

OUR 2020 PLAN FOR
REBUILDING A BETTER BAY



(850) 785-5206



PANAMACITY.ORG

about our organization

Who We Are

Since 1913, the Bay County Chamber of Commerce has served businesses in Callaway, Lynn Haven, Mexico Beach, Panama City, Panama City Beach, Parker, Springfield and unincorporated Bay County. The Chamber works to promote the industrial and economic growth of the region, while partnering with, and supporting, local military installations. Through extensive relationships, the Chamber works to create a healthy environment in which businesses can grow and prosper. The mission of the Bay County Chamber is “to create superior value for all Chamber members, large and small; to cultivate economic and personal development; to promote and protect a competitive enterprise system of business; and to be a community leader while embracing Bay County’s opportunities and challenges.”

Board of Directors

Officers: Chair, Andrew Rowell; Chair-Elect, Chris Moore; Vice-Chair, Garrett Anderson; Treasurer, Kyle Shoots; MAC Chair, Will Cramer; Vice-Chair of Communications, Jean Capps **Board of Directors:** Adam Albritton, Michael Archibald, Debbie Ashbrook, Kim Bottomy, Jean Capps, Brad Carroll, Jason Crowe, Ryan Davis, Rhea Goff, Darren Haiman, Mynta Harbison, Reggie Johns, Patrick Jones, Ben Lee, Alex Murphy, Harry Patel, Jessica Pfefferkorn, Mike Smith, Kim Syfrett, Kevin Wattenbarger

For more information about the organization, visit PanamaCity.org

key objectives

As was said in the 2019 Business Plan, October 10, 2018, changed Bay County for decades to come. Our community must come together to rebuild our seven municipalities and unincorporated Bay County without regard to the lines that separate those communities. This Chamber is key to bringing community leaders together to work toward a common goal to make Bay County an even better place to call home. We have an opportunity to revitalize and refresh our area to make it attractive to those who want to invest and create jobs for our citizenry.

Below are the key objectives identified at the Board of Directors Annual Planning Session held in October, 2019.

Key objectives:

- 2020 Census
- Investors Conference
- Housing
- Contractors/Business one stop post disaster
- Visual Image

While also supporting our military, the workforce, education, medical, tourism, planning, and infrastructure improvements.

2020 Census

It is imperative that the Chamber play a role in the promotion and education of Bay County citizens as to the importance of the census to our community. With the loss of thousands of residents to surrounding counties and beyond, due to Hurricane Michael, we must encourage those who left, but are in temporary housing, to give accurate information on their Bay County residency. The census is critical to federal funding sources to each of the seven cities and unincorporated Bay County. The Chamber’s Leadership Bay program has agreed to take the effort on as their required project; however, there is a need to encourage many other organizations, local media, and social media to promote.

Investors Conference

Although many investors continue to take a look at Bay County, there is great need for more. The Chamber’s efforts with NextSite, LLC continues to put the community on the map at the national level for commercial and retail development. However, there is a need for much more especially in the area of housing; both single family and multi-family developments. A conference of this magnitude is needed and will expedite the community’s recovery. Such a conference requires a coordinated effort among many organizations i.e. Bay EDA, Central Panhandle Association of Realtors and others to make it attractive to potential attendees.

Housing

While the Investors Conference is another layer of the housing need, most importantly is state and federal funding. The state’s Sadowski Fund should be protected to prevent the legislature from redirecting or using the funding for other initiatives. Additionally, all efforts should be made to bring additional HUD dollars, as it is much needed in the area of workforce housing. Both of these initiatives should be pursued through our state and federal elected officials.

Contractors/Business One Stop Post Disaster

As we witnessed the chaos with out of town contractors coming to our area after Hurricane Michael, and many with criminal intentions, it is important that we prepare to handle the influx after the next storm event to educate the contractors and protect our citizens from fraudulent individuals. A one stop shop educating contractors on local permitting within the seven municipalities and county; state licensing requirements and verifying licensing and providing credentials, could have a huge impact on protecting those who have suffered losses. This same one-stop shop could also serve as a resource center for local existing businesses as to assistance available to expedite in recovery.

Visual Image

First impressions are lasting and we need to ensure we portray a positive progressive image with those who visit and invest in our community. We must encourage our local governments to place a priority on code enforcement initiatives, to not only clean up after Hurricane Michael but address ongoing issues in both commercial and residential areas. Through all of the efforts above the key to success is to bring our residents back, attract investors including commercial and retail developers and attract large industries to Bay County. This is our visual image.



GOVERNMENTAL AFFAIRS

OFFICER: CHRIS MOORE, CHAIR-ELECT

STAFF: BRANDI DERUITER, VP OF GOVERNMENTAL AFFAIRS

CAROL ROBERTS, PRESIDENT/CEO

- Address 2020 Legislative Agenda items
- Push for commercial development in Bay County with the help of NextSite, LLC
- Business Restoration and Retention
- Business continuity and disaster planning
- Take legislative action to reduce obstacles and support business development
- Maintain Chamber representation on Panama City and Bay County Infrastructure Surtax Oversight Committees

LOCAL AND STATE LEGISLATIVE AGENDA

- Panama City Marina/St. Joe new Marina Hotel project
- Panama City Convention Center
- Blight Acquisition and Redevelopment Program
- Tyndall Parkway Master Plan
- Business Recovery Center/Central Reporting Center
- Workforce Development: High School Trades
- Workforce Development: CTE and STEM
- GCSC STEM
- FSU-PC Engineering
- Transportation Priorities
- Airport Economic Development
- FL Qualified Target Industry Tax Refund (QTI) Incentive
- Enterprise FL/Visit FL
- Business Rent Tax Reduction/Elimination
- Workers Compensation
- Triumph Gulf Coast
- Home Rule
- RESTORE Act
- Estuary Program
- State Fisheries

For more information on these items, please see the Chamber's Legislative Agenda found at PanamaCity.org/governmental-affairs/.

FEDERAL LEGISLATIVE AGENDA

- Federal Fisheries
- Offshore Drilling East of MML
- NSA-PC Turning Basin
- Opportunity Zones
- Overtime Rule
- FEMA Flood Maps
- PC Crayfish

For more information on these items, please see the Chamber's Legislative Agenda found at PanamaCity.org/governmental-affairs/.

MILITARY AFFAIRS COMMITTEE

OFFICER: WILL CRAMER, MAC CHAIR

STAFF: BRANDI DERUITER, VP OF GOVERNMENTAL/MILITARY AFFAIRS

- Support rebuilding of Tyndall Air Force Base
- Partner with BDA on Community preparations for Tyndall's MQ-9 and F-35A Missions
- Conduct socials to honor visiting, new and departing base leadership



OFFICER: GARRETT ANDERSON, VICE-CHAIR

STAFF: ELIZABETH SMITH, VP OF EVENTS/FOUNDATION

- 2019 - 2020 Leadership Bay
- 2019 - 2020 Junior Leadership Bay
- Bay Young Professionals (BYP)
- Education Committee
 - Alignment Bay County (ABC) - maintain involvement and assist where needed
 - Support Bay District Schools' preparation for increase in student population due to new missions at TAFB
- Continue Education Seminars to provide continuing developmental opportunities for members.
- Maintain representation on Bay District Schools Citizens Oversight Committee



ADMINISTRATION

OFFICER: ANDREW ROWELL, CHAIR OF THE BOARD

STAFF: CAROL ROBERTS, PRESIDENT/CEO

- Rebuild Chamber Facility
- Maintain Past Chairman's Council
- Hold CEO Welcome Reception each quarter
- Board of Directors/Executive Committee

COMMUNICATIONS

OFFICER: JEAN CAPPS, VICE-CHAIR OF COMMUNICATIONS

STAFF: ASHTON WILLIAMS, VP OF COMMUNICATIONS

- Produce New Member Video as a recruitment tool for new members
- Continuously update the Chamber's website to keep the public informed about upcoming events, as well as functions of the Chamber
- Increase likes/follows on each social media platform by 15%
- Develop plan to increase readership of Chamber publications
- Coordinate branding, marketing and public relation strategies with tourism and economic development organizations to send a consistent message that Bay County is, "Open for Business"
- Use marketing data collected by NextSite to assist member businesses in creating an advanced marketing strategy for their business

EVENTS

OFFICER: GARRETT ANDERSON, VICE-CHAIR

STAFF: ELIZABETH SMITH, VP OF EVENTS/FOUNDATION

- Annual Dinner & Awards Ceremony
- First Friday
- Celebrate Tourism Appreciation Month
- Hold Industry Appreciation Celebration
- Hold First Responders Appreciation event
- Business After Hours
- Research other non-dues revenue generating events

MEMBERSHIP DEVELOPMENT

OFFICER: KYLE SHOOTS, TREASURER

STAFF: TAMARA BARNES, VP OF MEMBERSHIP

- Ambassadors
 - Apple of Our Eye Awards for Chamber Members
 - Deliver New Member Packets
 - Conduct grand openings and groundbreakings
- Continue Bay Business Connections (BBC)
- New Member Orientation