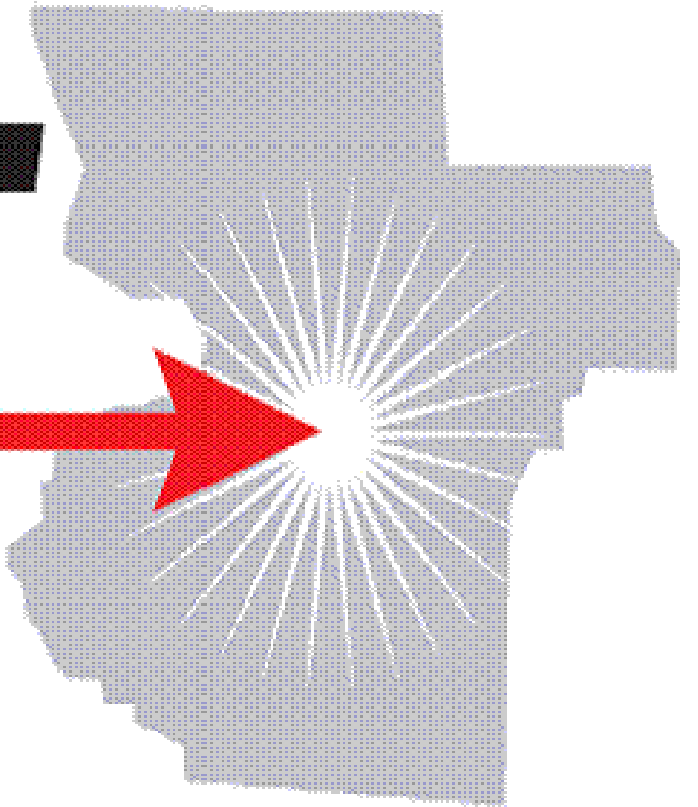


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***A Business Action Plan led by the
Valdosta-Lowndes County Chamber of Commerce***

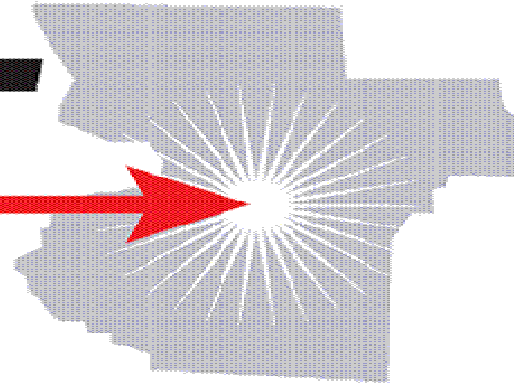


2006

- Business Action Plan developed by 72 leaders
- 6 months, 11 meetings
- \$1.75 million goal

IMPACT

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2007

- Feasibility study completed in February
- Campaign Kick-Off in August
- Campaign concluded in December:

\$2.3 million!



2010 Oversight Committee

Curtis Fowler, Chairman

Jeff Hanson

Walter Hobgood

Walt Gill

Tim Jones

David Durland

Paul Nichols

Terri Lupo

James McGahee

Jeff Fulp

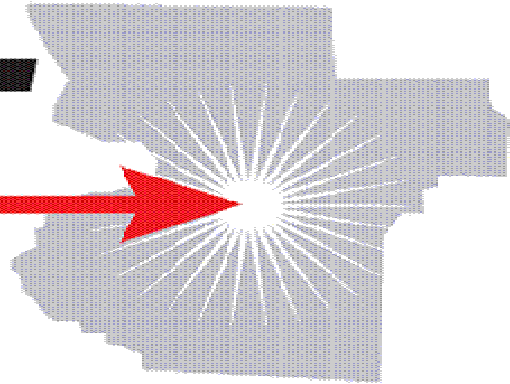
Mike Godwin



- 132 Shareholders
- 2 Oversight Committee meetings annually
- 2 Shareholders Meetings annually
- Quarterly *IMPACT Action* newsletters

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***97% collection rate
in 2008 and 2009!***



5 MAJOR INITIATIVES

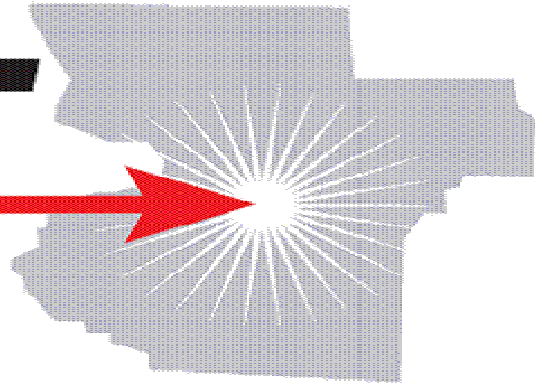
1. Targeted Business Expansion
2. Entrepreneur & Small Business Development
3. Enhancement of Pro-Business Environment
4. Attraction of Amenity-Seeking Retirees
5. Workforce Development & Education



1. Targeted Business Expansion

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GOAL:

Facilitate the creation of 1,000 new jobs for college and university graduates in Information Technology, Environmental Technology, Medical Services & Support, and other knowledge-based businesses by 2012.



MID-TERM PROGRESS:

- Determined a benchmark for knowledge-based jobs in existence on January 1, 2008
- 365 new knowledge-based jobs created between 2008 and 2009



Targeted Business Expansion, continued

GOAL:

Create a marketing outreach program to encourage young professionals to live and work in Valdosta-Lowndes County after completing their university or technical college education.

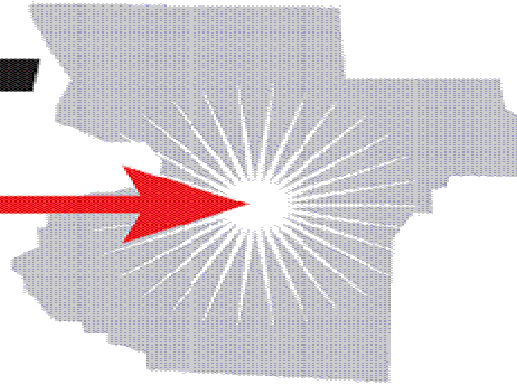


MID-TERM PROGRESS:

- MetroOne established
- 500 young professionals in database
- 100 active members
- Mentor-Protégé Program
- Metro Valdosta Emerging Leaders Program
- 13 professional development opportunities

IMPACT

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Mid-Term Report Card for Targeted Business Expansion

REPORT CARD				
GRADING PERIOD	1	2	3	4
READING	A			
WRITTEN COMMUNICATION	A			
MATHEMATICS	C			
SCIENCE/HEALTH	B			
SOCIAL STUDIES	B			
ART	A			
MUSIC	A			
PHYSICAL EDUCATION	C			
Grade Average	B			
Attendance:				
Present	48			
Absent	0			
Tardy	1			

A = Excellent • B = Good • C = Satisfactory • N = Needs Improvement
 U = Unsatisfactory • I = Insufficient / Incomplete

Student: _____ Grade: _____ Year: _____

- 1,000 jobs

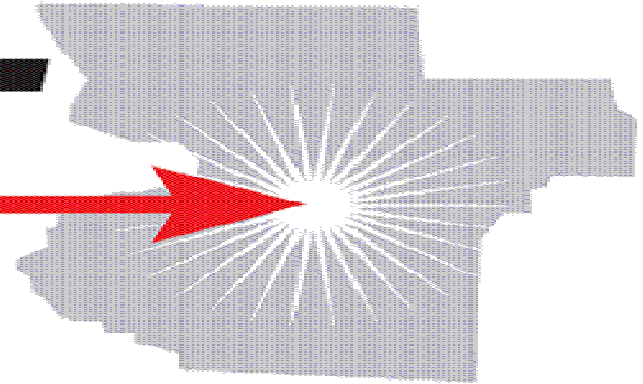


- Young professionals



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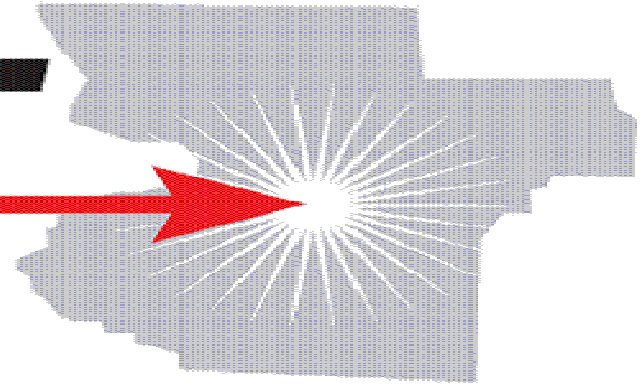
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2. Entrepreneur and Small Business Development

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GOAL:

*Enhance and strengthen the S.E.E.D.S.
Center for entrepreneurial development.
Serve 2,500 clients by 2012.*



MID-TERM PROGRESS:

- **1,447** clients served (over 2,800 since 2004)
- **576** targeted direct mailing lists generated
- **158** hours of Professional Consultation
- Inventors & Innovators Network formed



MID-TERM PROGRESS, continued:

- **105** new business start-ups
- **263** new jobs created
- **\$6** million annual payroll generated
- Two Guardian Bank Business Plan Competition winners announced



MID-TERM PROGRESS, continued:

- Added “Tools For Business” Web site portal
- Added “First Research” Database of Industry specific information
- 5 Lunch-N-Learns



Entrepreneur & Small Business Development, cont.

GOAL:

Determine the economic feasibility of creating a small business incubator for knowledge-based businesses within the S.E.E.D.S. Center.



MID-TERM PROGRESS:

- Developing a business plan and a case for support in 2010-11



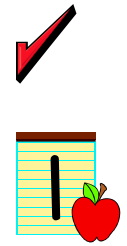
REPORT CARD				
GRADING PERIOD	1	2	3	4
READING	A			
WRITTEN COMMUNICATION	A			
MATHEMATICS	C			
SCIENCE/HEALTH	B			
SOCIAL STUDIES	B			
ART	A			
MUSIC	A			
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	Tardy	1		

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Student: _____ Grade: _____ Year: _____

Mid-Term Report Card for Entrepreneur & Small Business Development

- S.E.E.D.S. Center
- Incubator





3. Enhancement of Pro-Business Environment



GOAL:

Host a regular forum among elected officials, education leaders and other economic development partners regarding business issues and initiatives.



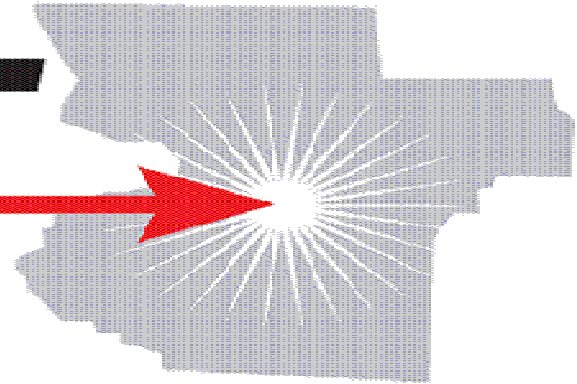
MID-TERM PROGRESS:

South Georgia Partnership for Regional Development (SGPRD) formed. Speakers:

1. **Ken Stewart**, Commissioner for Georgia Department of Economic Development
2. **Mike Beatty**, Commissioner for Georgia Department of Community Affairs
3. **George Israel**, President of Georgia Chamber of Commerce
4. **Mike Gaymon**, President of Greater Columbus Chamber
5. **Vance Smith**, Georgia DOT Commissioner

IMPACT

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Enhancement of Pro-Business Environment, cont.

GOAL:

Advocate for pro-business permitting regulations and practices, and formalize a Valdosta-Lowndes County Rapid Response Team to respond to business and industry needs.



MID-TERM PROGRESS:

- VALET (Valdosta And Lowndes Expansion Team) meets quarterly
- Finalized “No Wrong Door” resource guide
- Began online version of resource guide

It's all about partnerships!

Industrial Authority

SBDC

VSU

WGTC

All local governments

DCA

DEcD

Main Street

Georgia Power

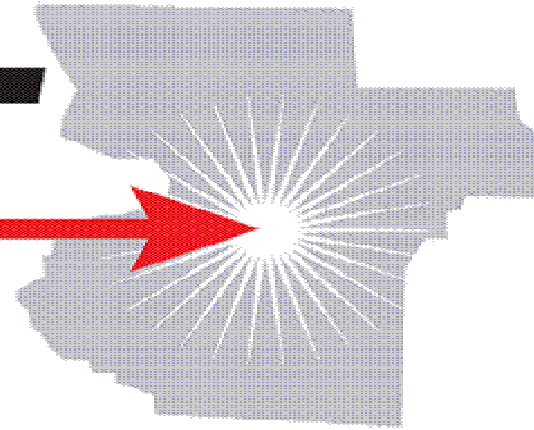
Colquitt EMC

SGRL

Chamber

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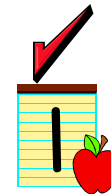
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REPORT CARD				
GRADING PERIOD	1	2	3	4
READING	A			
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Mid-Term Report Card for Enhancement of Pro-Business Environment

- SGPRD
- VALET

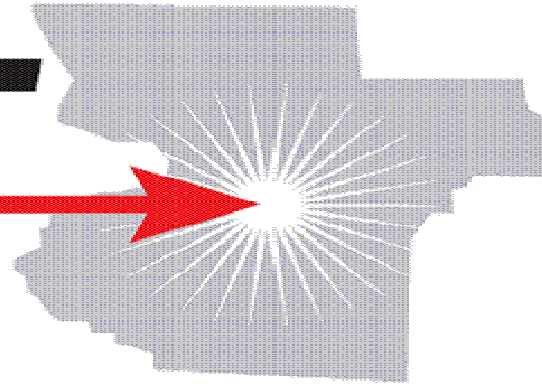




4. Attraction of Amenity-Seeking Retirees

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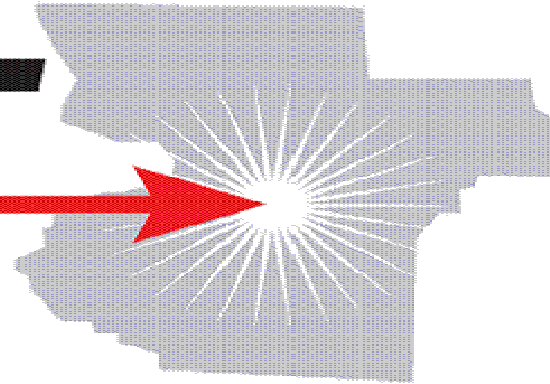


GOAL:

Develop and implement targeted national advertising for retiree recruitment and expand the marketing efforts of the Triple Crown Hometowns Program. Relocate 400 retiree households between 2008 and 2012.

IMPACT

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MID-TERM PROGRESS:

- 71 retiree households relocated
- Featured in *Forever Young* magazine
- Featured in *Retirement Lifestyles* magazine
- 77,109 hits on www.georgiaretire.com
- Billboard on I-75
- Featured on Golf Channel
- Top 100 towns to relocate by www.Relocate-America.com

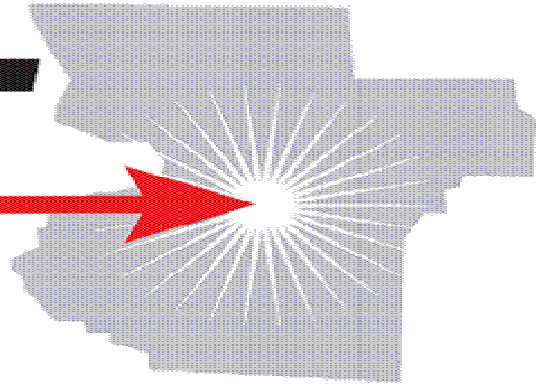


MID-TERM PROGRESS, continued

- Named “Top Four Retirement College Towns” by *Georgia Trend*
- Named “One of 11 Great Places to Retire in the South” by *Retirement Lifestyles*
- Profiled as “Top Undiscovered Retirement Haven” in *Where To Retire* magazine
- New Web site with more than 114,000 visitors/year

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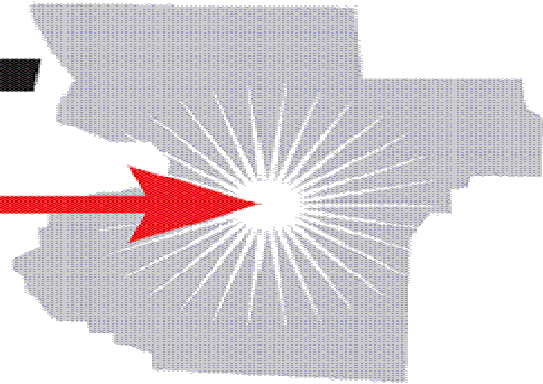
Attraction of Amenity-Seeking Retirees, continued

GOAL:

Advocate for the development of amenities sought by amenity-seeking retirees, including but not limited to active adult communities and public recreation facilities.

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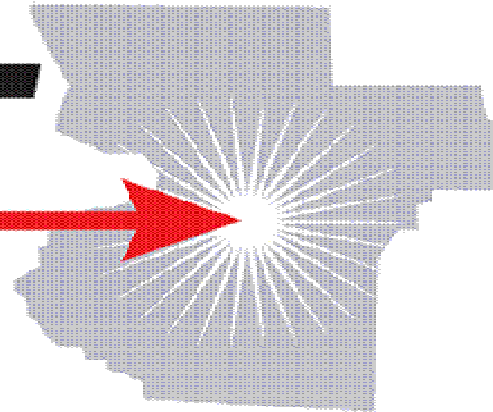


MID-TERM PROGRESS:

- Partnered with Threatte Art and Civic Center, Presbyterian Home & Retirement Community, Annette Howell Turner Center for the Arts, Valdosta Country Club and Fellowship Home at Brookside for retiree newcomer receptions

IMPACT

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REPORT CARD				
GRADING PERIOD	1	2	3	4
READING	A			
WRITTEN COMMUNICATION	A			
MATHEMATICS	C			
SCIENCE/HEALTH	B			
SOCIAL STUDIES	B			
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Student: _____ Grade: _____ Year: _____

Mid-Term Report Card for Attraction of Amenity- Seeking Retirees

- Relocated households
- National attention
- Advocacy for amenities





5. Workforce Development & Education



GOAL:

Establish a Workforce Development Task Force in cooperation with the business community, Valdosta State University, Wiregrass Georgia Technical College and local school systems to clearly define workforce needs and to identify and recruit new sources of qualified labor.

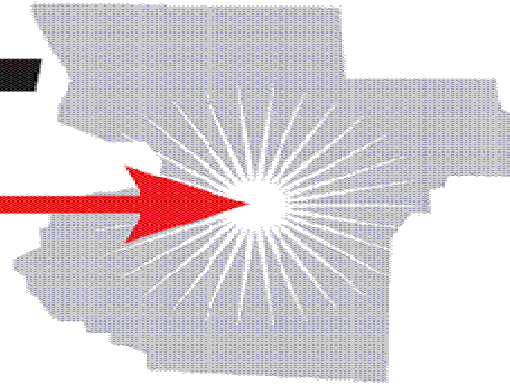


MID-TERM PROGRESS:

- To be created in 2011.

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Workforce Development & Education, continued

GOAL:

Establish a “Boot Camp” to develop better managers and supervisors. To serve 500 managers and supervisors between 2008-2012.



MID-TERM PROGRESS:

- **250** managers and supervisors trained



Workforce Development & Education, continued

GOAL:

Expand “World Class Employee Recognition Program” to improve work ethics.



MID-TERM PROGRESS:

- 15 nominees in 2007
- 22 nominees in 2008
- 28 nominees in 2009



Workforce Development & Education, continued

GOAL:

Partner with businesses, Valdosta State University, Wiregrass Georgia Technical College and local school systems to expand internship opportunities to improve and enhance workforce development.



MID-TERM PROGRESS:

- The Valdosta-Lowndes Talent Network formed in 2010 for implementation in Spring 2011



Workforce Development & Education, continued

GOAL:

Encourage parents to become more involved with their children's education. Reach 400 parents each year in their place of work with "Helping Your Child Succeed".



MID-TERM PROGRESS:

- **644** parents have experienced “Helping Your Child Succeed”



Workforce Development & Education, continued

GOAL:

An independent study will be conducted to determine the impact of school system consolidation on economic development and quality job growth with appropriate action taken once the study is completed.

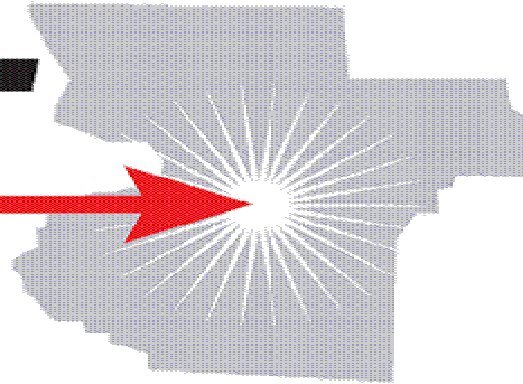


MID-TERM PROGRESS:

- Study completed in November 2008
- School System Task Force made recommendation to Chamber Board in December 2008
- Chamber Board voted unanimously to endorse school system unification
- CUEE formed in January 2009

IMPACT

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REPORT CARD				
GRADING PERIOD	1	2	3	4
READING	A			
WRITTEN COMMUNICATION	A			
MATHEMATICS	C			
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Mid-Term Report Card for Workforce Development & Education

- School System Study
- Workforce Task Force
- Boot Camp
- World Class Employee Program
- Internships
- Reaching parents

