



2020-2021 Budget Recap and Business Plan

Presented at the Chamber May 21, 2020 Board of Directors Meeting.

The Strategic Plan has a focus on five key initiatives:

- Maintain our 650-membership level through the COVID-19 business environment
- Continue to expand our communication efforts with business updates to membership
- Continue to grow our partnership efforts in educational and workforce programs
- Continue to grow our community relationships to promote our community good
- Manage our planned expenses controls and implement COVID contingency plans as necessary

The Greater Florence Chamber of Commerce Strategic Plan is a comprehensive look at five key initiatives to help local businesses achieve their goals. The Plan reinforces the organization's vision, mission, values and strategies that will continue its focus and service to our members and the community, while being more efficient on costs.

What is the role of the Chamber today?

Chambers of Commerce are essential to the economic growth of our communities; through making introductions, facilitating projects, maintaining information on the areas served, their economic climates and keeping abreast of governmental issues that may hurt our business environment. Today, Chambers must ensure their members understand the return on investment of Chamber membership, which could be easily overlooked during COVID-19 business recovery efforts in cost cutting.

What is Inside?

This document lists our planned activities for the coming fiscal year beginning July 1, 2020. Our staff will work with the Chairman and the Chamber Board on implementing this plan of work. These actions are a foundation for this year's programming efforts. As usual, we will add to these event schedules with timely and relevant government and legislative programs throughout the year.

Greater Florence Executive Board of Directors

Mike Reichenbach - Chairman
Brian Fast - Chair-Elect

Ken Jackson - Past Chair
Keith Buckhouse -Treasurer

Division Chairs for Fiscal Years 2020 - 2021

Paul Seward - Chair of Budget & Finance
Jamie Carsten - Chair of Education & Leadership
Mindy Taylor - Chair of Government Affairs

Jill Lewis - Chair of Member Service
Charlene Wages - Chair of Community Development
Bailey Dabney- Chair of Communication & Marketing

Report produced by: Michael J. Miller, President
Susan Farver, COO

MEMBER SERVICES

Our goal is to provide informative, quality member-guest programs. Conduct activities, that maximize networking opportunities and enhance member value.

Staff Appreciation Day Luncheon (September 2, 2020)

With all that each of our businesses have been through with the COVID-19 virus, it is now time to reward the hard work our staff and administrative personnel have been through in keeping things held together. This is a special program related to our COVID-19 cancellation of the Administrative Luncheon in Spring 2020.

Outlook Luncheon(s) (August 27, 2020) (March 17, 2021)

The following awards will be presented - The Small Business Person of the Year sponsored by Dedicated Community Bank and our first Public Servant of the Year sponsored by FMU. We will have a regional keynote speaker to be announced soon. This event is a holdover from Spring 2020 cancellation.



Annual Membership Luncheon (December 1, 2020)

We will host our annual gathering to report accomplishments as well as future plans, recognize the Chamber's volunteer leadership and acknowledge the Wells Fargo Outstanding Business Person of the Year.



Business-After-Hours (10)

We will plan and conduct 10 BAH programs this year to provide informative networking opportunities for our membership. BAH attendance is 100 to 150.



Chamber Fall Golf Classic (October 1, 2020)

We will continue efforts to grow our golf outing events to be a fun and enjoyable by expanding hospitality sponsorship holes. We expect about 30 teams for each of our spring and fall events.



Chamber Spring Golf Classic (May 2021)

We look to continue the tradition of our excellent golf outing event, rotating our use of local courses. Again, our events provide a wonderful and enjoyable networking opportunity for our vendors and players.

Administrative Professionals' Day Luncheon (April 21, 2021)

Area member businesses use this event to recognize and reward administrative staff by attending a luncheon offering free gifts and prizes. Normal attendance is 375 to 400 area admin staffers.



GOVERNMENT AFFAIRS

A key part of the Greater Florence Chamber of Commerce's mission is to promote and enhance a favorable business climate and to make Florence the best community in which to live and operate a business. To that end, we will use our Government Affairs Council, to be a voice in the halls of local and state government. This would include policy issues, regulations and ordinances at all levels of government.

Legislative Update Breakfast (September 18, 2020)

The Chamber's Fall Legislative Update Breakfast will include two government representatives. One from the state level and one from the local area. These sessions will help educate our local businesses on Federal, state and local issues that may offer help for Greater Florence business operators.



Legislator / Community Breakfast (February 26, 2021)

The Chamber Winter Legislative Breakfast will have a US representative address our crowd. This will happen after the U.S. presidential elections and the topic could be very interesting. These sessions will help educate our local businesses on issues Federal, state and local issues that may offer help for Greater Florence business operators.



Columbia Legislative Day (March 2021)

The area's annual business showcase held in Columbia, SC., as a joint effort of The Greater Florence Chamber of Commerce and the Florence County Economic Development Partnership. The event starts as a luncheon with state leaders, Florence County government and area business leaders. The Chamber's Leadership Florence class attends. There is also an evening reception hosting our state and local elected officials.



City/Chamber Business of the Quarter (Awarded at the City Council meetings)

A joint award made possible by the Chamber of Commerce and City of Florence. The award is presented quarterly to a local business recognizing their efforts to develop downtown Florence.



Private Key Legislator Drop-Ins (Twice a Year)

These events will be by invitation only to members and associates to meet in a small setting at the Chamber.



COMMUNITY & BUSINESS DEVELOPMENT

The activities of this division encompass community and local business outreach. It has at its core, programs that focus on community betterment and local business opportunities for companies, small business and minority business operators.

Promoting the Inclusion of Small and Minority Businesses (PRISM)

A committee focused on developing action plans, events and programs focused on the inclusion of small and minority businesses.

Programs Include:

- Emerging Leaders Program
- Business Expo/Showcase
- BMW Supplier Diversity Conference in Greenville
- SC Sessions With the SBA:
 - Doing Business With Local Government
 - BMW Local Purchasing
 - How to Start & Grow a Business
- Business of the Quarter



Kickin' Chicken & Chill (October 16, 2020)

This event is an opportunity for the Chamber to provide a community wide, family friendly, event that promotes the Chamber, its members and downtown Florence. This is our fifth year to hold the festival. Last year more than 2,250 people attended the wings and chili cook-off.



CEO Breakfast Roundtable (Sept. Dec. March, June)

The leadership gathering is hosted by Willcox, Buyck & Williams Law Firm. The breakfast is an informational exchange with key business executives and is held quarterly at HopeHealth on Irby. Attendees include 32 local CEO or business leaders from around the region.



Business Over Breakfast (November – April)

These events are part of our PRISM program. The breakfast event is meant to expand professional connections and give businesses a boost by finding out what's happening in different fields of work life.



Martin Luther King, Jr. Celebration Walk (January 2021)

A joint program collaboration with Francis Marion University to highlight Dr. King's impact during the civil rights era.



EDUCATION & LEADERSHIP

The Chamber believes strong educational opportunity is a key factor in the development of our local economy. Excellence in schools, colleges and universities is critical to building a modern and durable economy. The Florence Chamber will focus on expanding learning programs, which will enhance the regional workforce development.

Leadership Florence (September 2020 - May 2021)

This program helps develop effective leaders who will strengthen and transform our community. The class of 34 to 38 participants reflects the diversity of our community. It is a hands-on program that includes team building experiences and allows interaction with local business, media, government and education. This program has been successful for 30 years.



The Young Professionals of Florence

The Chamber set out to reorganize the area Young Professionals group two years ago. Since then the group has established a new board and higher membership goals. The YP of Florence is again part of the social and business networking community in the Greater Florence area. With more than 50 new members, and great monthly socials, it helps support the business communities of our region. Expect even greater programs and events in 2021 and beyond.



Building Bridges - Diversity & Leadership Summit (two programs) - (October 2020) (March 2021)

This program helps engage our community by addressing racial and cultural diversity. It helps to change attitudes and minds with emphasis on the workplace environment.



Junior Leadership Florence County (September 2020)

The JLFC Program is a partnership program for all Florence county high school sophomores and juniors. The program is conducted through cooperation FMU and Florence Co. 4-H.. Each year 26 students will be selected to participate. These students will spend 9 months going through a curriculum designed to broaden their leadership horizons.



Emerging Leaders Institute (June 2021)

A five-week summer program designed to enhance leadership skills within the small and minority business community of professionals. This program will help share effective leadership opportunities at a small cost level.

Fellows in Education (September 2020 - May 2021)

The Fellows program is designed to give local leaders a unique, behind-the-scenes look into Florence One Schools. Over the course of eight months, leaders will hear about seismic shifts in student needs and the additional state and federal requirements now placed on schools, teachers and administrators.

BUDGET & FINANCE

This division oversees the administrative and financial planning, procedures and policies of the Chamber. It will provide guidance in the administration of staff duties, manage facilities and equipment as well as manage the membership dues and retention efforts of our members.

Budgeting

Develop budgets and ensure sound financial management practices for the Chamber 501-C6 and Pee Dee Visions 501-C3.

- Develop the annual budget and submit it to the Chamber Board for adoption during our May meeting.
- Review the financial status of the Chamber on a monthly basis and review the CPA firm's year-end financial audit and will also review the management letter in September to ensure implementation of approved recommendations.



Ambassadors Committee

To foster goodwill and better communication, the Chamber uses its' Chamber Ambassadors to welcome new members and celebrate business milestones. The Ambassador's group is made up of 55 area business leaders that represent the Chamber at a variety of area events as well as provide support for Chamber with new members and ribbon cuttings. The Ambassador of the Year will be announced in January 2021 and will be recognized again at the Chamber's Annual Outlook Luncheon in March 2021.



Board of Directors Meetings

The Board of Directors meeting are held quarterly. The full year dates are announced in July 2020. There is one additional meeting held in June as an appreciation luncheon for outgoing board members and new incoming members.

Chamber Affinity Programs

The companies that are listed as Chamber Affiliates are companies that have been chosen by the Greater Florence Chamber of Commerce as excellent business partners who will guarantee our members special discounts on their products and services. Current programs involve Blue Cross Blue Shield of SC and Office Depot.



Greater Florence Chamber of Commerce 2020 - 2021 BUDGET RE-CAP