



VISION CORAL GABLES
COMMUNITY & ECONOMIC DEVELOPMENT
TRAVEL AND TOURISM
SMALL BUSINESS

VISION CORAL GABLES

A 5-year Initiative Campaign for the Coral Gables Chamber of Commerce

*Update to Investors
Fall 2008*

Mission Statement

Vision Coral Gables is a response to the leading voices in our community who are urging the Coral Gables Chamber of Commerce to become more involved in business development, economic growth initiatives, and problem solving by establishing strong strategic partnerships.

*Coral Gables Chamber of Commerce
Est. 1925*



CORAL GABLES



CHAMBER OF COMMERCE
Developing Business • Building Community

VISION Coral Gables

Designed to be a strong program of advocacy and growth for our members, VISION Coral Gables and its three new initiatives build upon the successes of the Chamber's existing six divisions and create a vision for our Chamber's future. Each of the divisions and their working committees focuses on our Chamber's diverse and dynamic program of work: business and economic development, international affairs, member affairs, community affairs, advocacy and special events.

This *Report to Investors* is being provided to all VISION investors to update you on the progress of our three initiatives, share with you the good news of our success in the first year of the campaign, and outline the strategic objectives that have been crafted and prioritized for each program. To date, we have 50 investors in VISION Coral Gables, with pledges totaling nearly \$800,000 over five years.

The efforts of each strategic objective are being overseen by a newly created Investor Council. This group of Chamber volunteers and VISION investors manage the program and continue to secure new investors in the campaign. In addition, they liaison with the Chamber's leadership and the VISION investors to keep them apprised of the program's successes and growth.

Without the support of each of you, our investors, we would not be able to plan a vibrant program of work for the future of our Chamber.

Together, we are developing business and building community.

Investor Council

Chair, Perry Adair, *Becker & Poliakoff*

The Investor Council of VISION Coral Gables is made up of the lead investors in the initiative campaign. Charged with setting the direction and tone for each of the programs the council works together to identify prospects and new investors. The Investor Council also creates greater awareness of VISION Coral Gables among of our investors, Chamber members and community.

The Investor Council also oversees the branding of the VISION program, all collateral materials, as well as our web presence on the Chamber's website.

Strategic Objective #1:

Community and Economic Development

- A Community and Economic Development Council (CEDC) will advise the Investor Council and Chamber's Board of Directors regarding positions on issues related to Economic Development opportunities in the community.
- The CEDC will build on the successes of the International, Business and Economic Development, Government and Legislative Affairs and Community Affairs Divisions. It will meet quarterly and focus on several goals:
 - Business relocation, expansion and retention in coordination with our partners
 - Periodic *Business Briefs* for local businesses, including a program co-hosted with the City of Coral Gables on permitting process, as well other educational sessions
 - Create a *Red Carpet Welcome Program* focused on connecting new businesses and their employees to the community at large

- Serve as a resource and problem-solver for members, especially with the City of Coral Gables
- The CEDC will coordinate its economic development activities with the City of Coral Gables, its Development Department and Economic Development Board, as well as other local, regional and state agencies.
- The Chamber's CEDC will help new companies and existing ones connect with local companies and other professional services via our Chamber membership. The CEDC will also leverage existing relationships to help businesses access tax incentives, financial assistance, labor training and other resources available from State, City and County governments.

**Strategic Objective #2:
Travel and Tourism**

Chair, Gabe Castrillon, Hyatt Regency Coral Gables

- A Chamber Travel and Tourism Committee will develop a comprehensive program to attract more business travel and leisure visitors to the recreational, cultural, historical, dining and shopping amenities available in Coral Gables.
 - Develop a joint destination marketing program in conjunction with for Summer 2009 to directly impact the summer drive-in market
 - Develop a table-top display to be used at trade-shows in conjunction with the Greater Miami Convention and Visitors Bureau for Pow Wow 2009
- The Chamber and its partners will offer a *personal touch* and destination information to visitors and prospective visitors via a quasi-visitor center (and eventually a full-service Visitor Center).
- The Chamber will build on the success of its annual *City Beautiful Guide* and create information packages for individuals, familiarization tours and groups. A special visitor section will be created in the 2008/09 *City Beautiful Guide*.
- Chamber staff will provide support to a "Travel & Tourism Hot Line", in partnership with the Greater Miami Convention and Visitors Bureau, to answer questions and manage referrals to members and visitors.
- The Chamber will collaborate with partners to create a dynamic travel and tourism effort and position Coral Gables as a premier visitor destination. The committee will work closely with the International Division, which is already attracting international visitors.
- The Chamber's Travel and Tourism initiative will work closely with the Downtown Business Improvement District, Village of Merrick Park, Greater Miami Convention and Visitors Bureau, City of Coral Gables, retailers, restaurants, hoteliers and others to help create a separate identity for Coral Gables, and leverage budgets of each agency to create appropriate messaging, branding and collateral.
- In addition, there is a strong desire to leverage advertising (local, regional, state, national and international), create an identity for the "destination" of Coral Gables, design collateral, and host familiarization tours for meeting planners, lifestyle media, and more.

- Updates to the Chamber website will include a *Visit Coral Gables* section micro-site with its own web address and partner presence.
- The Chamber will purchase annual memberships in the GMCVB and Visit Florida. In addition, programs will be designed to leverage dollars from these resources and partners.
- Participate in the production of a PBS special, *The Fairway Gourmet*, that features Coral Gables as a golfing, dining, hotel and shopping destination. Partnered with City of Coral Gables, GMCVB, BID and Village of Merrick Park on this program. Secured B-Roll footage for future promotional spots.

**Strategic Objective #3:
Independent Business Resource Center**

Chair, TK Heatley, EWM

- The Chamber will expand its services to small and independent businesses to ensure the growth, retention, and survival of this critically important group to our local economy. We will create a virtual “Small Business Resource” section on our website, supported by the Independent Business Committee and the Chamber.
- Chamber members will steer the formation of the on-line resources and define what is needed and make sure that services do not duplicate what is already available – we will be a point of access for our members.
- The Chamber endeavor to create a space at the Chamber offices to include a library of resources, and lists of agencies, companies, financial institutions and programs that can help small businesses.
- The Chamber will designate staff to work specifically with the Independent Business Committee. This person and the Center’s advisors will market the programs of the committee and coordinate with other city, regional, state, and federal agencies, such as the Small Business Administration.
- A quarterly seminar series will be hosted for our independent business members and their employees, and include such topics as sales, high powered networking, employee development, public speaking and more. In addition, continuing education courses will be explored that provide on-going training to front-line staff.



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