our community. We will work toward a common vision.

**Engagement** – We will create opportunities for involvement and listen to the needs of our members.

**Leadership** – We will be true to our role as the business leader in our region and be a model to others in our community. We will exhibit attributes of highly-regarded professionals and offer our talent and expertise for the betterment of our community.

**Diversity** – Genuinely valuing diversity, we will reaffirm our commitment to being united in our mission for equity, access, and opportunity.

## ADVOCACY & ECONOMIC PROSPERITY

Chair Carmen Ruiz, FASTSIGNS of Daytona Beach

Having a powerful voice in legislative and governmental affairs is critical to ensuring the needs and challenges of doing business successfully. Most important from the business perspective is that these needs are fully understood by elected officials and how that affects the Daytona Beach region in which we represent. Our goal is to unapologetically support businesses providing employment that translates to an increase in local spending for numerous retail and professional services and contributes to a vibrant, attractive community. We shall focus on active engagement with both the private and public sectors that help drive decisions that can most positively impact sustainable growth and solid employment outcomes. Utilizing our powerful connections across the State and country shall add to our strengthened voice when addressing important industry challenges at all levels.

ADVOCACY TASK FORCE, ECONOMIC DEVELOPMENT, VOLUSIA DAYS, ELECTED OFFICIALS  
RECEPTION, INTERCITY VISIT, CANDIDATE TRAINING, ADVOCACY COMMUNICATIONS

## OBJECTIVES

- Lead the work of the Advocacy Task Force to amplify our work in elections and develop a strategy that builds credibility amongst the membership and community at large with the intent of endorsing candidates that support business issues.
- Continue to forge alliances with reputable groups and strengthen relations with elected officials who understand and advocate for the region's businesses.
- Convene stakeholders in our Cornerstone Committee to address issues and provide expertise that aids in pro-business decision-making.
- Collaborate with public and private economic development organizations to help grow private sector jobs, diversify our economy, and secure a strong competitive edge in attracting additional economic opportunities for our area.

## ACTION PLAN

- Convene the Advocacy Task Force to work through the approved timeline and initiatives for enhanced political activity.
- Develop new social media, podcasts, and direct outreach opportunities advising the community of the relevancy and importance of advocacy work.
- Actively engage and target pro-business potential candidates to serve in public office through professional candidate training.
- Publish and promote involvement in various city and county boards that impact the business sector as vacancies arise.
- Enthusiastically encourage member participation through outreach communications for all advocacy-related activities, increasing understanding of subjects and improving attendance.
- Explore opportunities for the study of similar destinations improving their communities with new initiatives through targeted intercity visits learning best practices to utilize within our region.
- Support, advocate, and promote viable economic development initiatives for the betterment of our area.





## BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

Chair Rufus Johnson, GEICO, The Johnson Agency

Our members' collective support affords us an enviable position that serves as the greatest strength and needed wealth base to create an even greater prosperous economic environment. Members are our greatest asset by helping us to secure more members through their impactful testimony of the true value of belonging to the Daytona Regional Chamber. While largely varied in size and nature, and encompassing a large swath of territory, our collective business community lends us their time, talent, and treasure to ensure the needs of a business are heard, engaged, and well respected. With partnerships like these, we are energized to work tirelessly to create valuable programming and communications that foster relevant, innovative, and influential outcomes and create an environment of wanting to be included.

AMBASSADORS, REGIONAL BUSINESS CONNECTIONS GROUPS, HOTEL &  
NON-PROFIT ROUNDTABLES

## OBJECTIVES

- Maximize outreach to members and drive the growth of membership.
- Focus on Strategic Plan initiatives grounded in the set of four strategic priorities that will advance the mission of the Daytona Regional Chamber and accomplish our goals.
- Advance marketing and on-site experiences with new Daytona Regional Chamber building collaboration, training, studio, and social engagement areas afforded with the reimagination space and Business Center presence.

## ACTION PLAN

- Develop formal outreach through surveys, polls, and/or focus groups to engage our members to ensure the value of programs and offerings.
- Engage leadership, Ambassadors, members, officials, partners, and staff in adding to our membership base through visual, written, and personal interactions relating sincere encouragement to join as a member.
- Utilize existing marketing initiatives in new ways and add new marketing options such as podcasts, video, and text messaging to expand the reach of our relevant work opportunities available to our membership.
- Targeted distribution of The Edge communications to prospects with subject matter interests.
- Research and develop untapped training programs needed by our membership that are not already available within the new Business Center.
- Develop rental opportunities for the building which work to enhance member and community use and lend to a vibrant, business and employment base that can also create pride in being part of the Daytona Beach area business community.
- Develop a variety of Podcasts from our studio to enhance on-site visits and interest in the Daytona Regional Chamber.
- Encourage Members to Support Members and utilize this hashtag #MSM on social media sites and postings related to the Daytona Regional Chamber.

## WORKFORCE AND INNOVATION

Chair Bob Rand, Coldwell Banker Commercial Benchmark

We aim to cultivate the prosperity of our business community by nurturing and empowering both community and business leaders. Our commitment involves addressing the diverse needs of employers, irrespective of their business size, by providing enhanced skill development opportunities for their workforce. Through these initiatives, we aspire to transform employees into not only skilled professionals but also future community leaders, fostering their contribution to the overall success of our region.

Collaborative partner programs play a crucial role in preparing students for upcoming workforce opportunities within our local community


LEADERSHIP DAYTONA, LEADERSHIP DAYTONA ALUMNI COUNCIL, WORKFORCE & EDUCATION TASK FORCE, SMALL BUSINESS TRAINING AND PROGRAMMING

## OBJECTIVES

- Evaluate the leadership requirements of the community and deliver targeted training and programs to cultivate high-level talent, bolstering the ongoing and future expansion across the region.
- Collaborate with educational leaders spanning from pre-school to K-12 and post-graduate levels to guarantee the availability of a skilled workforce.
- Equip emerging leaders, startups, and businesses with valuable resources, connections, and tailored programming to nurture and expedite their success.
- Promote the practice of conducting business within the local community.
- Focus on gathering small businesses for specific programs both socially and, educationally as related to their unique interests, time, and needs.

## ACTION PLAN

- Engage the steering committee to continue the work of the 44th Leadership Daytona program in collaboration with local organizations and businesses to establish a fresh leadership pool. Develop pertinent and current programming that highlights trends, with a specific focus on inspiring emerging leaders for various positions and community boards.
- Strengthen the impact of the Leadership Daytona Alumni Council (LDAC) and graduate members by increasing engagement in Daytona Regional Chamber programs and continuance of graduating class Chair Challenge initiatives.
- Expand the activities of the Workforce & Education Task Force to develop new resources for the Daytona Regional Chamber through work within this area.
- Enhance and report the measurement results of the YouScience aptitude testing of students to showcase the successful results of the program by current and past tested students creating value for this area of work among employers.
- Develop leadership initiatives through educational programming and promotional messaging related to opportunities created within the new building classroom functions.
- Develop Podcast programming highlighting educational advancements, programs, and Daytona Regional Chamber activities and how they work to enhance the workforce within our communities.
- Utilize existing programming and add new program activities specific to small business needs.



## ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Chair Chris Tolland, Foundation Risk Partners

We will set a precedent through exemplary leadership, upholding organizational excellence as evidenced by our Five-Star Accreditation. Our commitment includes maintaining fiscal responsibility, transparency, and accountability to our members, ensuring sustained success in advocating for both our business community and the broader community. Collaborating with community partners, we will actively promote member engagement to foster the growth and support of the Daytona Regional Chamber, establishing a robust platform for businesses to thrive.

GOVERNANCE BOARDS, AWARDS COMMITTEE, BUILDING TASK FORCE

## OBJECTIVES

- Implement best practices for forward-thinking membership-based organizations.
- Diversify funding streams by forging innovative partnerships and exploring collaborative opportunities.
- Unveil our new, modernized office headquarters and Business Center and develop it into a focal point for business training, collaboration, and community-wide engagement while highlighting our community partner support.

## ACTION PLAN

- Implement diverse programming to actively support businesses for a successful economic impact during the annual 10-day Bike Week festival collaborating closely with the City of Daytona Beach, national brand corporate partners, residents, and visitors to ensure a positive outcome.
- Develop a comprehensive plan outlining guidelines for usage of space, programming, and activities to facilitate a successful opening year in the new building.
- Explore and cultivate new investment funding through grants and additional corporate support to enhance our programming and events aligning with our organization's mission.
- Assign a special review committee to investigate profitability and enhancement of annual events and activities to ensure financial and staff support meets members' and sponsors' needs while contributing to the growth of the Daytona Regional Chamber.