

# Central Florida PARTNERSHIP

Charting a Course to be One of the Top 5 Regions in the United States to Live, Work and Play

## STRATEGIC PRIORITIES

Medical School & Medical Community Development

Level One Trauma Center

Public Facilities & Venues

Workforce Housing

Transportation

Education (PRISM)

Regional Growth Visioning

Chamber Enterprise



WWW.ORLANDO.ORG

## Charting a New Direction for the Orlando Regional Chamber of Commerce

### It is Important Work

To develop strategies designed to take advantage of new opportunities and to achieve our lofty aspirations, we will continue to engage community leaders in thoughtful conversations. Transforming the Chamber will provide the tools necessary to bring about powerful and relevant solutions to some of the problems now facing the Central Florida Region.

### It Will Prove to be Difficult

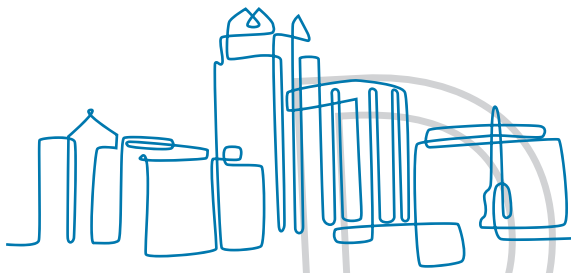
We cannot succeed if we "go it" alone. Natural resistance to change from our previous work will require that we continue to involve many other organizations, strengthening our collective cause because serving others through community partnerships is one of our "core competencies." Achieving our goals, using tested strategies, will require significant resources allocated over a longer period of time.

### It Requires a Shared Vision

As we broaden our circle of influence, we will broaden our area of service. Since our work is not limited by traditional political boundaries, we will begin to attract new leaders and supporters around new themes, giving us a new vitality and uniting our work with common interests and shared commitments.

Working together to accelerate solutions to our region's most pressing problems, we will be better able to accomplish our Vision & Mission. With this in mind, the following is presented as a beginning point for community conversations on how we wish to proceed.





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## TRANSPORTATION ADVOCACY (OFFICE OF REGIONAL MOBILITY)

To help solve regional transportation problems, the Orlando Regional Chamber of Commerce will create the Office of Regional Mobility to advocate and communicate the “community and business imperative” of a comprehensive, integrated multi-modal regional transportation system.

Working with city, county and state leaders, and following the lead of METROPLAN ORLANDO, the Community & Business Partnership for Better Transportation will:

- Establish, adopt, communicate and advocate a list of regional transportation priorities
- Work with LYNX to explore dedicated funding solutions to support expansion of the Central Florida Regional Transportation Authority (LYNX)
- Foster regional transportation solutions in concert with the Orlando-Orange County Expressway Authority, Greater Orlando Aviation Authority, Canaveral Port Authority and other members of the Central Florida Transportation Roundtable

Our region’s continued prosperity and favorable economic development are placing a burden on our regional transportation system. Against this reality, the Orlando Regional Chamber of Commerce must build on its proven record as an effective convener of public and private sector leaders across Central Florida to solve our transportation problems. Regional Collaboration is a “must.”



## MYREGION.ORG

Led by a group of public, private and civic leaders, myregion.org is encouraging unprecedented cooperation among community leaders to create a coordinated, comprehensive plan for Central Florida’s future. By creating a collective vision for the region, we’re ensuring Central Florida’s place in the global economy and improving opportunities for generations to come.

### Phase I Accomplishments:

- Publishing a Regional Agenda for Central Florida
- Identifying six “Key Priority Areas” and 10 “Regional Resolves” for building a better region
- Creating a regional Pre-K to 20 educational strategy to improve math and science programs
- Forming a regional environmental coalition to identify the key environmental assets in Central Florida

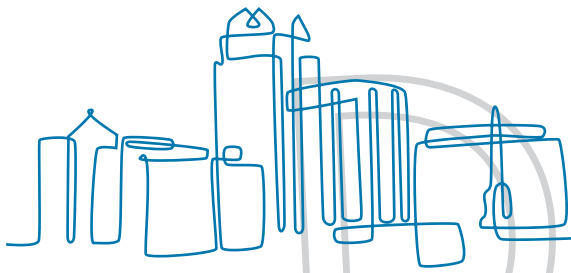
### Phase II Accomplishments:

- Working with regional partners to compile Regional Research
- Establishing the Central Florida Regional Leadership Council, comprised of the leaders of the seven county commissions

- Establishing the Central Florida Council of Mayors
- Holding the first-ever Central Florida Regional Leadership Academy
- Engaging residents through more than 150 presentations and community meetings on the subject of “How Shall We Grow?”
- Listening to 7,319 residents as they chose their most preferred future by completing an online survey
- Developing a regional compact and policy framework for how communities will begin implementing the shared growth vision

### Phase III Goals:

- Updating Regional Research
- Coordinating the implementation of the “Shared Growth Vision for Central Florida”
- Annually directing a Central Florida Regional Leadership Academy based around a key regional issue
- Initiating a Regional Social Services Council
- Developing and implementing action plans for the six regional priorities



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## INTERNATIONAL BUSINESS OPPORTUNITIES (OFFICE OF INTERNATIONAL BUSINESS INFORMATION)

To better serve the growing international needs of businesses in the Central Florida Region, the Orlando Regional Chamber of Commerce will create an Office of International Business Information building upon its successful and growing partnerships with the Florida Chamber of Commerce, U. S. Chamber of Commerce (TradeRoots), International Chamber of Commerce, and United States Council for International Business.

This initiative is guided by these facts from Enterprise Florida, Inc. (EFI):

- 15% of Florida's Gross Domestic Product (GDP) depends on international business
- Exports of Florida goods and services support nearly 584,000 jobs in our state (8% of all Florida jobs)
- The growing need for businesses in the Central Florida Region to more fully participate in the global marketplace

The Office of International Business Information will:

- Identify, advance and share critical areas of research
- Help coordinate, communicate and encourage existing educational opportunities
- Provide access to necessary market research
- Assist businesses in selecting their particular markets, services and products
- Provide export information and assistance, including trade counseling, training, legal assistance, publications and other necessary resources
- Create, staff and coordinate the Central Florida International Chambers of Commerce Alliance — comprised of international, multi-national and bi-national Chambers of Commerce in the region
- Encourage expanded international business opportunities in concert with local, regional, state and national organizations, associations and agencies focused on international trade

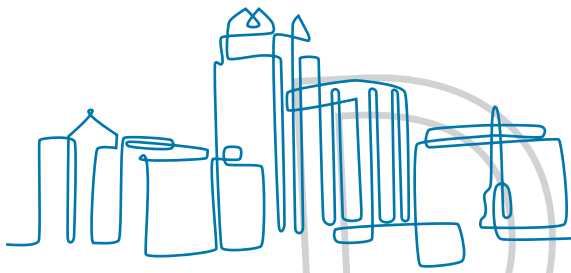
## PERHAPS YOU HAVE KNOWN US BY ANOTHER NAME

Founded 1913, we have modified our name over the years to better reflect our changing leadership role in the community

For continued future success, we will build upon our powerful business initiatives and nurture our positive collaborative partnerships that benefit thousands of Member Businesses and residents in seven Central Florida counties - Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia.

- Orlando Board of Trade
- Orlando Chamber of Commerce
- Orlando Area Chamber of Commerce
- Greater Orlando Chamber of Commerce
- Orlando Regional Chamber of Commerce





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## EXPANDED ROLE IN PUBLIC POLICY

Strategic Priorities for the Central Florida Region identified by the Board of Governors of the Orlando Regional Chamber of Commerce as benchmarks in its 1,000-Day Agenda require an expanded public policy role. This expanded Office of Public Policy will coordinate its efforts with other community institutions, business organizations and governmental jurisdictions.

A “primary tool” to champion our causes and to advance our goals will be the

introduction of a Regional Leadership Survey. Produced and presented quarterly, with specific themes, the Orlando Regional Chamber of Commerce will use this instrument to properly advance Public Policy and to spotlight topics of regional concern. Plus, the Orlando Regional Chamber of Commerce will continue its use of Chamber Trustees Community Luncheons and Regional Leadership Forums to focus the attention of the region on the following areas of importance.

## MEDICAL SCHOOL

**Medical School** - Understanding the “powerful and positive” benefits of a Medical School at the University of Central Florida, the Orlando Regional Chamber of Commerce will continue to

- Advocate for its adequate funding
- Work to secure continued and proper governmental and community support from the State of Florida and from the Central Florida Region
- Work to support the activities of the Life Sciences Council (BioOrlando), through community collaboration, strategic partnerships and community advocacy

## TRAUMA CENTER

**Trauma Center** - Knowing the importance of a Level One Trauma Center at Orlando Regional Healthcare, and understanding its important role in the Central Florida Region, the Orlando Regional Chamber of Commerce will:

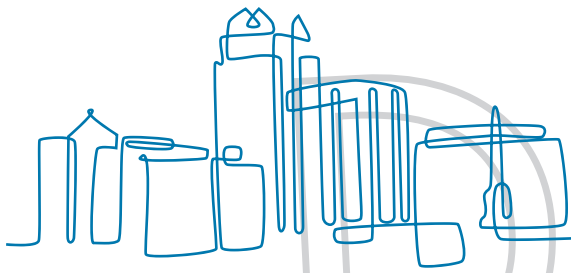
- Work to secure long-term funding so as to guarantee the continuation of this “life saving regional asset”— one of only seven (7) Level One Trauma Centers in Florida
- Work with Orange, Osceola, Seminole, Lake and Sumter Counties to evaluate issues of oversight and accountability of any public funds
- Examine viable local, regional and state mechanisms to generate adequate funding to support its sustainability in the future

## WORKFORCE HOUSING

**Workforce Housing** - Workforce Housing is an important topic for the nation, for the state and especially for the Central Florida Region where strong job growth and a rapid population growth have resulted in an increased demand for housing making affordable housing a challenge for many of the region’s workers. The Orlando Regional Chamber of Commerce will:

- Advance the recommendations of the Mayor’s Task Force on Workforce Housing, in partnership and collaboration with employers, and local, regional and state organizations and agencies
- Work closely with the cities, counties and the State Legislature to successfully advance legislative or governmental “action items” associated with helping to solve this growing problem.





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## EXPANDED ROLE IN PUBLIC POLICY

### HOMELESSNESS

**Homelessness** — The growing problem of homelessness is a growing regional problem and needs to be addressed with regional solutions. Along with government, businesses must be involved, working “hand-in-hand” with community organizations, and local, regional, state and national associations and agencies.

Using as a starting point the recently announced “Regional Task Force,” launched by Orlando Mayor Buddy Dyer and Orange County Mayor Rich Crotty, the Orlando Regional Chamber of Commerce will:

- Work to support these important efforts and successfully advance their recommendations, in partnership and collaboration with employers, and local, regional and state organizations and agencies
- Help champion, communicate and implement regional solutions to this growing problem

### EDUCATION

**Education** — PRISM is a collaborative organization engaging the business, civic and educational communities throughout the Central Florida Region to enhance the K-12 science and math curriculum for our children, causing the Central Florida Region to become a global leader in science and math by providing dynamic and supportive leadership to participating school districts.

Understanding that PRISM is governed by a sovereign Board of Directors with an independent Program of Work, the Orlando

Regional Chamber of Commerce will use its communication tools, to advance the work of PRISM and encourage businesses to participate in one of its five (5) Working Committees:

- Public Relations & Marketing
- Fundraising
- K-12 Teacher Programs
- K-12 Student Programs
- External Liaison

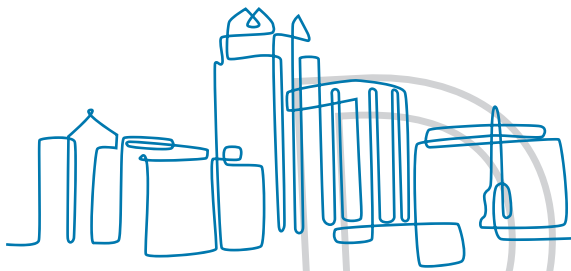
### PROJECT HOMETOWN

**Project Hometown** — Project Hometown recognizes and supports a “new” Events Center, a “new” Performing Arts Center and a “renovated” Citrus Bowl as one visionary initiative for Central Florida. Great regions have great venues for world-class arts, first-rate entertainment and championship sporting events. And Project Hometown is designed to support this goal.

As these community projects move from “discussion” to “planning” to “construction” there will continue to be a need for an organized “grass roots” effort to support this important community effort —an important leadership role for Project Hometown:

- Helping to share timely and accurate information
- Rallying behind our elected officials
- Being a “go to place” for questions, concerns, ideas and suggestions





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## SMALL BUSINESS ADVOCACY (OFFICE OF ENTREPRENEURSHIP)

Understanding the significance entrepreneurs and small businesses play in the successful economic development of the Central Florida Region, the Orlando Regional Chamber of Commerce will plan and produce a regional Small Business Summit in 2008, 2009 and 2010 focusing on:

- The Power of Small Business
- Global Connections
- Minority Owned Businesses and Women Owned Businesses, and
- Entrepreneurship and Education

Plus, the Small Business Summit will showcase the concept of “Economic Gardening” focusing on key ingredients of success: Infrastructure—building and supporting the community assets essential to commerce and overall quality of life,

Connectivity—improving the interaction and exchange among business owners and critical resource providers, and Market Information—accessing competitive intelligence on markets, customers and competitors.

In support of the Small Business Summit, the Orlando Regional Chamber of Commerce will create the Office of Entrepreneurship to advance and share critical areas of research, coordinate and encourage educational opportunities, create and coordinate the Central Florida Chambers of Commerce Alliance. Working closely with other local, regional, state and national trade associations, business organizations, educational resources and institutions, the Office of Entrepreneurship will work to share timely information, seminars and educational forums designed to serve the special needs of entrepreneurs and small businesses.



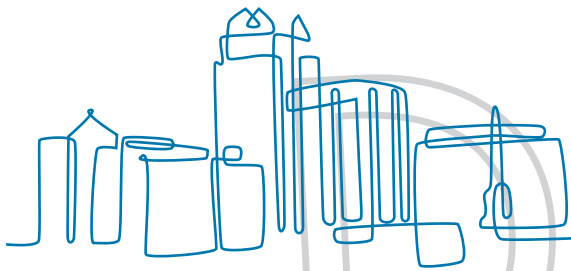
## CHAMBER INFRASTRUCTURE

Chamber Enterprise – The world has changed, and so should our role in it. The way we do business has morphed more in the last 25 years than it did in the last 100. In the area of technology alone, computers, facsimile machines, cellular telephones, the Internet, and Blackberries have made it possible to conduct the business of business in more ways and more places than ever before.

As the premier pro-business organization in the Central Florida region, the Orlando Regional Chamber of Commerce must upgrade its infrastructure systems to adequately and appropriately reflect today’s business community. These improvements should include:

- Upgrading its Technology
- Enhancing its Board Room
- Elevating its Business Presence

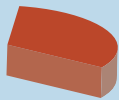
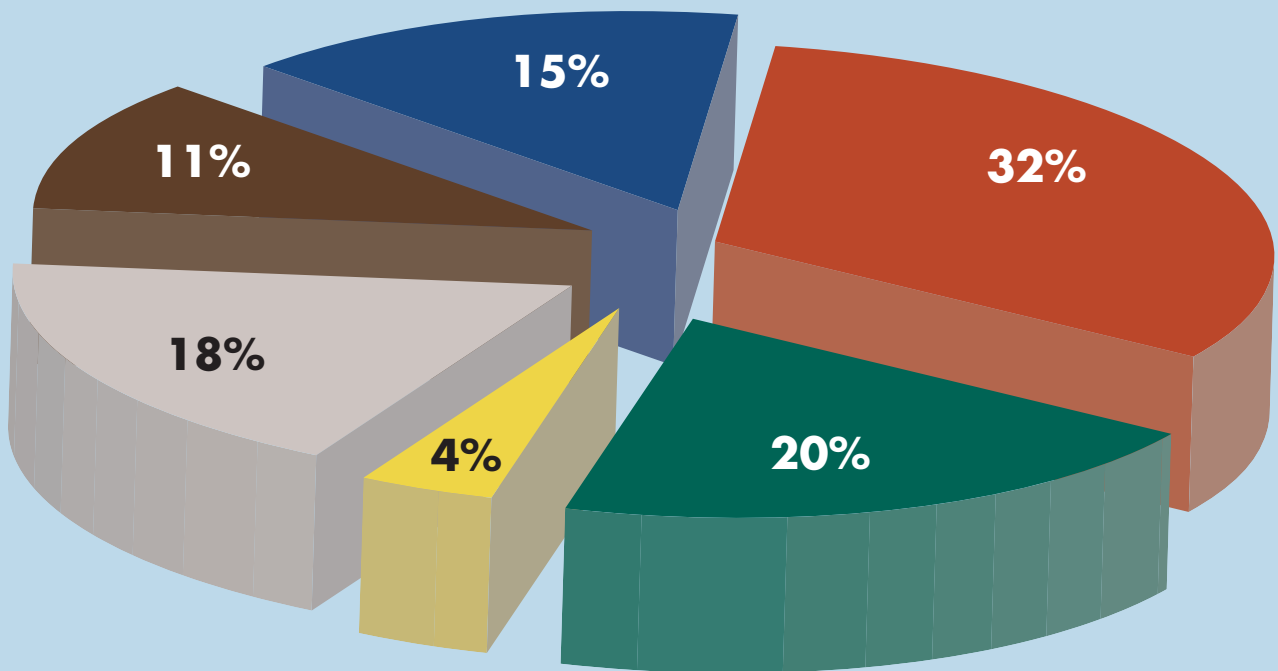
By providing 21st century technologies and facilities, the organization will reflect a 21st century “Gateway” to all that the region represents.



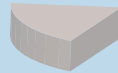
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## 3-YEAR \$19.5 MILLION TARGET INVESTMENT GOAL



Public Policy - 32%



myregion.org - 18%



Transportation Advocacy - 20%



Entrepreneurship - 11%



Chamber Infrastructure - 4%



International - 15%