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Our Plan for  
the Future  
2018-2020

GREATER SUMTER CHAMBER OF COMMERCE  
Strategic Plan



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sumterscchamber

# PRESIDENT'S LETTER

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Dear Greater Sumter Chamber Member;

On behalf of the Greater Sumter Chamber of Commerce and its Board of Directors, we are pleased to present to you our 2018-2020 Strategic Plan. This plan is comprised of feedback received over the period of one year beginning with the 2017 Chamber Retreat in Wilmington, NC. This plan will be presented at the 2018 Chamber Retreat in Greenville, SC.

As I am sure many of you agree, it is vital that we have a plan to guide our Chamber over the coming years focusing on community needs. We believe there are seven focal points that will allow the Chamber to accomplish its mission while providing the tools and resources our community needs. Our focuses are Membership Development, Small Business, Education/Workforce Development, Leadership Development, Military Affairs, Government Relations and Existing Industry.

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## CHRIS HARDY

CCE, GREATER SUMTER CHAMBER OF COMMERCE

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Each focus will have a culmination of action items that have either been in place based on divisional goals, dialogue that has begun on certain efforts, or a need that has yet to be clearly defined. All three action items have been identified as a value to our organization and community, and it is up to us to ensure these goals become reality. Our members who serve on our seven divisions along with the Chamber staff and Board of Directors, will be the ones charged with leading this effort though we will need the participation of everyone to accomplish these goals.

Join us as we embark on an adventure over the next three years to make Sumter one of the premier places to live, work, play and do business. If you have any questions about this strategic plan or how you can help us achieve these goals, please don't hesitate to contact us at 803-775-1231.

Regards,

A handwritten signature in black ink that reads "Chris Hardy".

Chris Hardy, CCE, IOM  
President & CEO



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## OUR VISION

Sumter... a family-oriented community that excels in the world market.



## OUR MISSION

To promote an ideal business environment which supports growth and total community development.

# STRATEGIC IMPERATIVES

*What is absolutely necessary for the organization to accomplish its mission?*

## I : MEMBERSHIP DEVELOPMENT

To attract and retain a dynamic, growing membership. The Membership Council monitors new member recruitment and retention efforts while overseeing the Chamber's benefits and services to its members. The Chamber's Public Relations Task Force and Ambassadors are included in the Membership Division.

## III : EDUCATION

To develop initiatives that strengthen partnerships between the business community and our educational institutions. This includes public, private, and higher education partnerships to progress education and workforce development.

## V : MILITARY AFFAIRS

To actively engage the military and business communities of the Greater Sumter area to develop strategic relationships and mutual support. The Military Affairs Committee works with the Shaw Sumter Community Council as advocates for military needs to remove obstacles and ensure the success and longevity of Shaw Air Force Base.

## VII : EXISTING INDUSTRY

To oversee partnerships between the Chamber and existing industry in the Greater Sumter area while providing a forum for local manufacturing executives to positively address issues of concern and promote an improved business environment for current and prospective companies.

## II : SMALL BUSINESS DEVELOPMENT

To build relationships with existing Chamber investors and to generate new benefits while monitoring existing benefits to ensure members' needs are met. The Small Business Council works to provide new opportunities to assist member business growth and to support the small business community.

## IV : LEADERSHIP DEVELOPMENT

To create a platform for our members to build relationships, develop professionally, and become politically and philanthropically active. Programs provide leadership development opportunities while building partnerships that contribute to the economic development of our community.

## VI : PUBLIC POLICY

To advocate for the position of business in strategic areas of our community at the local, state, and federal levels. To develop annual legislative priorities in efforts with the Chamber's membership and Board of Directors.



*Career Leadership forum presented by the Education Committee*

## MEMBERSHIP DEVELOPMENT

**Focus: Keep Members Informed**

- Action:** Host new member orientation quarterly  
Bi-weekly updates from President & CEO  
Create Open House program  
Host Annual State of the Chamber  
Include content marketing in all digital communications

**Focus: Increase Membership & Retention**

- Action:** Host annual committee training program  
Increase face time with all members  
Annually review member benefits and services  
Adhere to annual member retention program  
Conduct membership campaign every 3 years  
Recruit to retain

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## SMALL BUSINESS DEVELOPMENT

**Focus: Promote Sumter's Small Business Community**

- Action:** Market and promote Simply Sumter program (Shop Local)  
Create monthly Small Business Spotlight  
Create annual Small Business Celebration in honor of Small Business Week

**Focus: Serve As A One Stop Shop Resource for Existing & Start Up Small Business**

- Action:** Create a Small Business Hotline  
Create a "How to Start a Business" guide  
Create consultation program to assist small business start ups  
Utilize Higher Education partners to create new support opportunities

## EDUCATION/WORKFORCE DEVELOPMENT

### **Focus: Public/Private Education**

- Action:** Enhance Golden Apple awards to include more business community engagement  
 Expand Career Leadership Forums and serve as a model for statewide implementation  
 Partner with Leadership Development in Young Leadership program  
 Expand Partners in Excellence program  
 Sustain Educator of the Year program  
 Ensure Technical High School becomes reality

### **Focus: Higher Education**

- Action:** Partner with Higher Education to create sustainable internship program  
 Create awareness to upperclassmen on opportunities in Sumter  
 Promote Sumter's Higher Education partners as a viable choice  
 Cross promote Job Board to Higher Ed  
 Build upon Professor/Instructor/Industry relationships  
 Partner to create Soft Skills Curriculum
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## LEADERSHIP DEVELOPMENT

### **Focus: Leadership Sumter**

- Action:** Annually evaluate program curriculum to ensure current needs are being met  
 Create Alumni program to provide engagement with past participants  
 Create scholarship program for small business/Shaw personnel

### **Focus: Youth Leadership Sumter**

- Action:** Create program to engage high school upperclassmen and Higher Ed students  
 Expose participants to available resources in Sumter  
 Engage with the business community through program projects

### **Focus: Young Professionals of Sumter (YPS)**

- Action:** Expand program roster to 30 engaged members  
 Develop programs to implement in the community that will attract more young professionals to Sumter  
 Work with existing business leadership to provide more opportunities for young professional engagement  
 Create program to celebrate young professionals in Sumter County



## MILITARY AFFAIRS

**Focus: Advocate for Shaw Air Force Base Sustainability**

**Action:** Work with legislators to provide income tax relief for military retirees  
 Conduct annual trip to Washington, DC / Pentagon with elected officials  
 Meet with base officials annually to discuss current needs

**Focus: Engage Community with Military**

**Action:** Work with Shaw officers to build relationships with Airmen  
 Introduce spouses to Sumter and available resources  
 Promote available employment in Sumter to Shaw retirees

## GOVERNMENT RELATIONS

**Focus: Create Legislative Priorities Agenda**

**Action:** Establish Government Relations Committee  
 Serve as S.C. Chamber Grassroots location  
 Meet annually with local government, education and business community to determine needs  
 Present legislative priorities to local and state elected officials

**Focus: Communicate Issues with Members**

**Action:** Weekly legislative updates to membership during General Session  
 Press Releases on Chamber positions  
 Visit with elected officials during General Session  
 Host Candidate forums for local and state elections  
 Communicate candidate positions with membership

## EXISTING INDUSTRY/INDUSTRIAL ASSOCIATION

### **Focus: Create Awareness of Industrial Association**

**Action:** Increase membership and participation  
 Participate in local career/job fairs  
 Expand outreach to neighboring county's manufacturers

### **Focus: Connect Local Industry with Skilled Workforce**

**Action:** Utilize Shaw Transition Assistance Program as a resource for technical/skilled workers  
 Develop/implement recruitment video kiosks at select community locations  
 Provide support and influence to increase CCTC Advanced Manufacturing Training Center enrollment  
 Create awareness of career opportunities to education partners and parents

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## Current Programs & Events

Chamber Retreat

Military Appreciation Picnic

Legislative Day

Porches of Sumter

Rub O' The Green Golf Tournament

Legislative Breakfast

Annual Awards Gala

The Good Life Senior Living Expo

Commander's Breakfast

Golden Apple Student Awards

Leadership Sumter

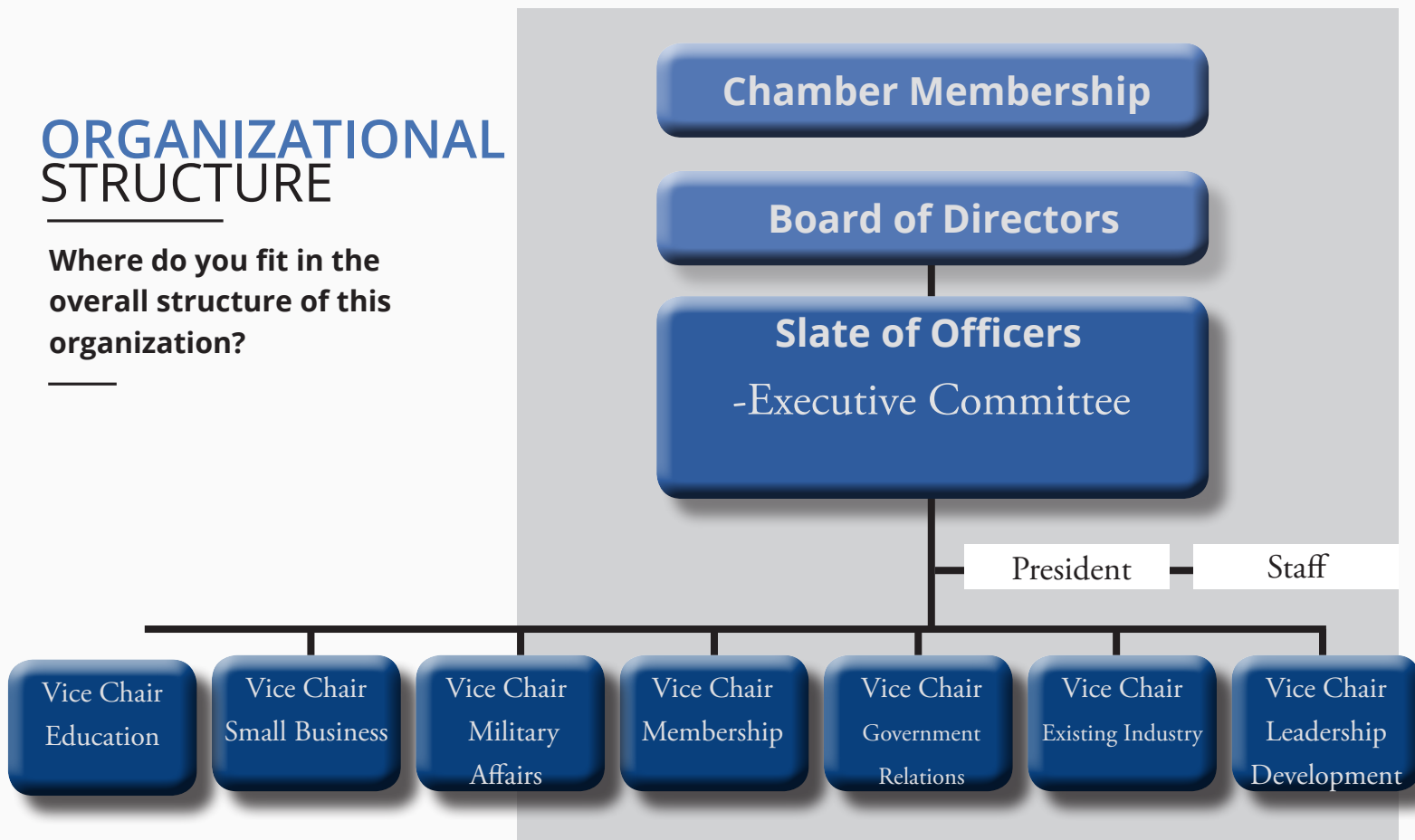


# THE GREATER SUMTER CHAMBER OF COMMERCE AS AN ORGANIZATION

The Greater Sumter Chamber of Commerce is one of the oldest and most respected Chambers of Commerce in the State of South Carolina. We are a business leadership organization that is governed by a Board of 11 Directors and managed by five committed, professional staff. The Greater Sumter Chamber of Commerce advocates for the prosperity of our business community on a local, state, and federal level. Our primary goal at the Greater Sumter Chamber of Commerce is to protect and communicate the best interests of our members and our business community. The Greater Sumter Chamber of Commerce operates as a 501(c)(3) nonprofit.

## ORGANIZATIONAL STRUCTURE

Where do you fit in the overall structure of this organization?



## Industry Breakdown

- Manufacturing and Construction
- Hospitality and Entertainment
- Non-Profit and Civic Organizations
- Education, Military, and Government
- Professional Services
- Retail

- ✔ Over 2,700 Facebook followers
- ✔ Over 43K billboard views a month
- ✔ Over 12 event sponsorship opportunities



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# Strategic Plan

# 2018-2020

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