



**ADVOCATE FOR BUSINESS
AND ECONOMIC
PROSPERITY**



**ENGAGE MEMBERS AND
DRIVE VALUE**



**ADVANCE COMMERCE
AND INSPIRE LEADERSHIP**



**EXEMPLIFY
ORGANIZATIONAL
EXCELLENCE**

2025 BUSINESS PLAN



Daytona Regional Chamber of Commerce
126 E. Orange Ave. | Daytona Beach, FL 32114
P. 386-255-0981 | info@daytonachamber.com
DaytonaChamber.com



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.



CHAIR CARMEN RUIZ, FASTSIGNS OF DAYTONA BEACH

With a powerful collective voice and active engagement from the business community, our needs and challenges in achieving business success are prominently highlighted. This collective influence ensures that the positions of the business community are pivotal in the decision-making process of legislative and governmental actions. We unapologetically support businesses that drive employment and stimulate strong local spending across various sectors. This support contributes to a vibrant and active community. Our focus remains on fostering active engagement with both the private and public sectors to positively impact employment and sustainable growth for our community. Our powerful connections across the state and county amplify our strength as we boldly address challenges at all levels. Together, we create prosperous and thriving environments for all.

ADVOCACY TASK FORCE, CORNERSTONE COMMITTEE, VOLUSIA DAYS, FLORIDA CHAMBER FLY-IN, ELECTED OFFICIALS RECEPTION, ADVOCACY EVENTS AND COMMUNICATIONS, ECONOMIC DEVELOPMENT, INTERCITY VISIT

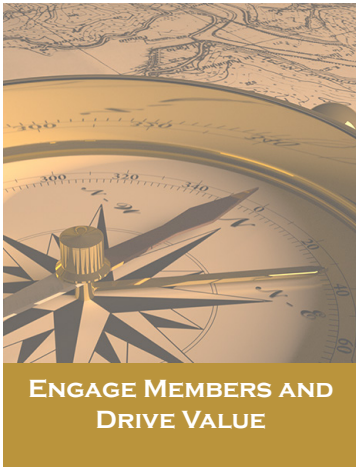
OBJECTIVES

- **Leverage Stakeholder Expertise:** Utilize the collective reasoning and input from the Cornerstone Committee to make informed decisions impacting business operations.
- **Enhance Advocacy Task Force:** Strengthen the influence and credibility of the Advocacy Task Force in selecting candidates who support member-driven business priorities aligned with community needs, thereby boosting their standing among members and the broader community.
- **Proactive Media and Marketing:** Develop and release media and marketing initiatives that showcase the Chambers’s collective influence in advocating for regional businesses.
- **Promote Economic Development:** Actively engage in initiatives that attract new business, support existing business, and foster a pro-business environment that drives regional economic growth and prosperity.

ACTION PLAN

- **Advocacy Task Force:** Advance candidate endorsement opportunities and establish metrics. Evaluate the potential benefits of forming a formal PAC for future strategic influence.
- **Advocacy Programs:** Develop a minimum of two Advocacy programs focused on educational topics.
- **Cornerstone Committee:** Engage the Cornerstone Committee to proactively assist with business growth and issues as it relates to local, state and federal legislation.
- **Intercity Trip:** Determine a location for the visit that matches our community’s needs. Arrange speakers, secure accommodations, transportation, sponsors, and participants.
- **Tapping Into Issues:** Secure a minimum of two programs with featured speakers relevant to current advocacy issues.
- **Publish Quarterly Reports:** Regularly publish detailed reports on advocacy engagement activities to keep the membership informed and engaged.
- **Expand Disaster Assistance:** Begin the process of building a platform for pertinent and timely information that can be activated pre-during-post disaster incidents.
- **Eggs & Issues:** Increase attendance by elevating topics and speakers on timely issues.
- **Volusia Days:** Create an opportunity for members to join together to visit Tallahassee and work with our state delegation and state agencies on issues that impact our business region.

CHAIR RUFUS JOHNSON, GEICO, THE JOHNSON AGENCY



Great strength in creating a powerful, wealth-based community lies in the collective efforts of our diverse and dedicated members. This collective strength is the foundation upon which we thrive, advancing as a healthy and prosperous community. Members Supporting Members or #MSM has evolved beyond a mere slogan; it represents a partnership of active and engaged businesses committed to our community’s growth and prosperity. This sense of togetherness continues to grow as each member finds a special home and effective program or initiative led by the Daytona Regional Chamber. We are fortunate to have an engaged and active business community that deeply cares about the bigger picture for our region. Our driving force is developing programming, messaging, educational opportunities, social occasions, and targeted initiatives that add and retain a strong membership. This focus guides our every move. It is a vibrant network that supports each other and contributes to the overall success and prosperity of our community.

AMBASSADORS, REGIONAL BUSINESS CONNECTIONS GROUPS, BUSINESS IMPACT COUNCIL, ROUNDTABLES

OBJECTIVES

- **Timely and Focused Communications:** Engage with members promptly and effectively, understanding the diverse needs of business. Provide information and offerings that enhance their business operations and involvement in specific programs or meetings.
- **Data-Driven Engagement:** Evolve Daytona Regional Chamber’s data-driven information to boost member engagement and foster meaningful conversations. Enhance business success both individually and collectively.
- **Accessible Training Programs:** Forge forward with easy access to on-demand training programs, podcasts, and information to support business growth or professional expertise.
- **Small Business Enhancements:** Focus on initiatives that strengthen influence and connections within the small business community, enhancing their role and impact.
- **Pro-Business Promotion:** Adopt a pro-business approach in informing the membership and community of the Daytona Regional Chambers’s strength in unity. Highlight our collective force for regional business growth and prosperity.
- **Membership Development & Retention:** Blend staff expertise and volunteer support to increase retention rate and expand referrals for members to the Chamber.

ACTION PLAN

- **Ambassador Outreach Program:** Expand duties to include retention-related needs and increase the number of Ambassadors. Train the Ambassadors on member benefits for personalized outreach interactions and conversations with members.
- **Monthly Themes:** Develop and launch targeted member-oriented themes each month. Secure member engagement opportunities through testimonials, training sessions, directory listings, etc.
- **Digital Directory:** Produce quarterly online Membership Directory, promote members to members marketing opportunities with each launch.
- **One Table:** Expand on the successful launch of the One Table program.
- **Podcast:** Continue to develop podcast-based programming for each core area of the Chamber’s work.
- **Business Impact Council:** Schedule and host periodic roundtables with business subject matter experts to assist members with general business protocols for success.
- **Business Impact Council Symposium:** Execute a day long retreat on critical business subjects such as developing and tracking key performance indicators, accessing capital and/or credit, and building organizational culture.



CHAIR RYAN PAGE, INTRACOASTAL BANK

Growing our leadership is crucial for future success across all business realms. As the workforce diversifies with each generation and economic and societal impacts reshape how we do business, it is essential to not only thrive today but also prepare future leaders for generations to come. Enhancing workforce skills, developing sustainable industries, and creating a vibrant workforce are key to the overall success of our region. With a proven history of success in leadership training and a community of the most successful business leaders, we can directly inspire our young professionals with clear pathways to success. Our extensive network of educators and mentors is dedicated to sharing their time and talents for the betterment of the local workforce. Investing in workforce development, we ensure a prosperous future for our community, fostering growth and innovation that benefits everyone. We are committed to building a strong, skilled, and vibrant workforce that drives our region's success for years to come.

LEADERSHIP DAYTONA, LEADERSHIP DAYTONA ALUMNI COUNCIL,
WORKFORCE & EDUCATION TASK FORCE

OBJECTIVES

- **Leadership Development:** Cultivate future leaders across all business realms to ensure long-term success and adaptability in the changing economic and societal landscape.
- **Workforce Diversification:** Embrace and support a diverse workforce, recognizing the collective efforts of educational, and career-based leaders. Target the Readers to Leaders programming to expand the knowledge of critical needs and create innovative pathways to address shortfalls that limit future success.
- **Innovative Training Opportunities:** Develop innovative training opportunities for small businesses by partnering with local members in specific fields. Enhance their business acumen and technical, financial, and marketing knowledge to help them grow and sustain their businesses.
- **Advance Leadership Daytona Chair Challenges:** Continue to address and improve the economic needs, concerns, and vision of our community through Leadership Daytona Chair Challenges.

ACTION PLAN

- **Leadership Program:** Continue the success of the Leadership Daytona program—secure speakers and locations to provide a structured mentorship program with experienced business leaders.
- **Readers to Leaders Program:** Continue programming to include targeted initiatives addressing workforce needs. Collaborate with educational institutions and career-based leaders to improve measurable skill development.
- **Leadership Daytona Alumni:** Increase membership, engagement, and interest in the Alumni. Develop programming beneficial to Alumni.
- **Boost Business Series:** Develop and present topics relative to business success through workshops and roundtables.
- **Lunch with Leaders:** Attract successful leaders to share insights with members with at least three scheduled functions.
- **Workforce and Education Task Force:** Co-host with the Early Learning Coalition a literacy documentary screening, followed by a panel discussion to raise awareness and engage the business community in increasing our Third-Grade reading scores in Volusia County.
- **Soft Skills Summit:** Increase student participation in the Soft Skills Youth Summit by 25% (student attendee goal: 125) through continued partnership with Volusia County Schools.



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, REVENUE COMMITTEE, AWARDS COMMITTEE, BIKE WEEK FESTIVAL TASK FORCE

OBJECTIVES

- **Best Practices:** Implement best practices for forward-thinking membership-based organizations.
- **Revenue Growth:** Diversify funding streams by forging innovative partnerships and exploring collaborative opportunities.
- **Chamber Headquarters:** Promote the 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

- **Bike Week Festival:** Implement diverse programming to actively support businesses for a successful economic impact during the annual Bike Week festival collaborating closely with the City of Daytona Beach, national brand corporate partners, residents, and visitors to ensure a positive outcome.
- **Building Revenue:** Develop a comprehensive plan outlining guidelines for usage of space, programming, and activities to facilitate activity in the new building.
- **Expand Financial Support:** Explore and cultivate new investment funding through grants and additional corporate support aligning with our organization’s mission.
- **Stewardship of Members' investments:** 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.