

T H E  **C H A M B E R**
GREATER TALLAHASSEE CHAMBER OF COMMERCE

...the catalyst for business and community growth

2019 ANNUAL REPORT

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2019

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— Florida Public Relations Association

2018

PR News National **PR Firm of the Year**

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G. MARK O'BRYANT
*President & CEO,
Tallahassee Memorial HealthCare*

“We want to see Tallahassee grow and prosper. We want to be catalysts for positive change that generates better outcomes for our community”

G. MARK O'BRYANT
*Chair 2018-2019, Greater Tallahassee
Chamber of Commerce*

Dear Chamber Members,

Serving as Chair of the Chamber Board these past twelve months has been one of the great pleasures of my career. What an honor to lead such an impactful organization. When I first moved to Tallahassee I was quickly impressed with the work of our Chamber and felt compelled to get involved. As my engagement increased so did my appreciation for the organization. Over the past decade I have been thrilled to see the Chamber's commitment to the causes of growing our economy and our community. Through my time on the Board and past year as Chair, I can proudly say that we have one of the best Chambers of Commerce in the country.

Our Chamber is similar to the thousands of other likeminded groups in America in that we are comprised of people who care for our community. Chambers all over our country gather and work towards making towns, cities, regions and even states work better for business and become more desirable places to live. What sets our Chamber apart is the manner in which our members, volunteers and staff all work in unison to execute the vision of our organization.

That vision, to be the premier voice for business and drive high impact economic development, is the motivation we all share as Chamber members. We want to see Tallahassee grow, thrive and prosper. We want to be catalysts for positive change that generates better outcomes for business and our community as a whole. This past year, I believe that the Chamber has lived those values in a variety of important ways.

In April, Our Chamber took over 80 business and community leaders to Greenville, South Carolina for three days of learning. Amazingly, the trip inspired us to come back home and learn more about our own community. In the months since Greenville, we have hosted four separate community dialogues focused on areas such as our downtown, the airport, southside communities

and even public transit. Like any high performing organization, one action should build towards the next and at this year's Annual Community Conference we saw elements of all this work come together for one of our best gatherings in years. Across these many components there is one consistent ingredient – an ambitious desire to see our city thrive.

What initially drew me to the Chamber of Commerce was a sense that the organization was fully committed to building a better future for Tallahassee. I believe that I was right then and know that to still be true today. As I prepare to pass the gavel, I want to reiterate to all of our members just how much it matters to have a Chamber like ours working to advance our community. The Chamber is a catalyst and booster for Tallahassee. We do well when the whole community does well and as my tenure as Chair ends I am confident that will continue to drive the Chamber for many years to come.

Thanks for allowing me to serve with you.

Onward,

G. MARK O'BRYANT

Chair, Greater Tallahassee Chamber of Commerce



SAMMIE DIXON
President/CEO
Prime Meridian Bank

“The Chamber of Commerce will always be engaged in the work of growing our local economy. Sometimes that means hosting visitors from prospective companies and on other occasions it means traveling to other cities to learn successful models. Most importantly, our work of growing business means working hard each day to change how the world sees Tallahassee as a place for business.”

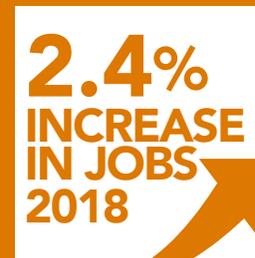
SAMMIE DIXON
Chair, Grow Business Committee



Growing Business

Our approach to business starts with you. As the catalyst for business and community growth and driver of economic development, the Chamber strives to understand the needs of our members. We know when we help individuals who power businesses, those businesses flourish. Through unique programs, powerful resources and interactive experiences, we help you and your business achieve success and have focused our efforts in four priority areas: talent, entrepreneurship, existing industries and business environment.

- Produced and shared the monthly Talent Lives Here video series highlighting rising business leaders and up and coming young professionals.
- Produced a bi-monthly Chamber Podcast featuring local business owners, entrepreneurs and various Chamber volunteers who are driving Tallahassee’s growing economy.
- Created the 300 East Park Avenue weekly blog showcasing how Chamber leadership and staff interact with member businesses and the community at large.
- Hosted a Community Leadership Trip to Greenville, South Carolina with over 80 attendees and featuring three days of tours, speakers and engaging discussions about the future of Tallahassee.
- Conducted four Community Dialogue days as a follow-up to the Greenville trip including engaging session on Downtown Tallahassee, Tallahassee International Airport, Southside Communities and Public Transportation.
- Hosted quarterly forums focused on topics such as entrepreneurship, talent and the state of the economy.
- Convened various meetings with companies looking to expand and/or locate in the Tallahassee market based on member generated leads and coordination with the Office of Economic Vitality.





JAY SMITH
Vice President & Owner
Ajax Building Corporation

“The Chamber serves as a direct line from local businesses to local government. In this role, the Chamber is a trusted convener when complicated issues arise. When the Chamber begins a dialogue with local leaders, the aim is always to find solutions that keep Tallahassee moving forward.”

JAY SMITH
Chair, Business Advocacy Committee



Advocating for Business

As the premier voice of business in the Capital region, we are cultivating a community that is vibrant, impactful and an exciting place to be where every person and every business can thrive. Through member feedback, continued meetings with our public partners and alignment of our six guiding principles, we are creating a business environment that supports a growing economy.

- Conducted candidate surveys for the November 2018 City and County Commission races.
- Produced a Candidate Report based on those surveys and shared with all Chamber members and Enews subscribers.
- Hosted a member feedback forum to gain valuable insight on the issues that mean most to local businesses.
- Released the Local Government and Community Study Report featuring strategies for how to impact critical issues facing the future of Tallahassee/Leon County
- Monthly meetings of the Business Advocacy Committee included sit downs with local elected officials, including all those newly elected in 2018.
- Presented findings of the Local Government and Community Study Report to various groups and officials throughout the year.
- Coordinated member driven advocacy related to various issues that arose within City and County government including Airport Governance and Municipal Broadband.
- Convened meetings between members and local government officials related to ongoing development and infrastructure projects.
- Private sector and Chamber representation on several government committees and councils included Airport Advisory Committee, Blue Print 2000 Citizens Advisory Committee, Leon County Advisory Committee on Quality Growth, Downtown Development Review Committee, Land Development/ Comprehensive Plan Citizens Committee, Leon County Educational Facilities Authority

4
HOSTED
COMMUNITY
CONVERSATIONS

679
DOWNLOADS OF
THE CHAMBER
CANDIDATE
SURVEY

FEEDBACK FROM
100
MEMBERS
ON LOCAL
ADVOCACY
EFFORTS



BENNETT NAPIER
President/CEO,
Partners in Association Management



Driving Value to Members

Our focus this year has been effectively communicating to our members and engaging these businesses with opportunities to help them receive the highest return on their membership investment. By driving higher value into our membership benefits, we've created an enhanced experience for businesses no matter which membership option they choose. With 1,400 businesses, representing more than 60,000 employees, we have solidified a strong foundation for every member to thrive.

- Began work on new interactive webinar for Leads Group Orientation.
- Hosted three workshops exclusively for current leads group members to maximize Return on Investment.
- Ambassadors visited 164 new members and delivered Red Eye and Lucky Goat coffee welcome kits.
- Ambassadors called 691 members
- Ambassadors hosted 58 ribbon cuttings
- Retention rate of 86%
- Recruited 201 new members
- Established a business meet and greet to connect with companies in the Woodlane Circle neighborhood. These morning sessions will serve as a blueprint for other neighborhood/business park meetings that will take place in 2020.
- 325 members attended orientation

“On a daily basis volunteers and staff create multiple networking and educational opportunities for individuals and businesses to engage and learn. Through digital offerings, volunteer service, networking groups and local events, the value of Chamber membership has never been better.”

BENNETT NAPIER
Chair, Membership Committee

58
RIBBON
CUTTINGS

86%
RENEWAL RATE
FOR CHAMBER
MEMBERS

96
EVENTS
8,100
ATTENDEES



BETH CORUM
EVP & Co-Chief Operating Officer,
Capital City Bank

“We are more determined than ever to serve as THE voice for the business community while acting as a catalyst for business and community growth.”

BETH CORUM
Chair 2019-2020, Greater Tallahassee
Chamber of Commerce

A Look Ahead

Dear Chamber Members,

As 2019 comes to a close and we look ahead to a new year, I am honored to serve our community as Chair of the Greater Tallahassee Chamber of Commerce. Your Chamber works every day to be the catalyst for business and community growth and this will continue with enhanced opportunities cultivated for you to engage, grow and create new relationships. I look forward to our updated approach of driving value to our members through three focus areas: Growing Business, Advocating for Business and Bridging the Talent Gap.

There are transformative changes underway throughout our community positioning our area as a destination for people seeking a vibrant place to live, work and play. The Chamber is using this momentum to help grow our existing industry base as well as creating connections amongst the private sector that showcases our community as a place that is open for new business.

With recruitment and retention being top of mind across all industry sectors, you will see a heightened focus on workforce and bridging the talent gap. Chamber staff is already hard at work with a group of community partners taking a holistic approach to secondary and post-secondary attainment of degrees and certifications. Through unique offerings

connecting students to businesses, you will see your Chamber take an active role in positioning our community as workforce ready.

The year ahead will also bring a continued focus on advocacy. Your Chamber will continue a forward-thinking approach within its public policy efforts through a business agenda driven by member input, candidate surveys for the upcoming local elections and initiatives identified to impact or advance our local economy.

With talent development, generating business connections and enhancing our local business environment as key subjects you'll hear about frequently during my tenure as your Chamber Chair, be assured that everything we do starts with the business community in mind. We are more determined than ever to serve as THE voice for the business community while acting as a catalyst for business and community growth. I'm excited about our future.

Sincerely,

BETH CORUM

Affiliate Programs

Leadership Tallahassee

Celebrating 37 years of cultivating a diverse network of emerging and experienced leaders committed to improving the community.

- 37 years of our signature program
- 1,250 program graduates, 10 annual alumni events
- 16 youth leadership classes for local high school juniors
- 584 program graduates
- Hosted 3 board trainings attended by over 200 community members
- Distinguished Leadership Awards honored Tom Barron as the Lifetime Leadership recipient; Tom Derzypolski as the Leader of the Year; Talethia Edwards as the Pacesetter; Mark Baldino as the Servant Leader. The sold out event had over 350 attendees, raising \$35,000 for Youth Leadership Tallahassee
- Held annual Opportunity Tallahassee, a one day condensed version of our signature LT program
- Community partner programs include The Longest Table, with the Village Square, City and County Government; Tallahassee Lifelong Leaders program with the Senior Center and coordinated nonprofit board placements for more than 15 Youth Leadership Tallahassee graduates
- Awarded 2018 Shine Bright Award by I.C.E. Foundation



Leadership Tallahassee Program Day



Leadership Tallahassee Class 37



Affiliate Programs

World Class Schools

World Class Schools of Leon County bridges the Chamber business community and Leon County Schools through:

Partnerships:

- The **CHP Champions** program addresses early childhood obesity issues and LCS wellness policies. In its 15th year, over 20,000 students in the five surrounding counties participated last year in this free fitness program.
- Supporter of the **LCS Volunteer of the Year** Recognition program and the **LCS Partners in Excellence** program as a sponsor and selection team member.

Student Recognition & Talent:

- **Best & Brightest Awards** — Last year 155 students were awarded \$54,000 in scholarships. 60 business leaders serve as judges and volunteers each year. Over the past 14 years, \$684,000 in scholarships were awarded to 1,970 students.
- **Leon Works** — Serve as business contact to connect approximately 400 students a year with employers and academic institutions to career opportunities in the categories of Health, Trade, Business and IT.

Teacher Engagement & Recruitment:

- Provided Chamber resources and business contacts for LCS teacher recruitment and retention by hosting a **“New Teachers” Welcome Reception**.
- Hosted the **2019 Superintendent’s Teacher Leader Academy** on training and inspiring teachers to the next level of leadership in their schools and administration in LCS.
- Secured business hosts and introduced workforce and curriculum development opportunities at Lively Technical College



Access Tallahassee

Access Tallahassee connects and engages young professionals through programs designed to help them build business relationships, grow personally and professionally, and contribute to the economic development and quality of life in our community.

- Celebrating 13 years of fostering opportunities for young professionals to connect with established leaders in the business community.
- Hosted over 30 events over the past year including Access Annual Meeting featuring Mayor John Dailey, quarterly Power Lunches with topics ranging from medical marijuana to residential real estate, and the always popular Coffee & Connections.
- Since launching in 2016, the Tally Job Hop has connected over 130 college and university students to local employers actively seeking talent. This unique program has expanded to industries such as tech, insurance, marketing, finance and accounting with more on the horizon.



Our Membership

With more than 1,400 members we applaud our Visionary and Catalyst members for their support.

VISIONARY MEMBERS:



CATALYST MEMBERS:

Bank of America
Brown & Brown of Florida, Inc.
Childers Construction Company
City of Tallahassee
Flightline Group, Inc.
Florida A&M University
Golden Eagle Golf & Country Club, Inc.

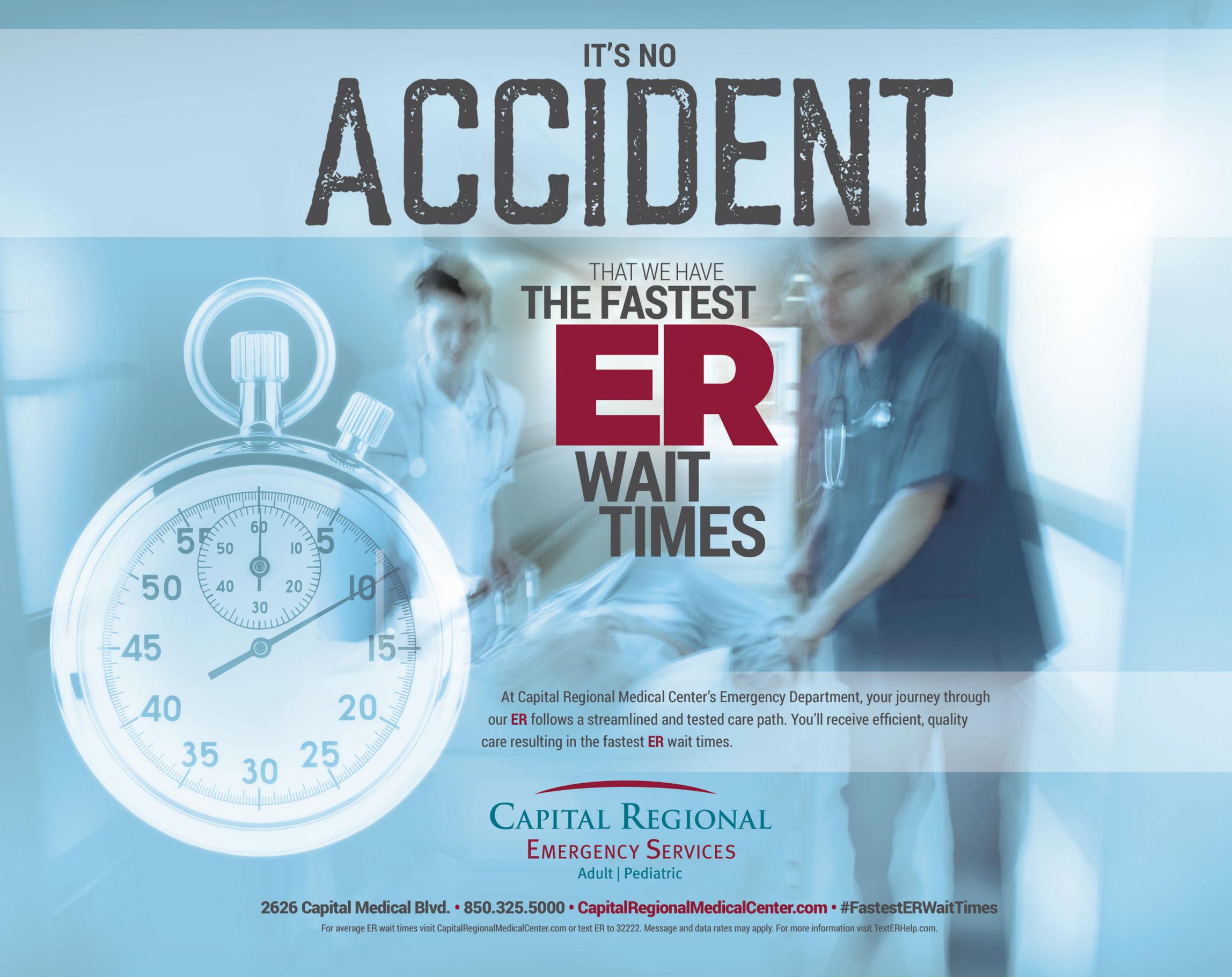
Leon County
Leon County Schools
PEPI Coffee Company
Publix-Lake Ella Plaza
Rogers, Gunter, Vaughn Insurance, a Hub
International Company
Synovus

Tallahassee Community College
Tallahassee Ford Lincoln
The First, A National Banking Association
Tri-Eagle Sales
Trulieve
Wal*Mart Supercenter
Wells Fargo

IT'S NO
ACCIDENT

THAT WE HAVE
THE FASTEST

ER
WAIT
TIMES



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