



Daytona Regional

CHAMBER OF COMMERCE



BUSINESS PLAN



**ADVOCACY & ECONOMIC
PROSPERITY**



**BUSINESS DEVELOPMENT
& COMMUNITY
AWARENESS**



**ORGANIZATIONAL
EXCELLENCE & FISCAL
GROWTH**



**WORKFORCE &
INNOVATION**

2022

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DAYTONA REGIONAL CHAMBER OF COMMERCE BUSINESS PLAN 2022

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 Linda Webster-Dubea, Florida Power & Light

Acting as the Chamber of Influence the work from this center provides a strong community-wide voice in issues that impact the business community. Here we actively engage in maintaining an open dialog with all levels of elected and governmental decision makers to be most effective when it comes to sweeping legislative actions and addressing important industry challenges. This ensures our area attracts and maintains new business growth while improving the community's health, vibrance and prosperity.


**ADVOCACY ACTION COUNCIL, ECONOMIC DEVELOPMENT, VOLUSIA DAYS, HOB NOB, AND
CANDIDATE TRAINING**

OBJECTIVES

- To be recognized as the “go-to” voice for business with our elected officials and their staff by strengthening the relationships to affect legislative/ policy/ statute/ changes as needed for our members.
- Convene stakeholders, based on advocacy needs, to address issues and provide expertise to area governments to aid in pro-business decision-making.
- To provide support to other economic development organizations in the region, both in the public and private sector.

ACTION PLAN

- Identify, prioritize and recommend policy to our Board of Directors for those issues that affect our local economy, business environment and quality of life in the Daytona Beach region.
- Develop a strong grassroots network of members, community leaders and stakeholders to call upon for impactful input on important areawide issues.
- Through blogs, news articles and community presentations, highlight the collective work of the Daytona Regional Chamber membership sharing specific ways we impact positive change.
- Support and advocate on behalf of economic development initiatives throughout region based on specific criteria, including job growth, value to community and ROI.
- Continue to research best practices in communities with like demographics through intercity programming.
- Adopt meaningful legislative priorities that provide flexibility to proactively respond with measurable outcomes to gauge and report successes.
- Develop an internal scorecard to measure the outreach and outcomes through Daytona Regional Chamber driven initiatives.



BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

Chair Carmen Ruiz, FASTSIGNS Daytona Beach

The focus of the activities within this center is to clearly communicate the effectiveness of our organizations pro-business work for the benefit of our community. Skilled promotional and marketing programs are developed and utilized with maximum focus on improving member growth and understanding among our virtual and local communities. The collective support of area businesses allows us to position our community for a successful economic environment and secure new and retain existing members of the Daytona Regional Chamber.

**AMBASSADORS, MEMBERSHIP COMMITTEES, REGIONAL BUSINESS CONNECTIONS GROUPS,
AND DIVERSITY EQUITY & INCLUSION COUNCIL**

OBJECTIVES

- To drive the creation of clear and concise communications for engaging key marketing initiatives within each center area which further supports the growth and success of our membership.
- To complete year-two of the Daytona Business United program and determine the needs for future years.

ACTION PLAN

- Develop formal prospect outreach, through a committee structure, to engage member participation in helping to grow the membership base of the Daytona Regional Chamber.
- Enhance the experience of onboarding new members and educating current members with easy to use tutorials and training mechanisms to maximize their engagement and experience with the Daytona Regional Chamber.
- Engage Ambassadors to deliver personal connections through ribbon-cutting ceremonies, groundbreaking celebrations, active event participation, social media interactions, and individual dialogs as connectors to our membership growth and retention.
- Leverage and develop social media platforms to promote a variety of Daytona Regional Chamber programs and interests to businesses to grow new member sales.
- Embrace the new demand for digital communication and enhance Daytona Regional Chamber communications using new workplace technologies and programs.
- Further develop partnership agreements with the Urban Chamber of Commerce of Volusia/Flagler Counties and the Volusia County Hispanic Chamber.
- Create media messaging and story-telling that promotes pro-business and creates the story of a strong, connected business community. Encourage local business support across messaging.



ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Chair Shawn Abbatesa, Brown & Brown Absence Service Group

In this center we engage in best practices, and provide an expansive programming platform to assist businesses in obtaining potential new partnerships by building valued business to business relationships. What we learn from each other, translates into a more diverse, innovative, forward-thinking plan, further ensuring our success by supporting a strong financial foundation to work our mission.

GOVERNANCE BOARDS, ACCREDITATION, AWARDS COMMITTEE, BUILDING TASK FORCE

OBJECTIVES

- To utilize best practices for forward-thinking membership-based organizations.
- To diversify funding through innovative partnerships and collaborative opportunities.
- Modernize and improve the building facilities to support the new remote work environment for area employees/employers.

ACTION PLAN

- Complete application for US Chamber re-accreditation, stretching for five-star designation.
- Continue to assess the Daytona Regional Chambers role and successfully implement Bike Week activities related to positive messaging, corporate sponsor support and Master Plan activities with the City of Daytona Beach.
- Develop a timeframe and funding mechanism to pursue the renovation of the Daytona Regional Chamber building to include a business resource center with additional meeting and collaboration space for our members and the community.
- Develop a tool to assess the success of events and programming taking into consideration its impact on the bottom line of the Daytona Regional Chamber, the staff and our volunteer resources needed to provide the program/event.
- Report quarterly to the Board of Directors on the implementation of the Strategic Plan.
- Maintain and improve prominent annual events that provide members with an opportunity to connect in social ways and strongly position these events as fundraisers for the Daytona Regional Chamber to assist in growing products and services for the business community throughout the year.



WORKFORCE AND INNOVATION

Chair Stephanie Mellenbernt, AdventHealth

This center of focus is to assess the needs of our community's leadership in developing effective high-level customized training and education to foster the success of our business community. Through this effort we answer the needs of employers of all size businesses to immerse their workforce talent in greater skill development opportunities and community awareness, thereby becoming future community leaders. Creative partner programs assist us with preparing students for future workforce opportunities right here at home.

**LEADERSHIP DAYTONA, LEADERSHIP DAYTONA ALUMNI COUNCIL, YouScience/VC
SCHOOLS PARTNERSHIPS, SMALL BUSINESS AND ENTREPRENEURIAL TRAINING**

OBJECTIVES

- To assess the leadership needs of the community while providing focused training and programs to attract and keep high level talent to the area. To be the connector of this talent to area organizations.
- To showcase small and medium size businesses and develop opportunities that work to assist in the growth of their business market share.
- To provide support, connections and guidance to entrepreneurial ventures which exhibit the highest opportunity to grow within our region.
- To partner with educational leaders from pre-school through K-12 and post graduate levels to ensure a ready workforce.

ACTION PLAN

- Produce the 42nd Leadership Daytona program in partnership with area organizations and businesses by developing relative, current programming highlighting trends with the focus on inspiring new, future leaders for boards throughout the community.
- Support the work of the Leadership Daytona Alumni Council (LDAC) to build participation among the group by:
- Increasing LDAC engagement through new programming designed to inspire more paid alumni participants.
- Presenting Elevate Daytona Beach event as a signature event.
- Embrace virtual training workshops, zoom features and other platforms by confirming high quality programing content to meet the needs of the business community. Focus on sharing best practices and forward thinking business models to aid in the success of business.
- Provide focused support on K-12 education by developing a workforce-ready skills assessment event targeting middle school students.
- Further develop YouScience aptitude testing for students and connect the skills to area employers for jobs and internships.
- Enhance partnerships with other organizations working on workforce, entrepreneurial and small business training. Continue to develop and hold roundtable sessions for our non-profit members, hotel owners/managers and other segmented groups which provide opportunities for collaboration, and growth.