

BUSINESS STRONG.

2016 - 2017 ANNUAL REPORT

MEMBER DRIVEN.

PEANUT BUTTER & JELLY. GIN & TONIC. **BREAKFAST & BUSINESS.**

Some things are simply better together.

As a proud member, we celebrate the success of a tremendous year. Thank you
– Tallahassee Chamber – for all that you do to help members excel every day.
Together, we are Business Strong and Member Driven.



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TALLAHASSEE | WEST PALM BEACH | NEW ORLEANS | DENVER
BRANDING | DIGITAL | PUBLIC RELATIONS | ADVOCACY | CRISIS



REGGIE BOUTHILLIER
Shareholder, Stearns
Weaver Miller

“Every effort that is made by the Chamber to pursue better outcomes for businesses in Tallahassee are driven by our guiding principles.”

Dear Chamber Members,

It has been my distinct pleasure to serve this past year as Chair for the Greater Tallahassee Chamber of Commerce’s Board of Directors. The Chamber is an organization that holds a special place in our community. I am honored to have served alongside so many volunteers from the private sector who are dedicated to building a brighter future for business in the Tallahassee area.

When I assumed the role of Chair last October, the Chamber was in the early stages of launching a bold, new strategic plan for our organization. With the leadership of past-Chairs Kathy Bell and Rick Moore and many other critical volunteers, we crafted a plan based on the needs and desires of our members. The Chamber declared a new mission to be the catalyst for business growth in Tallahassee. We redesigned the structures that support our programs of work around three key priority areas: **Growing Business, Advocating for Business** and **Driving Value to Members**. Those actions have proved key to our continued success.

One of the most important decisions made by our Board last year was the adoption of the *Chamber’s Six Guiding Principles*. These principles outline how we do the work we do. Every effort that is made by the Chamber to pursue better outcomes for businesses in Tallahassee are driven by our guiding principles. These principles have been used to craft impactful positions that have been adopted by our Board and used to advocate for critical business needs.

Through each of our priority areas, the Chamber has been able to target its programs and initiatives at specific outcomes identified in our strategic plan as key components of a stronger economy. The Chamber works to grow business through our four focus areas: *Talent, Entrepreneurship, Existing Industries*, and

Business Environment. I believe that the work we are doing in these focus areas is making a noticeable difference in the state of the business community. We are connecting talent to opportunities, building a stronger entrepreneurial ecosystem, promoting existing industries and building a better business environment through the work we do.

Above all else, one of my top priorities that I share with the Board is to ensure each member of the Chamber of Commerce finds great value through their membership in our organization. Every program, every connection, every networking opportunity and every educational outreach made by our team is aimed at driving value back to you, our members. We are doing this through enhanced communications, increased small business contact and spending large amounts of time working directly with business owners to create new opportunities. I believe the Chamber’s value proposition is better today than ever before.

On behalf of the Board of Directors of the Chamber, I invite you to learn more about the many accomplishments our organization has made in the past year. As you browse this Annual Report, please know that every action we take at the Chamber is aimed at living our mission, focusing on our priorities and showcasing our guiding principles through all that we do.

Thank you for the opportunity to have served this great organization. **Business Strong. Member Driven.**

REGGIE BOUTHILLIER
Chair, Greater Tallahassee Chamber of Commerce



MARK O'BRYANT
Chief Executive Officer,
Tallahassee Memorial
Healthcare, Inc.

**“Our volunteers
are driving actions
that are taking
place across
our community
to ensure that
economic growth
is a top priority in
Tallahassee.”**

MARK O'BRYANT
Chair, Growing Business Committee



Growing Business

Our approach to business starts with you. As the catalyst for local business 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.

Talent

- Expanded the Tally Job Hop to include more career disciplines including Finance, Engineering, Technology and Insurance.
- Hosted forum on Talent Development in Tallahassee featuring local career centers and the CEO of Career Source Florida.
- Produced a Talent and Workforce survey of Chamber members to help shape future programming and communication efforts.

Entrepreneurship

- Hosted Entrepreneurial forum which included a startup pitch competition with winning company receiving \$1,000 seed grant.
- Created a partnership with Domi Station to offer startups a unique Chamber membership.

Existing Industry

- Launched CEO Series a monthly gathering of company leaders with featured local CEO speakers discussing opportunities and challenges facing business in Tallahassee.
- Engaged leadership at FSU and FAMU on how to better connect research at local universities to companies for growth opportunities


Business Environment

- Adopted the Chamber's Six Guiding Principles to shape public policy positions aimed at improving the business climate in Tallahassee.
- Provided guidance on the shaping of position statements approved and advocated for by the Chamber Board of Directors.


**180,100
TOTAL
JOBS**



**2.7%
INCREASE
IN JOBS
2016**



**3.7%
UNEMPLOYMENT
RATE LOWEST
IN 80 YEARS**





RICK MOORE
Principal, Moore Bass
Consulting

**“Tallahassee’s
Business
Environment
continues to
improve. Local
governments are
quickly becoming
more business
minded and growth
driven in their
decision making.”**

RICK MOORE
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.

Taxes & Fees

- The Chamber championed the idea of having the City of Tallahassee repeal its longstanding Business License Tax. The Chamber’s advocacy efforts were successful and the tax was repealed offering the business community a \$2 million yearly tax break.

Rules & Regulations

- Hosted stakeholder meetings on the local permitting process in which feedback was recorded and later crafted into a platform for needed changes with our local government partners. The City and County have both adopted recommendations from that effort.

Political Environment

- During the 2016 election, the Chamber created a Candidate survey focused on key business issues highlighting where candidates for local office stood on those matters. The results were published as an educational tool for business minded voters.

Engaging on Issues

- The Chamber Board of Directors approved a number of position statements on key issues facing the business community.

6 GUIDING PRINCIPLES
CREATED
FOR
ADVOCACY
POSITIONS

2M
ECONOMIC IMPACT
WITH ELIMINATION
OF BUSINESS
LICENSE TAX

**MORE
THAN 150**
INTERACTIONS
WITH PUBLIC
POLICY AND
REGULATORY
AGENCIES



TERRIE ARD
President, Moore
Communications Group

“We have driven value into our products and services, all while increasing member retention and recruitment.”

TERRIE ARD
Chair, Communications and Engagement Committee



Driving Value to Members

Our commitment this year has been to accountability and value—ensuring members received the highest return on their membership investment. The 42 members of our Board of Directors and staff were dedicated to meeting members’ needs, answering questions and connecting to resources so that our members could focus on running their business. We maintained open channels of communication and engagement through our website, app, social media channels, events and other face-to-face interactions.

Our continued success with Chamber Choices provided more than 1400 businesses with membership levels to meet individual needs. The successful Total Resource Campaign ensured business promotion and exposure opportunities helped to drive business success. This program provided more than 250 businesses with over 400 opportunities, ultimately delivering exposure that generated new business for our members.

Some of the new initiatives and opportunities we developed this year included:

- Launched a new Chamber brand complete with evolved tagline, storylines and visuals: “Business Strong. Member Driven.” became our new rally cry
- Developed a new membership sales tool
- Conducted research on best engagement models and launched an expanded Chamber Concierge program
- Optimized social media platforms with increased content, strategy and measurement
- Expanded website and app digital tools to be more robust and focused on serving members with the information they need most
- Conducted an extensive analysis of the quantitative and qualitative metrics for the Chamber, member engagement and the business environment; developed a new Chamber ScoreCard dashboard with monthly reporting on ROI metrics
- Developed the new quarterly report focused on telling the great stories of business expansion and engagement

71
RIBBON
CUTTINGS

85%
RENEWAL RATE
FOR CHAMBER
MEMBERS

90
EVENTS
7,500
ATTENDEES

Affiliate Programs

Leadership Tallahassee

Celebrating 35 years of cultivating a diverse network of emerging and experienced leaders committed to improving the community.

- 35 years of our signature program
- 1,166 program graduates, 10 annual alumni events
- 14 youth leadership classes for local high school juniors
- 504 program graduates
- Hosted 4 board trainings attended by over 200 community members.
- Distinguished Leadership Awards honored Rev. Dr. R.B. Holmes, Jr. as the lifetime leader; Jeff Phipps as the Leader of the Year; Matt Thompson as the Pacesetter; Mary Pankowski as the Servant Leader.
- The sold out event had over 400 attendees, raising \$30,000 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 created a collaboration with Lighthouse of the Big Bend for a summer leadership program, the first of its kind in the state.



2016 Distinguished Leadership Award Winners



Leadership Tallahassee Class 34

Affiliate Programs

World Class Schools

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

Partnerships:

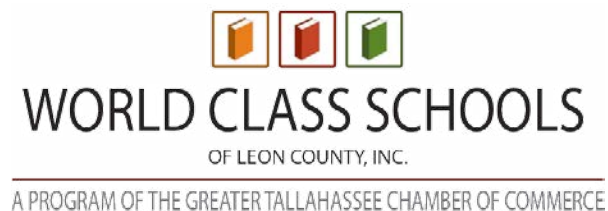
- The CHP Champions program addresses early childhood obesity issues and LCS wellness policies. In its 13th year-- over 9,000 students in Leon County participated last year in this free fitness program.
- The Sharing Tree provided over \$50,000 of items credited to the teachers since August 2016. Since its inception over ¾ Million dollars worth of items have been shared with teachers.

Student Recognition & Talent:

- Best & Brightest Awards— Last year 160 students were awarded \$54,000 in scholarships. 60 business leaders serve as judges and volunteers each year. Over the past 12 years, \$550,000 in scholarships were awarded to 1,657 students.
- Leon Works—Serve as business contact to connect approximately 300 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 2017 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 Principal Meetings.



Access Tallahassee

Access Tallahassee has been connecting and engaging young professionals since 2006 by helping them build business relationships, grow personally and professionally.

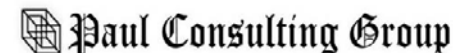
- The Tally Job Hop has connected over 75 students to employers over the last year with nearly 30% securing an internship, job or mentorship opportunity. Access continues to build relationships through organizations such as the FSU & FAMU Career Centers, FSU Student Veteran Center, and TCC Backpacks 2 Briefcase.
- Increased membership by 20% within the last 12 months, totaling over 450 members representing over 275 businesses.
- Hosted 30 events and introduced a new program, YP Roundtables, exclusively for Access members. Through Day of Action, a day designed for Access to come together and give back, members contributed their time to service projects with the Early Learning Coalition, Leon County Humane Society and Meals on Wheels.



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.
Centre of Tallahassee
City of Tallahassee
Electronet Broadband
Flightline Group, Inc.
Florida A&M University
Hancock Bank

Kia of Tallahassee
Lake Ella Plaza
Leon County
Leon County Schools
Partners in Association Management
PEPI Coffee Company
Publix
Rogers, Gunter, Vaughn Insurance, a HUB International Company

Tallahassee Ford Lincoln
Tallahassee State Bank
The Jim Moran Institute for Global Entrepreneurship
Wal*Mart Supercenter
WeatherSTEM
Wells Fargo



HEIDI OTWAY
Vice President and Partner,
SalterMitchellePR

**“Talent.
Business Connector.
Community Plan.
These are the key
subjects you’ll hear
about frequently
during my tenure as
Chamber Chair.”**

HEIDI OTWAY
Chair 2017-2018, Greater Tallahassee
Chamber of Commerce

A Look Ahead

When I came to Tallahassee years ago to attend college, like most of my classmates, I was focused on getting my degree and looking for a job in a bigger city. During my time at FAMU, I thought Tallahassee was too small for my aspirations, so I spent four years preparing to go somewhere else. I graduated and left, but a job opportunity lured me back. That’s when I realized there was more to this community — Tallahassee was a place where I could start my career, a family and thrive.

I share my story because in the coming year, demonstrating why Tallahassee is a great place to start a career tops the list of my priorities as Chamber Chair. It became evident while developing and implementing the Chamber’s strategic plan that attracting and retaining talent is critical to our members. Programs like the Talent Lives Here campaign and Tally Job Hop, where university students spend a day visiting local employers in their field of study, are building a pipeline that connects businesses and top-talent coming out of our colleges and universities.

Another priority is seizing on Tallahassee’s recent growth and the transformative changes that are underway throughout our community. The progress is positioning our area as a destination for people seeking a vibrant place to live, work and play. The Chamber is using this momentum for an ambitious effort to create a shared vision for what Tallahassee will look like in 2024, the bicentennial of our founding as a capital city.

I’m excited to help launch this forward-thinking approach to community planning for the years ahead, with initial emphasis within the business sector. Since returning from a community trip to Nashville in early May, a cohort of Chamber members have been preparing to facilitate discussions with a diverse group of stakeholders to discover the areas in which we agree, and identify shared principles and attributes that could differentiate Tallahassee from other cities. The trip and our upcoming bicentennial have already sparked discussions about our community plan, proving the time is right to talk honestly about who we are now and what we aspire to be.

With talent, generating business connections, and Tallahassee’s community plan as key subjects you’ll hear about frequently during my tenure as Chamber Chair, just know that everything we do starts with the business community in mind and we will adjust our focus to meet the needs of our members.

As the Chamber enters its 95th year, we are more determined than ever to serve as the voice for the business community and be a catalyst for business growth and economic development. I’m excited about our future.


HEIDI OTWAY

IT'S NO ACCIDENT

THAT WE HAVE
THE FASTEST
ER
WAIT
TIMES



At Capital Regional Medical Center's Emergency Department, your journey through our **ER** follows a streamlined and tested care path. You'll receive efficient, quality care resulting in the fastest **ER** wait times.

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