



BUSINESS PLAN

126 E. ORANGE AVENUE, DAYTONA BEACH, FL 32114
386.255.0981 / DAYTONACHAMBER.COM

Business Plan Organizational Chart



Center for Workforce and Innovation

Objectives:

- To assess leadership needs for the community while providing training and programs to attract high level talent to our area.
- To showcase our small and medium size businesses and develop opportunities to assist in the growth of their business market.
- To provide support and guidance to entrepreneurial ventures.
- To partner with educators from pre-school through K-12 and post graduate institutions to ensure a ready workforce.

Action Plan:

- Produce the annual *Leadership Daytona* program by developing a class schedule that is relative to current issues and trends with the intent of inspiring future leaders for boards throughout the community.
- Support the Leadership Daytona Alumni Association and work to build the alumni network by:
 - Increasing Alumni investment by engaging more paid alumni participants.
 - Producing an *Elevate Daytona Beach* event as a signature event for the Chamber.
 - Updating and upgrading the content and contacts for the Leadership Alumni Membership e-directory and its promotion.
- Provide focused support on K-12 education by developing a workforce-ready skills event targeting middle school students.
- Enhance partnerships with other organizations working on workforce, entrepreneurial and small business training.
- Continue to develop the *Market Watch Business Summit* as a valuable source of forecasting for the business community.
- Enhance the exposure of and increase the interest in the Small Business of the Year and Non-Profit of the Year awards through continued promotion and testimonials and explore a nomination process.
- Continue to develop and hold roundtable sessions for our non-profit members which provide opportunities for collaboration and growth.

Committees:

Leadership Daytona Steering Committee
Leadership Daytona Alumni Executive Council
Education Committee

Center for Advocacy and Economic Prosperity

Objectives:

- To be recognized as the voice for business with our elected officials and their staff at the local and state level by maintaining consistent involvement and communication in strengthening the relationships to affect legislative/ policy/ statute/ changes as needed by our members.
- To support and stimulate growth of tourism, retail and manufacturing while building awareness within the community.
- To provide support to other economic development organizations in the region, both public and private sector.

Action Plan:

- Combine and streamline committees of the Chamber, which currently rely on input from local speakers and officials to assist with the work of the Chamber (Economic Development, Local Government and Legislative Committees).
- 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.
- Support and advocate on behalf of economic development initiatives throughout region based on specific criteria, including job growth, value to community and ROI.
- Convene stakeholders on critical issues to share information and work toward understanding and solutions.
- Advocate the Chamber's position on issues of importance in the community and Chamber members to decision-makers and community at-large

Committee Structure:

Advocacy Action Council (AAC)

Task Forces: Hob Nob, Tallahassee & Washington Speakers Series, Volusia Days, Intercity Visits)

Center for Business Development and Community Awareness

Objectives:

- To drive the creation of clear and concise marketing and communications for key membership areas to assist with their growth and success.
- To champion the community through brand development and promotion.
- To grow and retain membership with emphasis on mission members.

Action Plan:

- Investigate ways to increase membership and market penetration with a target to diversify membership demographics.
- Coordinate, as needed, an annual membership campaign utilizing team competition and incentives.
- Engage ambassadors to deliver personal connections through ribbon-cutting ceremonies, groundbreaking celebrations and active event participation as connectors to membership.
- Leverage and develop social media platforms to promote Chamber programs.
- Work to support the Chamber's brand magazine *Evolve*.
- Consider new forms of digital publishing to promote the Chamber and community.
- Establish a new mission marketing plan for members of all financial means.

Committee Structure:

Ambassadors

Membership Committee (Campaign, Outreach(retention) Committee

Marketing Committee (*Evolve Magazine*, Social Media Strategy, Annual Buyer's Guide)

Regional Connections Groups

Center for Organizational Excellence & Fiscal Growth

Objectives:

- To develop events and programs that enhance the experience of our members, providing them with varying opportunities to network and support the work of the Chamber with an emphasis on driving and building attendance/revenue for each event.
- To ensure a strong governance structure through innovation leadership and visioning for the Chamber and the community.
- To utilize best practices for forward-thinking membership-based organizations.
- To diversify funding through partnerships and collaborative opportunities.

Action Plan:

- Continue to lead the planning, coordination and improvement of Bike Week.
- Manage networking events, monthly and/or quarterly, to encourage member involvement.
- Maintain and improve annual events that provide members with an opportunity to connect in social ways and position these events as fundraisers for the Chamber to assist in growing products and services for the business community.
- Improve and expand ideas for signature events including:
 - Annual Dinner Meeting
 - Annual Awards Luncheon
 - Annual Business Links Golf Tournament
 - Summer Cookout

Committee Structure:

Special Events Committee (Signature Events – Golf Classic, Annual Dinner, Awards Lunch, Summer Cookout)

Governance Committees (Board, Finance, Nominating)

Strategic Planning