

CARROLL

Together

ECONOMIC RECOVERY



Carroll Tomorrow
Carroll County Chamber of Commerce
The Burson Center

BLUE-RIBBON TASK FORCE

WHY THE BLUE- RIBBON TASK FORCE?

Business leaders from across Carroll County are joining forces to strengthen the economy in the wake of the pandemic and beyond. Led by the Carroll County Chamber of Commerce, the task force partners will work shoulder to shoulder with the Carroll County Business Community to accelerate the recovery, identify challenges, offer solutions, and provide resources needed to promote recovery across all sectors of the business community.

WHAT ARE THE GOALS?

To meet the recovery goals, the Chamber membership has been divided in to twenty-three unique sectors. Each sector will be led by a member of the Blue-Ribbon Task Force Steering Committee and populated with three to five board and Chamber members. Together, each sector will work to capitalize on their collective knowledge and brainstorm strategic actions to benefit all.

HOW DOES IT WORK?

Each sector will communicate in a variety of ways including emails, conference calls, and video conferencing. The intent of the communication is to understand the challenges and opportunities specific to each sector. Additionally, every Chamber member will be asked to complete a survey to enable the Task Force and Chamber Staff to begin to plan programming tailored to better meet the most challenging needs.

WHO PARTICIPATES?

The entire Chamber membership is invited to take part in the recovery efforts. All Carroll County Chamber of Commerce Stake Holders will be empowered to participate in the recovery process.

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“THE FIRST STEP TOWARD CREATING AN IMPROVED FUTURE IS DEVELOPING THE ABILITY TO ENVISION IT. VISION WILL IGNITE THE FIRE OF PASSION THAT FUELS OUR COMMITMENT TO DO WHATEVER IT TAKES TO ACHIEVE EXCELLENCE. ONLY VISION ALLOWS US TO TRANSFORM DREAMS OF GREATNESS INTO THE REALITY OF ACHIEVEMENT THROUGH HUMAN ACTION. VISION HAS NO BOUNDARIES AND KNOWS NO LIMITS. OUR VISION IS WHAT WE BECOME IN LIFE.”

— *TONY DUNGY*

BLUE RIBBON TASK FORCE STEERING TEAM

Kirby Butler | Mark Albertus | Jill Duncan | Jay Gill | Bill Stone

Daniel Jackson | Katlyn Bradshaw | J.R. Charles | Joan Finch | Suzy McCorkel | Suzy Montalto | Rhyne Owenby

CARROLL COUNTY CHAMBER OF COMMERCE SECTORS

Accounting, Consulting, Insurance | Agri Business | Automotive Sales and Service | Construction | Education | Engineering | Faith Community

Financial Services | Government | Healthcare, Pharmacy, Senior Care | Hospitality, Tourism | Housing | Legal | Main Street, Retail | Manufacturing

Media | Non-Profit | Real Estate Development | Recreation, Fitness, Beauty | Restaurants, Catering, Food Service | Services | Utility

STAKEHOLDER COLLATERALS

MASKS, BOWS AND HELPFUL SIGNS

The Carroll County Chamber of Commerce is anxious to open Carroll County for business! The Chamber wishes to open business and begin the recovery process while using best practices for keeping health a priority! In conjunction with our Blue-Ribbon Task Force for our Blue-Ribbon Community, we offer Blue Bows to announce our community is open for business! We will continue to heavily promote the #ThinkCarrollFirst shop local campaign with white, triple-ply masks to encourage safety first!



UNDERSTANDING THE TRENDS OF THE NEW NORMAL

Experts agree that the impact of the pandemic and recession will lead to long term economic and social changes. No one knows how much of pre-pandemic life will be changed however it will change.

- Teleworking will become more acceptable, changing some operational structures
- Travel trends will shift to more domestic activity
- Environmental sustainability will be stronger and will expand to include health and wellness
- E-Commerce will expand putting additional pressure on main street and local businesses
- Attendance at large gatherings will demand health precautions and will likely lower attendance

ECONOMIC RECOVERY – WORKFORCE EDUCATION

REHIRING & RETRAINING:

Record unemployment creates demand for connecting jobs with citizens, but it also means that many companies will simply not rehire at existing levels and shift instead to automation and AI.

Education and workforce programs must shift quickly to facilitate immediate upskilling and retraining initiatives.

EXAMPLES:

- Offer quick certification programs
- Implement additional online courses and training
- Adjust college and career academies focus
- Hold online job fairs
- Assist companies with “right-sizing” efforts
- Partner with DOL

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HEALTH AND SAFETY:

Companies and governments must shift to operational imperatives focused on the health and safety of employees, customers, suppliers, and partners. Focus should be on long-term operational recommendations, emerging trends and policies that allow a return to work but prepare for future stoppages or pandemic re-emergence.

EXAMPLES:

- Adhere to CDC social distance guidelines
- Limit number of people in small places
- Add sanitation stations
- Implement teleworking

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SMALL BUSINESS:

- A. Entrepreneur Ecosystem: Many unemployed American will seek to start their own companies and having a team and systems in place to help with start-ups will be critical for long-term recovery.
- B. Survival: Small businesses are the hardest hit sector in the recession and will need longer to recover and more resources.

EXAMPLES:

- Develop resource web page
- Permanent mentor team
- Build an incubator or maker space
- Access to capital issues
- Create local venture funds
- Provide advisory services
- Launch “Buy Local “campaigns

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POLICY AND REGULATORY:

Working with government partners will be critical for recovery efforts. All economic incentives and recovery options including opportunities to address systemic issues like housing and sustainability should be explored.

Committees should engage on potential efforts regarding insurance and employee benefit. Finally, be prepared for frivolous lawsuits attacking healthcare facilities, doctors, and small business.

EXAMPLES:

- Tourism marketing blitz
- Freeze property taxes
- Waive fees
- Infrastructure/construction project
- Update zoning to allow multi-family, middle income, and tiny houses
- Update downtown regulations to allow sip-and-stroll and other measures to bring people back downtown
- Shift incentive packages to job retention packages
- Landlord and tenant protection programs
- Healthcare funding program to stabilize healthcare
- Tax holidays

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CHAMBER TOMORROW:

Our Chamber is like every other local business; forced to change normal operations and short on capital. Immediate adjustments should be made to provide for long-term continuity and to build a chamber better positioned for the future.

EXAMPLES:

- Restructure budget
- Consider line-of-credit
- Apply for SBA loan
- Seek local grants
- Ensure that programs and events conform to the new normal of social distancing
- Shift to online sponsorship programming
- Develop or shift to a 502c3 Chamber Foundation