

# 2020 ANNUAL REPORT



THE  CHAMBER

GREATER TALLAHASSEE CHAMBER OF COMMERCE



Don't be stuck  
in a maze —  
**be amazed by how  
you can forge ahead.**

Sachs Media is your strategic communications partner,  
helping you find the way forward.

**Sachs**MEDIA  
THE BREAKTHROUGH AGENCY.

sachsmedia.com  
**850.222.1996**

PRNEWS NATIONAL  
AGENCY ELITE  
**TOP 100**  
WINNER | 2020

**Forbes**

AMERICA'S BEST  
PR AGENCIES  
**2021**

POWERED BY STATISTA



**BETH CORUM**  
Chief Operating Officer,  
Capital City Group

**“Today’s Chamber recognizes the value of collaboration. We continue to seek ways to work with other local Chambers of Commerce as well as other business and economic organizations.”**

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

Dear Chamber Members,

As Chair of the Greater Tallahassee Chamber of Commerce, I’ve seen firsthand how quickly our Chamber pivoted to help local businesses not only survive but thrive in 2020.

None of us could have anticipated the struggles we would face due to the global pandemic. In difficult times, it’s especially important that we pause to appreciate everything we’ve accomplished together. There are many reasons for hope as we enter 2021.

**Facing COVID-19 Head-On**

Once it became clear that this would be a year like no other, the Chamber quickly mobilized to offer programming that would address the struggles our members were facing. Along with webinars on the Family Medical Leave Act and the Paycheck Protection Program, we hosted a series designed to help businesses adapt.

Topics included developing unique selling and outreach strategies, dynamic leadership and preparing for the post-pandemic economy. The Chamber will continue to evolve to help businesses navigate the challenges ahead.

**Launching TalentHub 2030**

Even as the Chamber offered new programs, we remained dedicated to our priorities: growing business, advocating for business and bridging the talent gap. In August, the Chamber worked with partners throughout the region to launch TalentHub, an online platform that assists our workforce in exploring careers, building skills and finding jobs.

Launching TalentHub underscores the Chamber’s dedication to making Tallahassee the talent capital of Florida by 2030.

**Advocating for Business**

The Chamber continues to advocate for initiatives that offer the biggest return on quality of life and economic success. In June, the Board of Directors endorsed the Children’s Services Council, approved by Leon County voters in November.

This was the right position, not only for our children, but for creating a well-educated workforce. The Chamber will continue to advocate for issues that benefit our community and create a vibrant economy.

**Looking Ahead**

Now more than ever, businesses are seeing a return on their investment in Chamber membership. The membership retention rate for 2020 was 90 percent, and we welcomed 125 new members.

Today’s Chamber recognizes the value of collaboration. We continue to seek ways to work with other local Chambers of Commerce as well as other business and economic organizations. We’ve also strengthened efforts to ensure diversity among our Board of Directors. We’re dedicated to ensuring that the Board is reflective of our diverse community.

**BETH CORUM**



# Connecting Amid COVID

- Hosted more than 15 webinars with nearly 2,000 attendees, providing members with important resources critical to COVID-19 business recovery
- Participated in weekly stakeholder meetings with local officials to share updates impacting the business community
- Launched JobsNow initiative, connecting jobseekers to job vacancies
- Partnered with Leon County to be a drive-thru mask distribution location
- Created a business resource page to connect business owners with grant opportunities, PPP information, SBA Loans and other critical information
- Rallied behind local restaurants promoting takeout specials through TLH2GO.com website
- Provided technical support and guidance to applicants of the Leon County CARES grant program





# Member Strong. Still.

The effects of the COVID-19 pandemic were felt by every business in our community. We offered many of our member exclusive benefits for all businesses to aid in recovery and curated special programming focused on COVID relief. Chamber staff and volunteers focused on keeping members informed and engaged every step of the way.

- Opened up member benefits to every business and offered flexible payment options for businesses impacted by COVID-19
- Welcomed 125 new Chamber members and retained 90% of our membership
- Hosted six Leads Groups bi-weekly, both virtually and hybrid option with nearly 100 members
- Celebrated grand openings and business milestones at 42 ribbon cutting celebrations
- Engaged current members through personal contacts and greeted new members with coffee deliveries made by our Chamber Ambassadors



## 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.

- Convened community conversations to highlight proposed Children's Service Council initiative
- Endorsed the Children's Services Council through a position statement published by our Board of Directors
- Collaborated with Big Bend Minority Chamber, Capital City Chamber and Office of Economic Vitality on COVID-19 business support and resources
- Advocated for the Welaunee Arch Master Plan as part of the Northeast Gateway, a vital infrastructure project that will create jobs and continue the community vision for quality parks, mixed use developments, critical road systems and a potential for a future I-10 Interchange



## 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.

- Featured business expansions and local leaders in ongoing GrowTLH video series
- Toured local businesses positioned for growth with members of our Grow Business Committee
- Engaged as a member of the Alliance for Entrepreneurial Organizations (AERO) Committee along with other local partners
- Participated and promoted Tallahassee Start Up Week and Global Entrepreneurship Week activities
- Highlighted local executives and industry best practices through CEO Series events
- Hosted a Business Recovery Series to position businesses to end the year strong and plan for 2021



## Bridging The Talent Gap

- Launched Talent 2030 initiative, an employer led initiative to strengthen the pipeline of skilled workers and employers to create better pathways to opportunity and prosperity for all
- Selected for prestigious U.S. Chamber Foundation Talent Pipeline Management (TPM) Academy; Successfully launched two industry collaboratives—Technology and Healthcare
- Received \$25,000 Tallahassee-Leon County Office of Economic Vitality Cares Act funding for TalentHub and \$20,000 from the Truist Foundation for Talent Pipeline Management
- Collaborative leader with ASPIRE—a collective impact group focused on post-secondary attainment that launched two activations
- Engaged with education and workforce partners on a quarterly basis to elevate collective outcomes
- Selected for Business and Industry Leadership Team (BILT) steering committee
- Highlighted up and coming leaders and their career paths through the Talent Lives Here video series

# A Look Ahead



**JAY SMITH**

*Vice President & Owner  
Ajax Building Company*

As this year's Chairman of the Greater Tallahassee Chamber of Commerce Board of Directors, I am excited about the work ahead. We have many challenges, but the Chamber is prepared, and I hope you'll join us in advancing a bold vision for our community.

In 2020, the Chamber pivoted quickly to help businesses not only survive but thrive during the pandemic. We also re-evaluated our Strategic Plan and engaged in a process to refocus our mission, vision and priorities.

We looked at research, market trends and models from around the country. The result is a refreshed approach that underscores

businesses' role in driving economic growth and creating solutions to our community's challenges. The Strategic Plan includes three pillars:

## **Talent, Workforce and Education**

The Chamber is dedicated to making Tallahassee the Talent Capital of Florida. Launching TalentHub, an online platform to assist our workforce in exploring careers, building skills and finding jobs, was a major step in 2020.

In conjunction, you will see an employer led collective that will build on industry best practices and focused on employer ROI. The Talent Pipeline Management program has a strategic alignment between classroom to career. It will build external pipelines, adequately preparing talent that has yet to walk through the door, as well as strategies for backfilling, upskilling, career pathway development and success planning.

We will encourage partnerships between businesses and Leon County Schools, our region's higher educational institutions and will continue the momentum by hosting events for students to engage directly with employers.

You will hear the Chamber advocating for a community-wide response to issues such as improving kindergarten readiness, third grade reading scores and post-secondary attainment rates as we seek to create a place where all residents are prepared for and have access to education beyond high school.

## **Community and Prosperity**

The Chamber recognizes the critical role businesses play in strengthening the prosperity, livability and safety of our community. We will launch the Prosperity LEON Initiative with community partners to highlight private sector solutions that can address the root causes of issues such as poverty and economic disparity.

We plan to conduct an annual Community Health, Safety and Livability Survey to identify areas for collective action and track our progress. We are also dedicated to growing a more diverse Chamber membership and supporting the growth of women and minority businesses.

## **Economic Competitiveness and Business Climate**

The Tallahassee region has all the right ingredients to be a place where even more people want to live, work, play and stay. We must advance policies that promote a welcoming business environment and job growth. This means everything from tracking the time that it takes to issue building permits and providing feedback to local government to conducting one-on-one meetings with industry leaders and assisting in marketing our region to new businesses.

In conjunction with statistics offered through the Office of Economic Vitality, Florida Chamber and Department of Economic Opportunity, we will pull together a community scorecard focusing on the data points and metrics aligned with our strategic pillars. This community scorecard will be transparent and shared via our website and regularly through our communication channels. All of us have a part to play in helping move these metrics forward and your Chamber leadership is dedicated to working collaboratively in the community to help see a positive progression in the years to come.

These are just a few highlights of the Chamber's vision for the years to come. I invite you to learn more and get involved by visiting [talchamber.com](http://talchamber.com). Together we can create a community where businesses thrive, individuals prosper and every voice matters.

A stylized, handwritten signature in black ink, appearing to read 'JBS' followed by a flourish.

**JAY SMITH**

# Affiliate Programs

## Leadership Tallahassee

Leadership Tallahassee is in its 38th year of operation and continues to cultivate a diverse network of emerging and experienced leaders committed to improving Tallahassee.

- Leadership Tallahassee Class 37 started the year in typical fashion: gathering to hear from community leaders about assets and challenges impacting Tallahassee, and establishing a lifelong bond with fellow classmates. The global pandemic flipped the program and the remainder of the year was held digitally, using Zoom and it was then that their creativity took center stage through small group presentations and scheduling social time. Class 37 ended the year strong, receiving materials, resources, end of year gifts and graduation plaques delivered to their homes.
- For Leadership Tallahassee Class 38, their year has been the reverse. They started out digitally and have gradually been able to hold program days in a hybrid model with some participants in-person and some on Zoom. Using creativity and technology, LT 38 members are developing into even more informed community leaders.
- Leadership Tallahassee offers alumni programming and a yearlong program for high school juniors, Youth Leadership Tallahassee.
- 1,290 LT program graduates
- LT 2.0 initiated "The Journey to Racial Justice" cohort for 55 LT graduates, an intensive monthly session that includes presentations on the complex issue of racial injustice including history, reading "The Devil in the Grove" and hearing from its author Gilbert King. Small groups explore personal stories and perspectives with community excursions planned in the Spring 2021.
- "Tallahassee Leads Here" webinars open to anyone in the Tallahassee community offered monthly on topics related to leadership.
- 17 youth leadership classes for local high school juniors
- 624 YLT program graduates



- Hosted 3 board member trainings and placed more than 15 Youth Leadership Tallahassee graduates on local community boards.
- Recognized a YLT High school senior with a \$2,000 cash "Youth Leadership Award"
- 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 Leadership Tallahassee Class projects collaborating with Leon County Public Schools.



Leadership Tallahassee Class 38

# 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 16th year, students in the five surrounding counties participate 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 152 students were awarded \$54,000 in scholarships. 60 business leaders serve as judges and volunteers each year. Over the past 15 years, \$738,000 in scholarships were awarded to 1,222 students.

### Teacher Engagement & Recruitment:

- Provided Chamber resources and business contacts for LCS teacher recruitment and retention by hosting a “New Teachers” Welcome Reception.
- With hybrid learning environments, gift cards were given to inspiring teachers for their best practices as they took teaching and leadership in their schools up another level.

## 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.

- Signature programs **Coffee & Connections** and **Business & Brews** gives members the opportunity to connect in a casual setting and make personal connections.
- **Power Lunch** provides members with knowledge and insight to a variety of topics – personal and professional development, community issues, leadership, economic trends, and more. The transition to virtual events last year presented an opportunity to bring in out of market speakers that would otherwise not been able to travel to talk with Access members.
- **Day of Action** is an opportunity for young professionals to give back to the community through service projects. Last fall, Access members hosted a trash cleanup in Downtown Tallahassee and graffiti abatement project Gallie Alley. As a result, local artists were able to transform the alley into a space filled with Tallahassee-inspired murals .
- As a result of the pandemic, **First Cup** was created to be a weekly conversation with local young professionals about how their worlds had been affected by COVID-19. Each week was a chance to learn more about the challenges occurring in all areas of the community - from non-profits to hospitality, healthcare to tourism.



# Our Membership

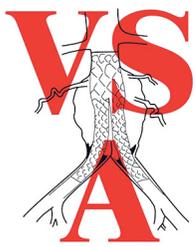
With more than 1,200 members we applaud our Visionary and Catalyst members for their support.

## VISIONARY MEMBERS:



## CATALYST MEMBERS:

- |  |  |                               |
|--|--|-------------------------------|
| Bank of America                        | Leon County  | Tallahassee Community College |
| Childers Construction Company          | Leon County Schools  | Tallahassee Ford Lincoln      |
| City of Tallahassee                    | PEPI Coffee Company  | Tri-Eagle Sales               |
| Flightline Group, Inc.                 | Publix - Lake Ella Plaza   | Trulieve                      |
| Florida A&M University                 | Rogers, Gunter, Vaughn Insurance, a Hub<br>International Company | VyStar Credit Union           |
| Golden Eagle Golf & Country Club, Inc. | Synovus  | Wal-Mart Supercenter          |



Vascular Surgery Associates



# PROVIDING VASCULAR CARE FOR A HEALTHY LIFESTYLE

Give us a call to schedule  
your consultation today.

Dr. Kaelin | Dr. Brumberg | Dr. Smith | Dr. March

**VSAFL.COM • 850-877-8539**

 VASCULARSURGERYASSOCIATES



# LOVE YOUR LEGS AGAIN!

Contact us today to find out more  
about your treatment options.



Dr. Kaelin | Dr. Brumberg | Dr. Smith | Dr. March

**TVIFL.COM • 850-531-VEIN**

 TVIFL •  VEININSTITUTEFL •  TVI\_FL •  THE VEIN INSTITUT

125  
YEARS

“THE SECRET OF GETTING AHEAD IS  
*getting started.*”

— Mark Twain

YOUR BANKERS SINCE 1895.

*J*or more than 125 years, your Capital City Bankers have proudly delivered tailored financial solutions and exceptional client experiences to local businesses. We value our loyal business and commercial client relationships – many of which were forged through the Greater Tallahassee Chamber of Commerce and fellow members. Thank you for being part of our story since the start in 1895 and for working together with us toward a better future for Tallahassee.

Member  
FDIC

[www.ccbg.com/business](http://www.ccbg.com/business)



**Capital City**  
**Bank**