

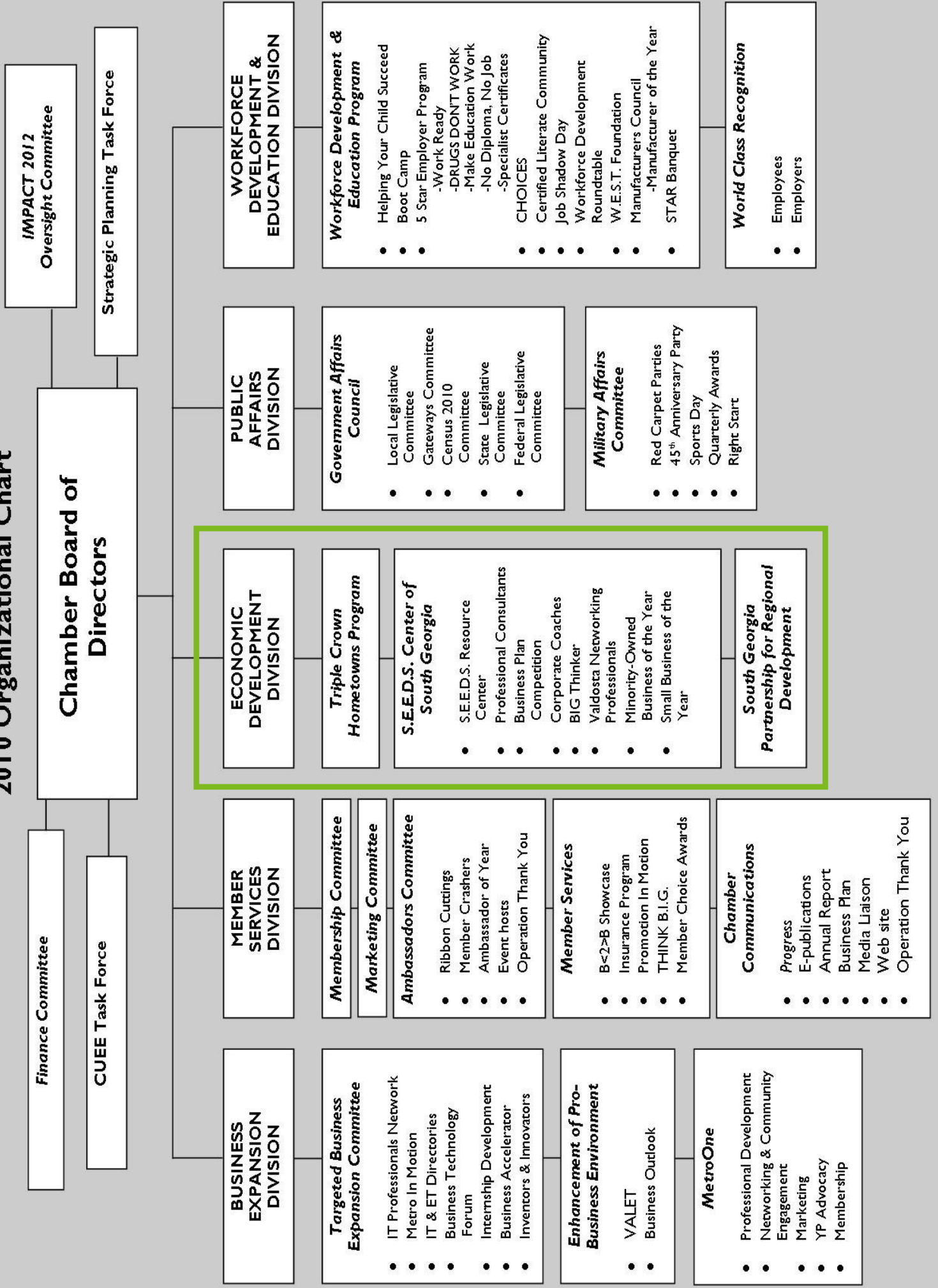
**Economic Development**



**Division Report**

Vice Chair Tim Jones

# Valdosta-Lowndes County Chamber of Commerce 2010 Organizational Chart



Finance Committee

CUEE Task Force

Chamber Board of Directors

IMPACT 2012 Oversight Committee

Strategic Planning Task Force

**BUSINESS EXPANSION DIVISION**

**Targeted Business Expansion Committee**

- IT Professionals Network
- Metro In Motion
- IT & ET Directories
- Business Technology Forum
- Internship Development
- Business Accelerator
- Inventors & Innovators

**Enhancement of Professional Business Environment**

- VALET
- Business Outlook

**MetroOne**

- Professional Development
- Networking & Community Engagement
- Marketing
- YP Advocacy
- Membership

**MEMBER SERVICES DIVISION**

**Membership Committee**

**Marketing Committee**

**Ambassadors Committee**

- Ribbon Cuttings
- Member Crashers
- Ambassador of Year
- Event hosts
- Operation Thank You

**Member Services**

- B->B Showcase
- Insurance Program
- Promotion In Motion
- THINK B.I.G.
- Member Choice Awards

**Chamber Communications**

- Progress
- E-publications
- Annual Report
- Business Plan
- Media Liaison
- Web site
- Operation Thank You

**ECONOMIC DEVELOPMENT DIVISION**

**Triple Crown Hometowns Program**

**S.E.E.D.S. Center of South Georgia**

- S.E.E.D.S. Resource Center
- Professional Consultants
- Business Plan
- Competition
- Corporate Coaches
- BIG Thinker
- Valdosta Networking Professionals
- Minority-Owned Business of the Year
- Small Business of the Year

**South Georgia Partnership for Regional Development**

**PUBLIC AFFAIRS DIVISION**

**Government Affairs Council**

- Local Legislative Committee
- Gateways Committee
- Census 2010 Committee
- State Legislative Committee
- Federal Legislative Committee

**Military Affairs Committee**

- Red Carpet Parties
- 45th Anniversary Party
- Sports Day
- Quarterly Awards
- Right Start

**WORKFORCE DEVELOPMENT & EDUCATION DIVISION**

**Workforce Development & Education Program**

- Helping Your Child Succeed
- Boot Camp
- 5 Star Employer Program
- -Work Ready
- -DRUGS DON'T WORK
- -Make Education Work
- -No Diploma, No Job
- -Specialist Certificates
- CHOICES
- Certified Literate Community
- Job Shadow Day
- Workforce Development Roundtable
- W.E.S.T. Foundation
- Manufacturers Council
- -Manufacturer of the Year
- STAR Banquet

**World Class Recognition**

- Employees
- Employers



# *Triple Crown Hometowns*

**RETIREMENT DEVELOPMENT PARTNERSHIP**

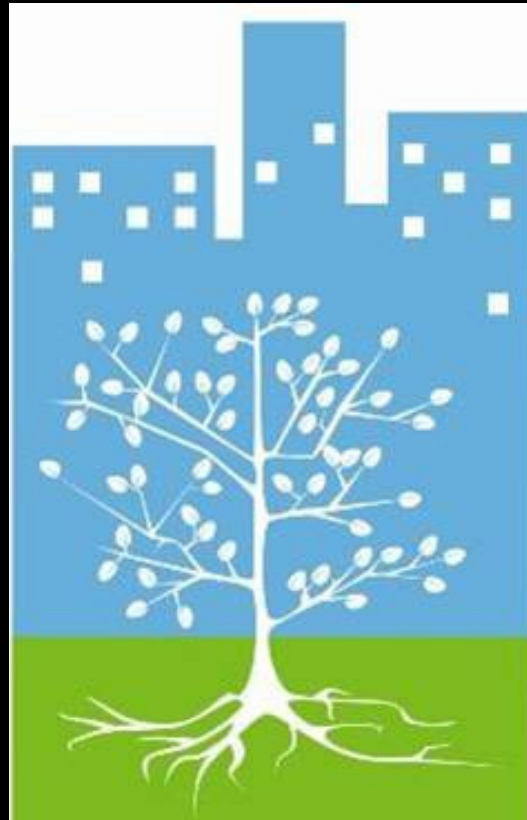
**LOWNDES • BROOKS • LANIER**

*“Jewels of South Georgia”*

# S.E.E.D.S. Center of South Georgia

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*Growing Business Opportunities*



# What is the S.E.E.D.S. Center?

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- An entrepreneur resource center providing assistance to start-up businesses as well as existing and expanding businesses.

# What does S.E.E.D.S. stand for?

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- *S*ewing
  - *E*ntrepreneur and
    - *E*conomic
      - *D*evelopment
        - *S*uccess

# Why was the S.E.E.D.S. Center needed?

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- Low average weekly wages and per capita incomes
- Lack of jobs for our University and Technical college graduates
- Over 80% of our Chamber membership is made up of small businesses
- Over 75% of our businesses in Valdosta-Lowndes County have 20 or less employees

# How did it begin?

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- As a small business development program in 1998
- Received a \$10,000 grant from BellSouth and began creating a “how-to” resource guide called “The ABC’s of Starting a Business in Lowndes County”

# Our Economic Garden

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- Surveyed 50 local entrepreneurs
- Visited other communities
  - Littleton, Colorado
  - Edward Lowe Foundation
- Developed a 5-year plan
- Developed partnerships



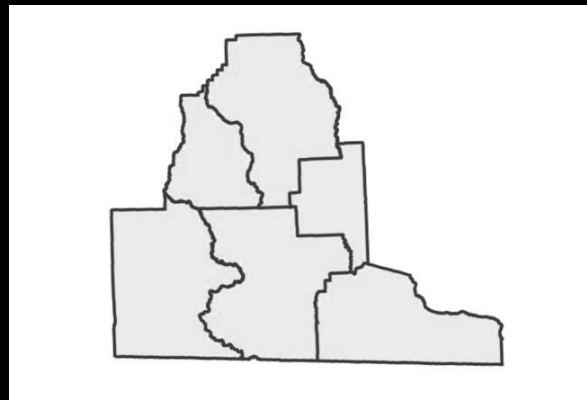
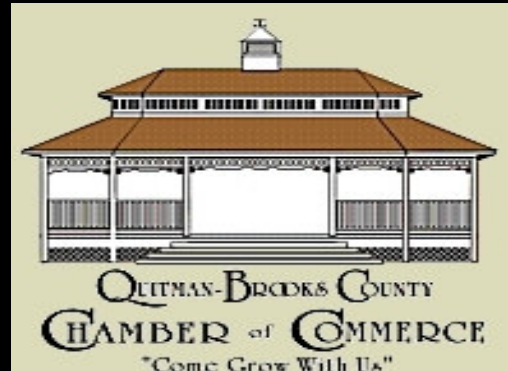
# Our Economic Garden

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- Named Georgia's First "Entrepreneur Friendly" Community in 2005
- S.E.E.D.S. Center Funding
  - \$10,000 E.F.I.F. (first in Georgia in 2006)
  - \$25,000 E.F.I.F. (one in 2007, one in 2008)
  - Local Government (IMPACT 2012)
  - Wal-Mart Foundation
  - Georgia Power
  - EMC of Georgia
  - Chamber Dues



# S.E.E.D.S. Center Partners



# The Resource Center

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# Who uses the S.E.E.D.S. Center?

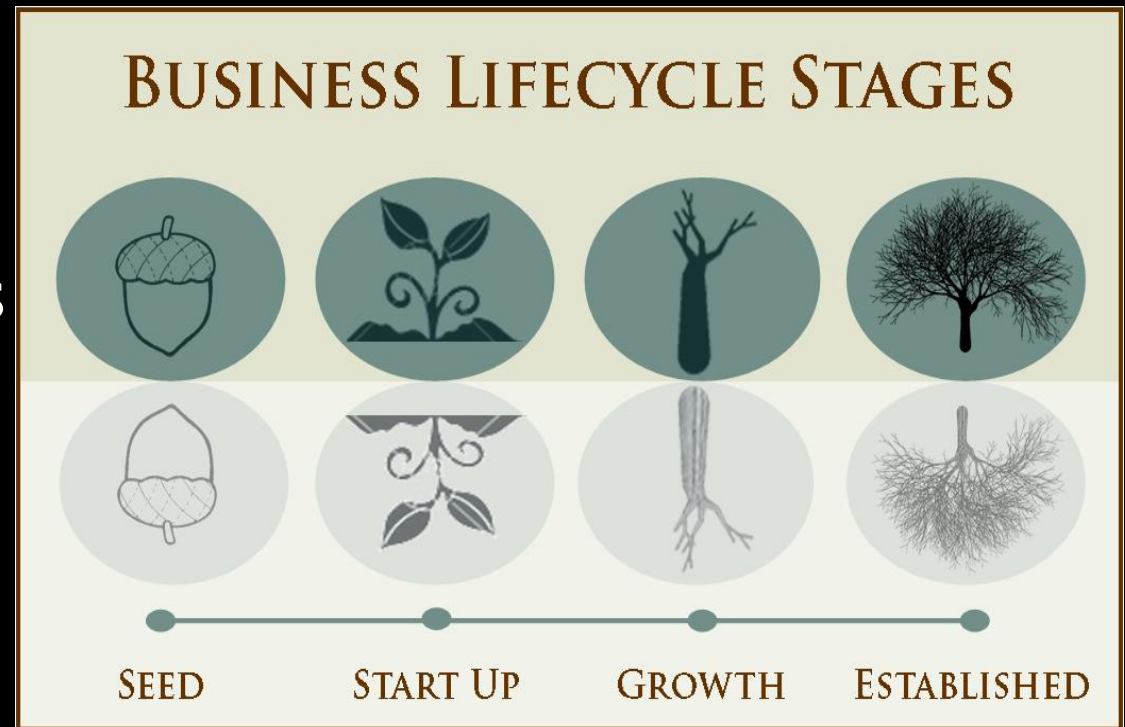
Individuals in all stages of business can benefit from the S.E.E.D.S. Center services

Seed Businesses

Start-up Businesses

Expanding Businesses

Established Business



# Steps for planting the seeds...

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1. Planning
2. Advice
3. Customers

““Before anything else, preparation is the key to success.””

*-Alexander Graham Bell*

# I. Planning (high tech)

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Most likely in the seed or start-up stage  
Confidential Consultations  
Guide to Starting a Business  
Business Plan

- **Competitor Information**
  - Annual gross sales
  - Number of employees
  - Outlay for advertising, rent, printing, etc.
- **Customized Market Research**
  - Demographic Reports
  - Traffic Counts
  - Consumer Expenditure Reports
  - Industry Specific Data

# EXAMPLE

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- Intended Business Start-up: Beauty Salon
- Competitors: 125+ in Lowndes County
  - A list will be provided of the 125; it will look something [like this](#) but in excel.
- Market Research:
  - Demographic report of city, [county](#) or MSA
  - [Traffic Count](#) near potential location
  - Consumer spending report in city, [county](#) or MSA
  - [Industry reports](#)

## 2. Advice (high touch)

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- Could be at any stage in the business cycle
- Professional Consultant Appointments
- Corporate Coaches
- Business University Seminars
- SBDC referrals and classes
- City of Valdosta's First Steps and Pre-Apps
- Lowndes County's Technical Review Committee

# 3. Customers

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- Most likely in the start-up or expanding stage
- Provide a Business<2>Consumer or Business<2>Business list based on target market
- Print labels
- Encourage them to join the Chamber
- Valdosta Networking Professionals



# EXAMPLE

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- Intended Business: Technology Company
- In need of Marketing assistance: Contact Professional Consultants for an appointment
- Target market: Businesses in Valdosta-Lowndes County less than 1 year old (ex.)
- Plan:
  - Mail out new marketing material (brochure, flier) to newly acquired B<2>B list
  - Provide me with labels
  - Labels printed and returned in 48 hours

# Results of planting the Seeds

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Planning

+ Advice

+ Customers

= Roadmap to success



# S.E.E.D.S. Center facts:

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- **2,700+** clients seen since 2004
- **1,400+** how to start guides distributed
- **952** start-ups
- **404** existing/expanding
- **883** members & Realtors/developers
- **400** returning clients & general information
- **105 ±** have started a business
- **263+** jobs have been created
- **\$6 million** estimated annual payroll

# Reports

## S.E.E.D.S Center of South Georgia Regional Report APRIL 2010

Clients	Berrien	Brooks	Cook	Lanier	Lowndes	Turner	April '10 Total	YTD '10	Since 2004
Returning Client	0	0	0	0	3	0	3	20	283
General Information	0	0	0	0	4	0	4	15	268
Start-up business	0	0	0	0	7	0	7	38	952
Existing/Expanding	0	0	0	0	8	0	8	13	404
Commercial Realtor/Developer	0	0	0	0	0	0	0	6	429
Chamber Members	0	0	0	0	3	0	3	31	454
<b>Total Clients</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>25</b>	<b>123</b>	<b>2,790</b>
Outcomes	Berrien	Brooks	Cook	Lanier	Lowndes	Turner	April '10 Total	YTD '10	Since 2004
Business Establishment	0	0	0	0	1	0	1	7	105
Business Expansion/Relocation	0	0	0	0	0	0	0	1	59
Chamber Membership	0	0	0	0	1	0	1	5	103
Resources Distributed	Berrien	Brooks	Cook	Lanier	Lowndes	Turner	April '10 Total	YTD '10	Since 2004
ABC's and ABC downloads	0	0	0	0	9	0	9	40	1,447
Demographics	0	0	0	0	5	0	5	25	1,307
Mosaic Reports	0	0	0	0	0	0	0	1	20
Traffic Counts	0	0	0	0	2	0	2	8	91
Salesgenie	0	0	0	0	15	0	15	49	644
First Research	0	0	0	0	4	0	4	16	60
Loan Information	0	0	0	0	1	0	1	3	73
<b>Total Resources Distributed</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>36</b>	<b>142</b>	<b>3,642</b>
Web Site Activity	Berrien	Brooks	Cook	Lanier	Lowndes	Turner	Total	YTD '10	Since Sept 2007
Web site Visits							598	2,502	12,838
Total Unique Visitors							283	1239	7930
Page Rank - "Seeds center Valdosta"							1st		

**What's next in the  
S.E.E.D.S. Center?**

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# Guardian Bank Business Plan Competition

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- 5<sup>th</sup> Annual Guardian Bank Business Plan Competition
  - 5 Contestants
  - Deadlines to be met
  - Classes to attend
- Announcement in December 2010


Grand Prize of \$15,000 in start up capital from



# Prize Package worth more than \$35,000

Full Circle Marketing &  
Advertising Agency

 **NEXXTEP**  
TECHNOLOGY SERVICES INC.

 **BLACK CROW**  
MEDIA GROUP

 **Azalea**  
HEALTH INNOVATIONS

**LAMAR**  
OUTDOOR ADVERTISING

**ACTION COACH**  
business coaching

 **TALK**  
92.1

Valdosta Shared  
**OFFICE**  
**SPACE**

**TRENT L. COGGINS, L.L.C.**  
ATTORNEY AT LAW

**HG**

**SIGN\*A\*RAMA**  
WHERE THE WORLD GOES FOR SIGNS

**JL** concepts  
Image is everything  
Promotional Advertising Products

**A**ction  
Printing

**ADP**

**S.E.E.D.S.**

CENTER OF SOUTH GEORGIA

**BUSINESS UNIVERSITY**



- Seminar Series
- Addresses the facets of small businesses
  - Customer service
  - Public relations and marketing
  - Entrepreneur advice
  - Online marketing
  - Funding options for entrepreneurs

# Spreading the word...

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Through:

- Lender visits
- Partner visits
- Marketing efforts
  - Commercials
  - Materials
- New Web site
  - User-friendly
  - Tools for Business



# **We will continue to**

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- maintain our partnerships
- build professional relationships
- research funding options
- track database use

# **Some of Our Success Stories**

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# Successful Sprouts

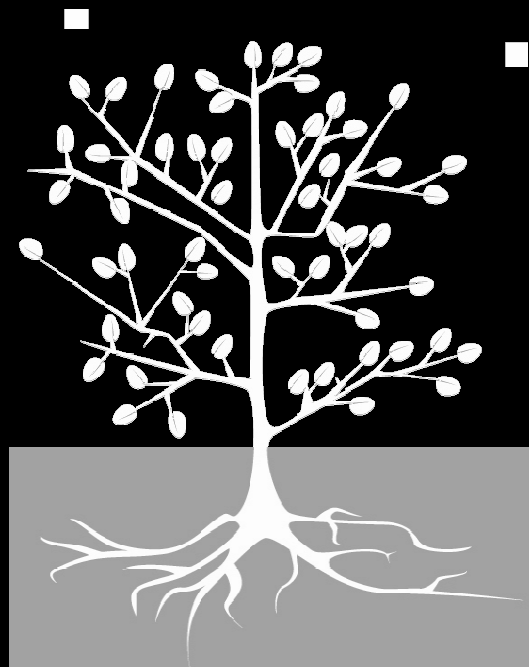


# Recognition of Successful Entrepreneur's

- 2009 BIG Thinker Awarded to Stan & Sue Cox
- 2010 Small Business of the Year awarded to Talk 92.1
- 2010 Minority-Owned Business of the Year awarded to Prepaid Superstore



It is a tough world out there for new  
and existing business owners.  
The S.E.E.D.S. Center's goal is to  
help local businesses become  
and stay successful!



# The final program of the Economic Development Division is the



## South Georgia Partnership for Regional Development



# South Georgia Partnership for Regional Development



Hosted the 2010 event at Horse Creek Winery in Nashville, Georgia.

Vance C. Smith, Jr. Commissioner of the Georgia Department of Transportation was the keynote speaker.

Next year's event will take place in Adel, Georgia.

**“Identifying common threads that can translate into economic growth for the region”**


# What do you need to know?

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- Our resources are FREE of charge!
- We are here to help entrepreneurs!
- Our services are not limited to Valdosta and Lowndes County!

# *Talking Points*

**What do you see as the major impediments to survival and success in Valdosta-Lowndes County?**



# *Talking Points*

**What else can/should the Chamber do to support your success?**



# Thank you and have a great day!



Feel free to contact me if you have any questions or if I can assist you in any way.

[cruttinger@valdostachamber.com](mailto:cruttinger@valdostachamber.com)