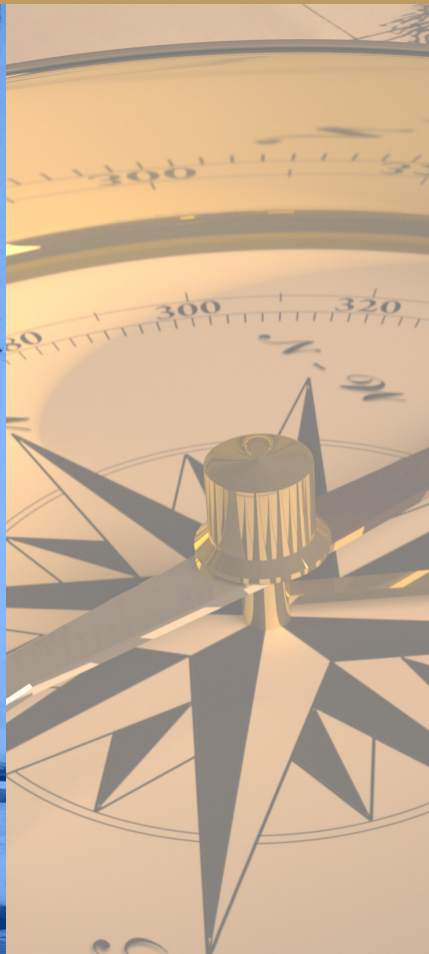




BUSINESS PLAN 2023



**ADVOCACY & ECONOMIC
PROSPERITY**



**BUSINESS DEVELOPMENT &
COMMUNITY AWARENESS**



WORKFORCE & INNOVATION



**ORGANIZATIONAL
EXCELLENCE & FISCAL
GROWTH**

Daytona Regional
Chamber of Commerce
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U.S. Chamber of Commerce

Accredited

Five-Star Distinction



DAYTONA REGIONAL CHAMBER OF COMMERCE

BUSINESS PLAN 2023

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 and Light

Being the Chamber of Influence with a powerful voice, the work from this center will help drive decisions, positively impacting commerce. Here we actively engage in maintaining an open dialogue 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.

CORNERSTONE COMMITTEE, ECONOMIC DEVELOPMENT, VOLUSIA DAYS,
ELECTED OFFICIALS RECEPTION, INTERCITY VISIT, CANDIDATE TRAINING

OBJECTIVES

- Continue to strengthen relations with elected officials and staff to strengthen our voice as they advocate for the region's businesses.
- Convene stakeholders, utilizing our Cornerstone Committee, to address issues and provide expertise to area governments aiding in pro-business decision-making.
- Leverage various communication methods to explain advocacy's importance and its impact on our entire business community.
- Collaborate with economic development organizations in the region, both in the public and private sector, to diversify our business base and attract higher paying jobs.

ACTION PLAN

- Identify, prioritize, and recommend policy to our Board of Directors among those issues affecting our local economy, business environment and quality of life in the Daytona Beach region.
- Increase the engagement of a broad base of membership representatives to work on our Cornerstone Committee and develop a strong base of experts within the committee to assist in the advocacy of business issues at all levels of government.
- Encourage and increase utilization of our Bill Tracker software.
- Engage and target potential candidates for public office through candidate training.
- Publish and promote involvement in city and county boards as vacancies arise.
- Continue to evolve communication methods to tell our story of the impacts of advocacy on business including social media channels, podcasts, and blogs.
- Utilize communication to increase attendance at all advocacy-related events.
- Examine opportunities for intercity visits to areas with like demographics to learn about best practices on issues pertinent to our region.
- Support and advocate on behalf of economic development initiatives throughout the region.
- Develop an internal scorecard to measure the outreach and outcomes through Daytona Regional Chamber driven advocacy initiatives.



BUSINESS DEVELOPMENT & COMMUNITY AWARENESS

Chair Carmen Ruiz, FASTSIGNS Daytona Beach

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. We will create value for our members and continually re-imagine and adapt communication and programming through the lens of diversity, equity, and inclusion. We will foster relationships and partnerships that will contribute towards a thriving community and encourage local business support.

AMBASSADORS, REGIONAL BUSINESS CONNECTIONS GROUPS,
DIVERSITY, EQUITY & INCLUSION COUNCIL

OBJECTIVES

- Drive growth in the membership base of the Daytona Regional Chamber.
- Deliver clear concise communication for engaging key marketing initiatives within each Center of Influence area that further supports the growth and success of our membership.
- Continue to be intentional with our commitment to Diversity, Equity, and Inclusion (DEI).

ACTION PLAN

- 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 and individual outreach as connectors to our membership growth and retention.
- Develop an Ambassador in Training Program that provides an opportunity for new members who would like to be actively engaged.
- Educate members on how operating with a mindset for diversity, equity and inclusion can be beneficial to their organization and educate them on opportunities and resources.
- Foster the Chamber's committee and taskforce structures with staff support to increase membership engagement.
- Create "ah-ha moments" for members through improved short communication within *The Edge*, *Inside Volusia Business* and/or other new communication mediums to improve impact and engagement.
- Support and strengthen our relationship with diverse community partners.
- Continually promote the attributes of doing business locally and choosing Daytona Regional Chamber members utilizing website, email, social media, and graphic designs to promote positive messaging.
- Continue to develop and hold roundtable sessions for our non-profit members, hotel owners/managers and other segmented groups bringing people together to provide opportunities for collaboration and growth

WORKFORCE AND INNOVATION

Chair Stephanie Mellenberndt, Advent Health

We will foster the success of our business community by developing and inspiring community and business leaders. Through these efforts we will answer the needs of employers of all size businesses to immerse their workforce talent in greater skill development opportunities and community awareness, thereby becoming better employees, future community leaders and contributors to the success of our region. Creative partner programs assist us with preparing students for future workforce opportunities right here at home.

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

OBJECTIVES

- To assess the leadership needs of the community while providing focused training and programs to develop high-level talent supporting the current and future growth throughout the region.
- To partner with educational leaders from pre-school through K-12 and post graduate levels to ensure a ready workforce.
- Provide developing leaders, startups and businesses with valuable resources, connections, and programming to foster and accelerate success.

ACTION PLAN

- Continue to create a new pipeline of leadership by producing the 43rd Leadership Daytona program in partnership with area organizations and businesses by developing relative, current programming highlighting trends with the focus on inspiring new, and 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 in Daytona Regional Chamber initiatives and programs making a positive impact on the business community.
 - Presenting Elevate Daytona Beach as a signature event.
- Further develop YouScience aptitude testing for students and leverage aggregate talent cluster data to create a system to facilitate jobs and internships in economically in-demand career paths with local employers.
- Launch a Workforce & Education Task Force to support and develop a comprehensive talent pipeline of the region from cradle to career.
- Utilize the influence of area-wide leaders to inspire business success through leadership, educational programming, and promoting messaging throughout the Daytona Regional Chamber electronic resources, on-site programming, and multi-platform media messaging.
- Develop programs that collect and disburse valuable information relevant to prominent business issues as they arise. These programs will work to collectively establish a pro-business stance which, in alignment with the Daytona Regional Chamber, reinforces our unified voice.



ORGANIZATIONAL EXCELLENCE & FISCAL GROWTH

Chair Chris Tolland, Foundation Risk Partners

We will lead by example and ensure organizational excellence as validated by our Five-Star Accreditation. We will be fiscally responsible, transparent, and accountable to our members to ensure our continued success in representing and working for our business community and community at large. We will collaborate with community partners and encourage member engagement to grow and support the Chamber in its efforts to provide a platform for businesses to succeed.

GOVERNANCE BOARDS, 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.
- Begin construction of our new modernized office headquarters to feature a business resource center that becomes the epicenter for business training, collaboration and community use.



ACTION PLAN

- Implement multifaceted programming with engaged business support for a successful annual Bike Week 10-day festival while working closely with the City of Daytona Beach, business community, national brand corporate partners, residents, and visitors to help ensure a positive outcome and strong economic impact for our region.
- Ensure continuation of operations while housed in temporary offices during the renovated building's renovation construction.
- Develop a plan of action and necessary guidelines related to usage, programming, and activities to ensure a successful transition back into the new building in 2024.
- Explore and develop new investment funding through grants and additional corporate support for initiatives that enhance the Chamber's programming and events as it relates to the organization's mission.
- 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.