



Accountability Plan

2020-2021



SOUTH BALDWIN
CHAMBER OF COMMERCE



COASTAL ALABAMA
BUSINESS
CHAMBER

Gateway Initiative Accountability Plan 2020-2021

Workforce Development + Recruitment

- PD** Facilitate leadership, customer service and supervisory development training to 100 individuals, annually - 4th Quarter, 2020
- PD** Through partnership with ATN and other state-wide partners, facilitate curriculum build for multiple levels of Customer Service training including business certification, including funding opportunities (via Existing Industry Training Program (EITP) Grant and/or CARES Act) - 4th Quarter, 2020
- PD** Pilot Soft Skills VR training program to Baldwin County Hospitality and Culinary students as a graduation requirement - 2nd Quarter, 2021
- A PD** Regular meetings and advocacy efforts with/for regional training and workforce partners (i.e., Alabama Technology Network , South Alabama Workforce Development Council) - 4th Quarter, 2020 and ongoing
- R** Identify options for recruiting efforts across a variety of demographics (e.g. veterans, disabled individuals) - 1st Quarter, 2020 and ongoing
- R** Co-host job/career fairs (virtual and in person) in collaboration with Baldwin County Career Centers and SAWDC - 2nd Quarter, 2021)
- CST** Determine Youth Apprenticeship options for non-Hospitality & Tourism career pathways - 4th Quarter, 2020
- CST** Host 2nd Annual H&T Youth Apprenticeship Signing Day event and sign 50 new apprentices - 2nd Quarter, 2021
- CST** Continue to promote Youth Apprenticeship programs to all public, virtual, and private schools as well as home school associations in the County - ongoing
- A CST** Continued partnership with educational institutions and local business leaders to create and promote apprenticeship credentialing opportunities - 4th Quarter, 2020 and ongoing
- A CST** Partnered with CACC, lead a work release and parolee job (apprenticeship) placement program - 1st Quarter, 2021
- CST** Register 10 businesses as adult apprentice employers (4th Quarter, 2021)

A = Advocacy

CST = Career Skills Training

PD = Professional Development Training

R = Recruitment



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Business Engagement + Incubation

- I **BE** Continue to provide engagement services and solutions or provide referral services to 15 start-up entrepreneurs or existing businesses, including coworking space options - 4th Quarter, 2021
- I **M** Stand up a South Baldwin Senior Core of Retired Executives (SCORE) chapter to aid entrepreneurial acceleration and incubation efforts (4th Quarter, 2020)
- I Explore options for co-hosting a pitch contest to engage local entrepreneurs with start-up potential - 4th Quarter, 2020

Business-Driven Needs Assessment + Solutioning

- A Facilitate the formation of an allied council of regional executives to increase advocacy efforts on a variety of regional topics, including alternative daycare options, workforce transportation, and workforce housing - 1st Quarter, 2021
- A Design and administer cluster group surveys to better understand regional business needs and provide data points for the next capital campaign - 4th Quarter, 2021

Pro-Business Advocacy

- A Engage Baldwin Chamber Coalition in relevant pro-business advocacy efforts, including legislative communications, and community education opportunities - 1st Quarter, 2020 and ongoing
- A Develop and share 2021 Baldwin County Legislative Agenda for local elected officials, including distribution of Baldwin Legislative Survey - 4th Quarter, 2020

A = Advocacy

BE = Business Engagement

I = Incubation

M = Mentorship



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Governance + Administration

- PM IR** Develop and utilize a system to track and plan interactions with and financial pledges for individual investors, including communication and billing preferences - ongoing
- PM IR** Work with entire project team (viz., communications and project management) to use marketing materials for investor communications, including email campaigns and investor events - ongoing
- C** Manage new Gateway website and other customized online content, including social media and email marketing campaigns - ongoing
- C** Co-develop deliverables for all programs and sub initiatives (e.g., training e-blasts, etc.) - ongoing
- C** Design and deliver reports for investors and other key stakeholders (e.g., annual reports, status updates, etc.) - ongoing
- PM C** Track program progress using 'Evergreen List' (or similar); deliver to investors at annual meetings - ongoing
- C** Coordinate with media consultants to organize and produce content for website and social media (One Baldwin Project; including relevant updates, news, and stories) - 2nd Quarter, 2020 through July 2021
- PM C** Facilitate and participate in a minimum of 6 Oversight Council meetings; discuss progress and programming updates - ongoing

C = Communications
IR = Investor Relations
PM = Project Management





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