

# MISSION



ST. JOHNS  
C O U N T Y  
C H A M B E R  
O F C O M M E R C E

To deliver continuous value-added service to our members and the community, resulting in a business environment and quality of life where existing businesses have the opportunity to prosper, and new businesses find it attractive to locate in St. Johns County.

# VISION

To be considered the premiere business and community service organization in St. Johns County, with a strong leadership position in the community.

# CORE VALUES

Customer Focus/Satisfaction

Leadership

Continuous Quality Improvement

Empowered Staff

Value-Added Philosophy

## CURRENT PROGRAM OF WORK - A - LEVEL PRIORITIES

### COMMUNITY GROWTH

- Utilize area councils as a part of establishing a presence.
- Define corporate structure and create policies for area council governance.

### MEMBER SERVICES

- Define the Chamber's role as a politically involved organization via:
  - o Identifying emerging business issues and subsequently defining the chamber's position on these issues.
  - o Conducting regular surveys of membership on government issues.
  - o Developing a "Politics in St. Johns" program.

### ECONOMIC DEVELOPMENT

- Conduct a study in partnership with the Industrial Development Authority, Board of County Commissioners and St. Johns County Airport Authority to identify workforce opportunity sites.
- Continue to lobby for recalculation of non-residential impact fees
- Continue efforts with County Commissioners to maintain an aggressive economic development incentives program for St. Johns County

### COMMUNICATIONS

- Enhance all communications vehicles using a branding approach to better promote all services provided by the Chamber to its members and to the community.
- Increase focus and promotion of the area councils.



# PROPOSED ENHANCEMENTS TO PROGRAM OF WORK

## ECONOMIC DEVELOPMENT

- Partner with the Industrial Development Authority, Board of County Commissioners and St. Johns County Airport Authority to conduct a study that will identify workforce opportunity sites.
  - o Lobbying for changes to St. Johns County's Comprehensive Plan to encourage commercial/ industrial development.
  - o Working with local government on researching and implementing best practices for expediting the permitting process.
  - o Addressing workforce needs through a continued partnership with St. Johns County School Board and Worksource (First Coast Workforce Development), identifying industrial workforce needs, and continuing to advocate for workforce housing.
  - o Increasing the number of marketing missions that the EDC attends annually.
  - o Enhancing the EDC's marketing activities.
  - o Funding St. Johns County's continued participation in Cornerstone.

## COMMUNITY GROWTH

- Increase effectiveness of Area Councils by allocating additional resources and staff to their operation.
- Leverage *Leadership St. Johns* to prepare up-and-coming community leaders to take key board positions in the community, and to run for public office.

## COMMUNICATIONS

- Promote a unified county approach on business development and community growth issues
- Further enhance relationship between government leadership and Chamber/EDC.
- Increase the member's awareness of the community pulse on key business issues.
- Increase local awareness of the EDC and establish that it is St. Johns County's primary business development and marketing arm.

## MEMBER SERVICES

- Establish an enhanced partnership and permanent presence with the University of North Florida's Small Business Development Center to provide members with business training and counseling.
- Enhance the Chamber's ability to pro-actively address its members' concerns and issues.
- Enhance website to allow members to connect with job-seekers via job and resume postings.

# 2008 – 2012 BENCHMARKS AND MEASUREMENTS

- Facilitate the creation of 1,000 new high-wage jobs from new and existing business
- Facilitate the creation of \$100 million in capital investment from new and existing business
- Increase number of St. Johns County entrepreneurs counseled by 15% annually
- Grow membership investment by 7% annually
- Increase applicants to Leadership St. Johns by 10%

## ACTIVITY LEVEL

- Business Recruitment
- Economic Development Marketing
- Workforce Development
- Competitiveness Issues
- Establish Area Councils
- Public Relations and Issues Management
- Politics in St. Johns
- Chamber Branding Initiative

2006-2007

- Enhanced Business Recruitment
- Enhanced Economic Development Marketing
- Expanded Workforce Development Programs
- Expanded Efforts to Address Competitiveness Issues
- Enhanced Area Councils
- Promote Greater Leadership St. Johns Alumni Involvement
- Small Business Development and Education Opportunities
- Promote Unified Approach to Public Policy/Advocacy
- Enhanced Public Relations and Issues Management
- Job and Resume Posting on Chamber Website
- Politics in St. Johns
- Chamber Branding Initiative

2008-2012

# PHYSICAL PLANT

The St. Johns County Chamber of Commerce's office is currently located on 1 Riberia Street in the St. Augustine Historic District. While a beautiful structure, the existing space is inadequate, in need of extensive repair, and at only 3300 sq. ft. is too small to house the operation.

The St. Johns County Chamber of Commerce board proposes to sell the existing facility and relocate to two new locations totaling 5,000 sq. ft. of Class A office space. The Chamber's new headquarters will be centrally located within St. Johns and will be the Chamber's Business Prospect Closing Center. The Chamber's second location will be located in North St. Johns County and will provide services to the north's growing business sector.

Estimated Sale of 1 Riberia Street Property	\$1,500,000
Mortgage Payoff	\$250,000
Estimated Combined Annual Lease Amount	\$150,000
One Time Purchase of Furnishings and Office Equipment	\$120,000

## EXISTING AND FUTURE PROGRAMMING FUNDING

### 2006 - 2007 Budget

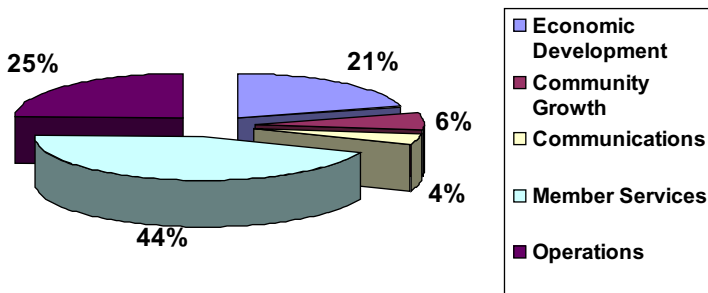
\$224,500
\$66,000
\$43,000
\$475,500
\$263,600
<b>\$1,072,600</b>

Economic Development
Community Growth
Communications
Member Services
Operations
<b>Total</b>

### Proposed Annual Budget

\$425,000
\$150,000
\$150,000
\$625,000
\$320,000
<b>\$1,670,000</b>

### 2006/2007 BUDGET ALLOTMENT



### PROPOSED BUDGET ALLOTMENT

