

MILLEDGEVILLE-BALDWIN COUNTY
CHAMBER OF COMMERCE
ANNUAL MEETING

MARCH 23, 2022



NEW TO THE BOARD



**Segal
Chaney**

QARBON AEROSPACE



**Cathy
Cox**

- EX-OFFICIO -
GEORGIA COLLEGE



**David
Gallagher**

JOHN MILLEDGE ACADEMY



**Pam
Grant**

GEORGIA MILITARY COLLEGE
PREP SCHOOL



**Bruce
Hood**

SINCLAIR AVIATION



**Tori
Kala**

CENTURY BANK & TRUST



**Jennifer
Minshew**

CITIZENS BANK OF THE SOUTH



**John Gus
Pursley**

FOWLER FLEMISTER



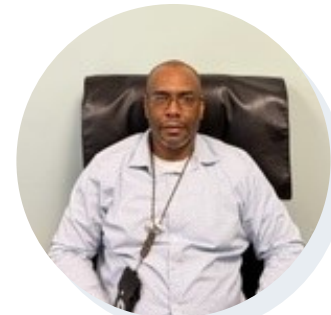
**Jamie
Snider**

ZSCHIMMER & SCHWARZ



**Natalie
Stowe**

BALDWIN COLLEGE &
CAREER ACADEMY



**Gil
Sutton Jr.**

CENTRAL STATE HOSPITAL



**Dr. Matthew
Toth**

ORTHOGEORGIA



**Dr. Veronica
Womack**

GEORGIA COLLEGE

2022 AMBASSADORS

JULIE ADAMS



JEFF ALLBRIGHT



HOLLY BLENK



ASHLEY COPELAND



COLLENE DALRYMPLE



WILLIAM DARNELL



AMBER ENGLISH



STEFANI EVANS



MELISSA FORT



STEPHANIE JOHNSON



CRYSTAL LAW



AMY LOERZEL



COLIN MCCULLEY



MADISON REYNOLDS



MARY SPEARS



ARTIS WILLIAMSON



JESSICA YEARWOOD

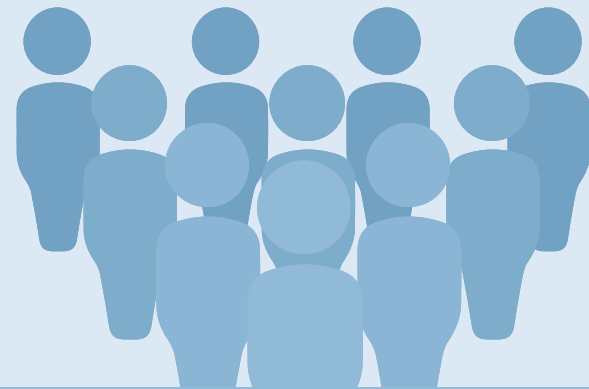


2021 IN REVIEW C



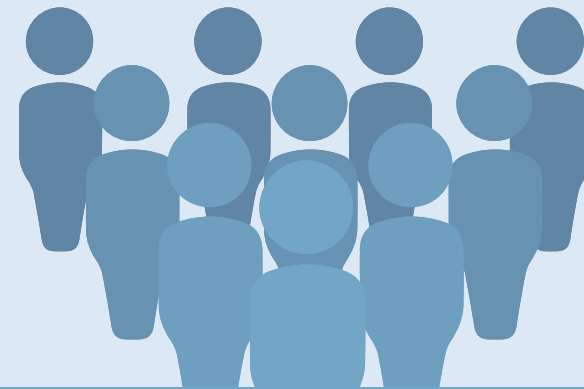
28

RIBBON CUTTINGS &
GROUNDBREAKINGS



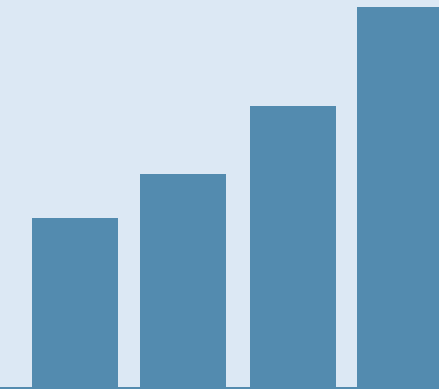
18 EVENTS

755 ATTENDEES



45 NEW MEMBERS

405 CURRENT MEMBERS



88% RETENTION RATE

4.3/5 SATISFACTION RATING

2021 IN REVIEW EVENTS



Virtual Chamber Awards

SMALL BUSINESS OF THE YEAR
WILLIAMS FUNERAL HOME

FINALISTS

ERIN ANDREWS MEDIA
SERVPRO
STRIBLING LAW FIRM

MAKING A DIFFERENCE AWARD
COMFORT FARMS

RISING STAR AWARD
THE REEL GRILL



Employ Baldwin

JULY 21 | 4 - 7 PM
GMC ACTIVITIES CENTER

23 BUSINESSES

75 ATTENDEES
AGES 16 +



Employ Baldwin



2021 IN REVIEW CAMPAIGNS & PROJECTS



ChamberTV

PARTNERSHIP WITH A GC
MASS COMM CLASS



HIGHLIGHTS AND SPONSORS

FIRST ROUND BUSINESSES:

- J.C. GRANT COMPANY & HEAVENLY TOUCH THERAPY
- JUSTPAPERROSES & BODYPLEX
- THE COTTAGES AT WOODLAND TERRACE & CLEOPATRA BEAUTY SHOP



Scavenger Hunt

26 PARTICIPATING BUSINESSES

ALL PARTICIPANTS RECEIVED
A SWAG BAG

BIG PRIZE:

\$50 MILLY MONEY
\$50 GIFT CERTIFICATE TO
HYDRATE & REVIVE

Don't forget to bring your
scavenger hunt booklet with you
while you shop local today!

Milledgeville-Baldwin County Chamber of Commerce

Scavenger Hunt

JUST COLLECT
5+
STAMPS

YOU CAN WIN
\$100
WORTH IN PRIZES

EVERYONE
WINS
SOMETHING

Call or Email for more information | (478) 455-9511 | kschippemilledgevillega.com



Winner:
Alicia Reed
10 Stamps Collected

2021 IN REVIEW SOCIAL MEDIA

Apr - Nov

Did You Know

REACH

7,219

REACTIONS

79

COMMENTS

1

SHARES

3

Apr - Dec

**May I Introduce
You Monday**

REACH

78,517

REACTIONS

5,311

COMMENTS

1,163

SHARES

119

Jun - Dec

**Wednesdays With
the Chamber**

REACH

19,485

REACTIONS

603

COMMENTS

40

SHARES

52

December

Milly on the Shelf

REACH

26,700

REACTIONS

447

COMMENTS

181

SHARES


17

2021 IN REVIEW SOCIAL MEDIA

 @milledgevillechamber


156,550 TOTAL REACH

5% FOLLOWER INCREASE
SINCE DEC 2020

 @mbcchamber

7,113 TOTAL REACH

18% FOLLOWER INCREASE
SINCE DEC 2019

 Milledgeville-Baldwin
County Chamber GA

11,000 TOTAL ENGAGEMENTS

40% FOLLOWER INCREASE
SINCE DEC 2020



Be Baldwin

Be informed. Be engaged. Be the difference.

BE BALDWIN BE INFORMED. BE ENGAGED. BE THE DIFFERENCE.

Chamber & Community Enhancement Plan

1 CULTIVATE, COLLABORATE, & CONNECT

2 EDUCATE, EMPOWER, & ENTREPRENEURSHIP

3 PROVIDE, PROSPER, & PROTECT

PILLAR 1 CULTIVATE, COLLABORATE, & CONNECT

Chamber

Objectives

1. BUILD RELATIONSHIPS, ENGAGE BUSINESSES AND GROW CONNECTIONS
2. LEAD BY EXAMPLE WITH NEWER BUSINESS MODELS FOR A CHANGING ECONOMY
3. CONNECT BUSINESS MEMBERS WITH OTHER SIMILAR BUSINESS STRUCTURES AND NEEDS

Initiatives

1. QUARTERLY NEW MEMBER ORIENTATION
2. NEW MEMBER BUDDY PROGRAM
3. BUSINESS OF THE WEEK
4. NEW NETWORKING OPPORTUNITIES
 - A. SPEED-NETWORKING, INDUSTRY SPECIFIC WORKSHOPS, ETC.
5. CREATION OF COMMITTEES

Community

Objectives

1. CULTIVATE STRONGER RELATIONSHIPS WITH DEVELOPMENT AUTHORITIES, GOVERNMENT ENTITIES AND COMMUNITY LEADERS
2. CONNECT WITH YOUNGER GENERATIONS AND PROVIDE THEM WITH OPPORTUNITIES TO ENGAGE WITH COMMUNITY LEADERS AND LEARN ABOUT THE WIDE VARIETY OF CAREER FIELDS AND JOBS THAT ARE HERE IN MILLEDGEVILLE-BALDWIN COUNTY
3. CREATE INTERGENERATIONAL CONNECTIONS

Initiatives

1. EXPAND LEADERSHIP & YOUTH LEADERSHIP BALDWIN PROGRAMS
 - A. CREATE A FOUNDATION- 501(C)3 TO HELP WITH FUNDING
2. BUSINESS AND HIGH SCHOOL SHADOW DAYS
3. MENTORSHIP PROGRAMS BETWEEN SEASONED BUSINESS OWNERS/PROFESSIONALS AND NEWER ONES

PILLAR 2 EDUCATE, EMPOWER, & ENTREPRENEURSHIP

Chamber

Objectives

1. ENABLE BUSINESSES TO EMPOWER EMPLOYEES AND ACHIEVE SUCCESS
2. CREATE OPPORTUNITIES TO RETRAIN AND REDEVELOP HOW PEOPLE WORK AND CONTRIBUTE AFTER THE PANDEMIC
3. BE THE INTERMEDIARY BETWEEN THE BUSINESS COMMUNITY AS WELL AS PRIMARY AND SECONDARY EDUCATIONAL INSTITUTES

Initiatives

1. HOST JOBS FAIRS & CAREER EXPOS
2. WORKSHOPS FOR CHAMBER MEMBERS AND THEIR EMPLOYEES TO ENSURE ALL SKILLS ARE MAINTAINED AND CURRENT
3. SMALL BUSINESS START-UP CLASSES
4. CHAMBER COHORT

Community

Objectives

1. TO ATTRACT, DEVELOP AND RETAIN QUALIFIED LEADERS AND WORKFORCE FOR THE FUTURE ECONOMIC SUCCESS OF THE BUSINESS COMMUNITY.
2. BUILD PROGRAMS FOR ENTREPRENEURSHIP TRAINING AND STRATEGIC MENTORSHIP PROGRAMS
3. CREATE RESOURCES TO HELP GUIDE NEW BUSINESSES INTO THE BUSINESS WORLD

Initiatives

1. CREATE A CENTRALIZED JOB SITE FOR MILLEDGEVILLE-BALDWIN COUNTY
2. DEVELOPMENT OF A "HOW TO START A BUSINESS IN MILLEDGEVILLE-BALDWIN COUNTY" COLLATERAL
3. HOLD FORUMS BETWEEN BUSINESSES AND EDUCATIONAL INSTITUTIONS
4. DEVELOPING A BUSINESS INCUBATOR
5. COLLABORATE WITH THE BUSINESS COMMUNITY AND EDUCATIONAL INSTITUTIONS TO HELP BROADEN INTERNSHIP OPPORTUNITIES

PILLAR 3 PROVIDE, PROSPER, & PROTECT

Chamber

Objectives

1. ENSURE BUSINESSES HAVE THE TOOLS THEY NEED TO PROSPER LOCALLY
2. PROVIDE RESOURCES, INNOVATIVE TECHNOLOGY AND ECONOMIC RELATIONSHIPS TO HELP GUIDE PEOPLE AND BUSINESSES TO THE BUSINESS WORLD
3. BE A CENTRAL HUB TO BRING THE BUSINESS COMMUNITY, PRIMARY AND SECONDARY EDUCATIONAL INSTITUTIONS AS WELL AS COMMUNITY LEADERS TOGETHER TO ENSURE WE CONTINUE TO PROVIDE OUR BUSINESSES WITH THE TOOLS THEY NEED TO BE SUCCESSFUL.

Initiatives

1. DEVELOP AND UTILIZE MARKETING PIECES AND ELECTRONIC PLATFORMS TO INCREASE AWARENESS AND PROVIDE BENEFITS TO MEMBERS
2. ADVOCATE FOR PRO-BUSINESS POLICIES AND CONTINUE TO COMMUNICATE WITH MEMBERSHIP ABOUT CURRENT BUSINESS LEGISLATURE, POLICIES, ETC.

Community

Objectives

1. ATTRACT STUDENTS FROM THE HIGHER EDUCATION INSTITUTIONS TO STAY IN THE MILLEDGEVILLE COMMUNITY
2. CREATE AWARENESS OF OPPORTUNITIES FOR BUSINESSES

Initiatives

1. LAUNCH “WHY I STAYED” CAMPAIGN TO HIGHLIGHT STUDENTS WHO STAYED IN MILLEDGEVILLE AFTER GRADUATING FROM ONE OF THE HIGHER EDUCATION INSTITUTIONS.
2. CREATE OPPORTUNITIES FOR HIGH SCHOOL AND COLLEGE STUDENTS TO ENGAGE MORE IN THE COMMUNITY

Chamber & Community Enhancement Plan



Be Baldwin

Be informed. Be engaged. Be the difference.

CULTIVATE, COLLABORATE, & CONNECT

EDUCATE, EMPOWER, & ENTREPRENEURSHIP

PROVIDE, PROSPER, & PROTECT

THANK YOU!

WE LOOK FORWARD ENHANCING MILLEDGEVILLE-BALDWIN COUNTY
TOGETHER!