

Carroll County Chamber of Commerce
2020 Program of Work

Growing Business in Carroll County

Mission Statement

**Building a Stronger Business Community by
Engaging Progressive Leadership and Diverse Resources**

Guiding Principles

**Innovative
Resourceful
Member Driven
Honest
Inclusive**

Business Development

Business Development Council

Goal: To focus on small business development, entrepreneurship and start-ups

Actions:

- Select the “Small Business Person of the Year” award
- Select the “Start-Up Business of the Year” award
- Host 6 Sunrise Seminars
- Select and recognize “Business of the Month”
- Continue to promote the Burson Center
- Promote & support tourism opportunities in Carroll County
- Support #ThinkCarrollFirst campaign

Industry Leader Council

Goal: Provide opportunities to learn from and share with the area's top leaders from a cluster of local industry from different sectors.

Actions:

- Meet quarterly to receive updates and provide feedback on economic development and Carroll Tomorrow initiatives
- Provide input, support and oversight for the FastTrack Worker Training Program, as well as
- Assist in the creation of professional networking opportunities for industry peers and emerging leaders

Marketing & Communications Council	
------------------------------------	--

Goal: Promote and communicate activities and programs of the Chamber in support of member businesses and organizations

Actions:

- Expand and promote the #ThinkCarrollFirst campaign maximizing membership participation
- Annually review and update Communications and Marketing Plan
- Coordinate strategic social media programming

<u>Government Affairs</u>

Government Affairs Council	
----------------------------	--

Goal: To represent the business interests of Carroll County to local, regional, state and federal policymakers

Actions:

- Discuss / support the Georgia and US Chamber policy agenda
- Advise Chamber Board / membership on legislative issues and determine official positions when appropriate
- Coordinate the Carroll County Day at the State Capitol
- Coordinate the Membership Legislative Breakfast
- Coordinate a US Legislative Dinner
- Represent the Chamber at legislative functions
- Coordinate the Legislative Reception following the Georgia Session
- Coordinate the Washington DC Fly-in
- Look for opportunities for training, forums, briefings, etc for legislative issues
- Encourage good leaders to run for elected positions

- Track, communicate and participate, where appropriate, on issues such as transportation, housing and broadband access

Member Engagement

Agribusiness Council

Goal: To promote the continued growth of agricultural enterprises and agritourism

Actions:

- Plan the Harvest Dinner
- Encourage Chamber membership for new/existing agribusiness
- Work with Carroll EMC and others on agribusiness focused events
- Provide seminars with an agribusiness focus

The Ambassadors

Goal: To support member interests of the Chamber, promote Chamber sponsored activities and encourage member involvement

Actions:

- Act as host for Chamber events
- Seek feedback from membership on programs / services
- Assist staff with member recruitment / retention
- Sponsor Lunch on the Chamber
- Partner with the Business Development Committee to conduct Business of the Month

Women's Business Alliance

Goal: To promote the balanced interests and lifestyles of the community's professional women

Actions:

- Sponsor luncheon
- Sponsor quarterly networking Coffee Break
- Secure sponsorships for events
- Select a Woman of the Year

Leadership & Talent Development

Leadership Council

Goal: To identify leadership talent and provide training opportunities for youth and adults.

Actions:

- Leadership Academy
- Junior Chamber

Workforce Development Council

Goal: To encourage life-long learning and support the development of a highly trained and educated workforce

Actions:

- Coordinate Membership STAR Student/Teacher Recognition Breakfast
- Support teacher and student recognition / appreciation programs events such as Georgia Occupational Award of Leadership (GOAL)
- Promote and encourage the use of the speakers bureau of business professionals within the PK-16 school systems
- In cooperation with CCEC, develop personal skills, community service involvement and career development opportunities and awareness through a variety of P – 20 programs, including 8th Grade Career Expo and Industry Day
- Continue to support the Mentor Village
- Promote co-op programs, internships, work-based learning programs and apprenticeships opportunities
- Work with the Carroll County Employer Committee on human resource training, peer-to-peer networking, job fairs and student career preparedness