



Program of Work Accomplishments - 2019

Organizational Improvement, Vice Chair, Valerie Roberson

Goal: To identify and act upon issues and activities that enhance the function and effectiveness of the chamber.

- New Chamber website is complete.
- Chamber Staff is now being trained to utilize Chamber database to full capacity.
- Continued providing information to our members and community, utilizing newsletter, WSST, The Cordele Dispatch, South Georgia News and social media. Hired Tamala Mathis to handle social media.
- Contacted new members...followed up with visit or call within 30 days
- Have held 3 Business After Hours. – Elite Therapy & Crisp Regional Surgery & Crisp Regional Aesthetics, and Innovative Personal Care Home
- Reviewed Membership Investment Schedule and increased by 2%.
- Held a 12 @ 12 (with Chairman
- Coordinated 16 ribbon cuttings 1 ground breakings and 4 open houses.
- Continued to promote members events & community events via email all social media.
- Sponsored 70th Annual Dinner & Administrative Professional Day

Community Development, Vice Chair, Doug Dean

Goal: To develop programs to help improve the quality of life for our community.

- Workforce development and education – Continued to support programs provided through the school system, higher education, and the Cordele/Crisp Industrial Develop Council.
- Explored interest in Leadership Crisp and will offer beginning in January 2020
- Sponsored 4th Annual Leadercast Cordele. Numbers were down this year. Researching for 2020.
- Continued to support health and wellness events, including Crisp Regional Health Services, sponsoring Cordele Senior Games, Suicide Awareness Walk, and local gyms. Participated in Community Health Assessment.
- Promoted Farmers Market
- Continued to support neighborhood improvements and housing by supporting Southwest Georgia United's rental property and the Farm Migrant Housing Program. Continue to support Landbank.
- Continue to support and promote ag community, including Farmers Market, Watermelon Days Festival, and Farmer's Appreciation dinner.
- Support Crisp County School System, Crisp Academy, South Georgia Technical College and Albany State University.
- Sponsored STAR Student/Teacher recognition at Lions Club and sponsored Red Ribbon Week.

Small Business Development, Vice Chair, Heath Hamilton

Goal: To develop programs to promote quality economic growth, provide assistance to small businesses and entrepreneurs.

- Created new comer/new business informational brochure & include information in Chamber Business Directory.
- Partnered with UGA Business Develop Center (Max Marketing), South Georgia Technical College, Albany State University and Southwest Georgia United to assist entrepreneurs, and small businesses.
- Continued partnership with Albany State University and South Georgia Technical College for employment workshops, including résumé and application packet building.
- Updating “How to Start a Business” packet.
- Continued to promote business development and promote the Resource Office at the chamber. Assisted 14 in starting a business. 29 individuals utilized the resource office.
- Offered webinars through the Georgia Chamber, Tax Credit Seminars and SBDC to membership. 44 participated

Keep Crisp Beautiful, Vice Chair, Chip Wells

Goal: To educate our community to build and sustain a local movement to reduce and eliminate litter and promote participation and efforts to preserve our environment.

- Keep Crisp Beautiful has section in the Chamber Chatter to promote events, recruit volunteers and educate the community.
- Director or volunteers will provide education information, advertising events at least once monthly on WSST, press releases will be sent to all media and included on all social media.
- Increased volunteer base. Recruit Boy Scouts, 4-H’ers, with a focus on Senior citizens, other community organizations and the business community.
- Sponsored Great American Clean Up, Rivers Alive scheduled for Nov. 23rd, held drop off for Bring One for the Chipper, held Spring Clothes Collection, will promote America Recycles Day on social media, continue to encourage Adopt-A-Highway/Spot Cleanup, held Book Collection, Litter Index 1.53, continued to collect and disburse Trauma bears to The Gateway Center.
- Continued promoting and expanding litter awareness with new ad campaign (KCB is using Crisp Co. Sheriff’s Office & Keep America Beautiful’s litter campaign, PSA’s and billboards, monthly tips in newsletter, and promoting Adopt-A-Spot/Highway Programs, and Earth Day at local schools.
- Continued promoting recycling through Recycling brochure, America Recycles Day, researching other options and encourage expansion of program for Crisp County as well as reducing waste, and reuse with collection events such as bag, clothes, book, and stuffed animals.
- Created Land Bank Task Force and held Town Hall meeting to discuss importance of Land Bank initiative. Sent letters to City of Cordele, City of Arabi and Crisp Co. Commissioners asking them to support Land Bank.

Public Affairs, Co-Chairs, Karen Kinsey & Marlene Kimball

Goal: To interact with appropriate levels of government and private sectors to accomplish goals of chamber and community.

- Sponsored 31st Annual Atlanta Legislative Fish Fry with great local support and good attendance.
- Sponsored 25th Annual Public Safety Appreciation Dinner.
- Sponsored “Get Out & Vote” and “Meet & Greet the Candidates”
- Board members attended Congressional Luncheon and other events sponsored by the Georgia Chamber.
- Continue to support for tax credits, community issues (i.e. Albany State, SWGAU, CRH tax credits).

Tourism Division, Vice Chair, Monica Mitchell

Goal: To expand the visitor base.

- Completed re- branding. Tourism Committee wants a “slogan”
- Continued to sponsor & support softball, fishing, golfing & other tournaments.
- Sponsored Watermelon Days Festival, Hot Air Balloon event (record attendance at event, Duathlon/Triathlon and Fireworks.
- Supported Historic SAM Railroad (Day Out with Thomas & National Train Day).
- Supported Cordele Main Street (Rail Museum, Rail Fan Festival, Christmas and other events)
- Supported Georgia Veterans State Park, Friends of Georgia Vets and Lake Blackshear Resort & Golf Club events.
- Researched locations for new directional signage at entry ways (Highway 280 east & west, Highway 41 north & south). Road with Steve Fulford to review locations. We are waiting on DOT to approve the sites.
- Promoted and supported Farmers Market, Crisp Motor Sports Park, SpeedFest, Sailplanes, family reunions, conventions and other visitors/groups to our community.
- Supported Agri Tourism (Georgia Grown State Initiative, Ga. Grown Trail 41, 100 Mile Peanut Pickin Yard Sale).
- Provided info to Hurricane Dorian evacuees (approx. 50), made contact with all hotels for availability during the Hurricane (for the Sheriff’s Office)
- Quiet Community – Taxes are being collected. We are waiting on CSX legal department.
- Provided 2,981 goody bags to visitors, local visitor guides provided to local businesses 4,979 and mailed 941

Program of Work – 2020

Organizational Improvement, Vice Chair, Valerie Roberson

Goal: To identify and act upon issues and activities that enhance the function and effectiveness

- **Improve engagement of current members through calls and visits**
- **Customized new comer packets**
- **Health & Wellness Event 2 times a year**
- Continue providing information to our members and community, utilizing newsletter, WSST, The Cordele Dispatch, South Georgia News and social media
- Contact new members...follow up with visit or call within 30 days
- Sponsor Business After Hours
- Sponsor 12 @ 12 with past chairs and chamber membership
- Sponsor Ribbon cuttings, ground breakings and open houses.
- Sponsor Annual Dinner & Administrative Professional Day
- Sponsor membership drive

Community Development, Vice Chair, Doug Dean

Goal: To develop programs to help improve the quality of life for our community.

- **Busting concrete v land next to Farmers Market v Downtown**
- **Promote Southwest Ga. United funding for small businesses**
- **Promote and support Ga. Grown Agribusiness & Ga. Grown Trail**
- **Tax Credits/Write-off for Contractors**
- **Nutrition – promote nutrition & local food @ schools & games**
- **Education – introducing kids to local offerings**
- **Media to highlight opportunities & availability**
- **Classes for kids to be more marketable**
- **Sponsor Leadercast & Leadership Crisp**
- **Database of services & activities offered**
- Support Workforce development and education
- Continue to support health and wellness events, including Crisp Regional Health Services, sponsoring Cordele Senior Games, Suicide Awareness Walk, and local gyms
- Promote Farmers Market to spread information about it, enhance community involvement, and make it more family-oriented. Research ways to make it more desirable for families (green space, special days with events to bring more visitors to the Market. Research ways to increase the number of vendors. Promote with billboard on I-75
- Continue to support neighborhood improvements and housing by supporting Southwest Georgia United's rental property and the Farm Migrant Housing Program.
- Continue to support and promote Ag community, including Farmers Market, Watermelon Days Festival, and Farmer's Appreciation dinner.
- Support Crisp County School System, Crisp Academy, South Georgia Technical College and Albany State University.
- Sponsor STAR Student/Teacher recognition at Lions Club and sponsored Red Ribbon Week.

Small Business Development, Denise Ruff

Goal: To develop programs to promote quality economic growth, provide assistance to small businesses and entrepreneurs.

- **Partner with High School on financial literacy session**
- **Partner with High School on publicity of work study opportunities**
- **Partner with High School on job fairs in school**
- Publish Business Directory
- Partner with UGA Business Develop Center, South Georgia Technical College, Albany State University and Southwest Georgia United to assist entrepreneurs, and small businesses.
- Research ways to help new businesses with permitting (stream lining) City & County.
- Continue partnership with Albany State University and South Georgia Technical College for employment workshops
- Continue to promote business development and promote the Resource Office at the chamber.
- Sponsor webinars and seminars of interest to membership

Keep Crisp Beautiful, Vice Chair, Chip Wells

Goal: To educate our community to build and sustain a local movement to reduce and eliminate litter and promote participation and efforts to preserve our environment.

- **Encourage Court System to Support litter & dumping tickets (letter from KCB & Chamber)**
- **16th Avenue is face of Crisp County – Clean it**
- **Educate 4th graders with free literature-utilize High School students**
- **Encourage churches-based groups to promote anti-litter**
- **Continue to support land bank**
- **Banners when dumpster are available**
- **All neighborhood cleanup dates – Quarterly?**
- **Cut outs of “Law” Enforcement – CCSO...Can’t afford to be trashy\$\$\$**
- **Research to see if Star Program can assist with clean up**
- **Support – Code Enforcement of business**
- **Contests – promoting anti-litter with cash prizes**
- **Keep Crisp Beautiful Scholarship – Kids participate & keep up with points to determine winner**
- **Ask electronic billboards – “Don’t Litter” when they can “fit” in**
- Increase educational initiatives: Director and committee members will speak to all 4th graders annually
- Director or volunteers provide education information, advertising events at least once monthly on WSST, press releases will be sent to all media and included on all social media.
- Sponsor Great American Clean Up, Rivers Alive, Bring One for the Chipper, Spring Clothes Collection, America Recycles Day on social media, continue to encourage Adopt-A-Highway/Spot Cleanup, held Book Collection, Litter Index, collect Trauma bears (for first responders and The Gateway Center)
- Continue promoting and expanding litter awareness
- Continue promoting recycling through Recycling brochure, America Recycles Day, researching other options and encourage expansion of program for Crisp County as well as reducing waste, and reuse with collection events such as bag, clothes, book, and stuffed animals.

Public Affairs, Co-Chairs, Karen Kinsey

Goal: To interact with appropriate levels of government and private sectors to accomplish goals of chamber and community.

- **Annual Safety Appreciation – possibly luncheon**
- **Host Quarterly Manager’s Meetings**
- **Explore increase of city/county contribution to Chamber**
- **Explore legislative connections with local business entities – ie realtors, industries, etc.**
- **Invite the three Railroad reps to Managers Meeting and Planning Retreat**
- **Support consolidation of services (Public Works, Planning & Zoning, Emergency Services)**
- **Support census planning & implementation**
- Sponsor 32nd Annual Atlanta Legislative Fish Fry – including Sumter & Wilcox
- Sponsor “Get Out & Vote” and “Meet & Greet the Candidates”
- Attend Congressional Luncheon and other events sponsored by the Georgia Chamber.
- Continue support for tax credits (Crisp Regional Hospital)

Tourism Division, Vice Chair, Monica Mitchell

Goal: To expand the visitor base.

- **Research “ROCKET” Park**
- **Support & promote Train Viewing Platform**
- **Include Outdoor Sports Showcase (RV’s & Boats) during Watermelon Days Festival**
- **Support Smokin’ on Blackshear BBQ & Music Festival**
- Continue to sponsor & support softball, fishing, golfing & other tournaments.
- Promote Cordele/Crisp to Film Industry. Update pictures on State Film site.
- Sponsor Watermelon Days Festival, Hot Air Balloon event, Duathlon/Triathlon and Fireworks.
- Support Historic SAM Railroad (Day Out with Thomas, National Train Day & Special Event Trains)
- Support Cordele Main Street (Rail Museum, Rail Fan Festival, Christmas and other events)
- Support Georgia Veterans State Park, Friends of Georgia Vets and Lake Blackshear Resort & Golf Club events.
- Continue to work with DOT to get locations approved for new welcome signs
- Promote and support Farmers Market, Crisp Motor Sports Park, and Speedfest, Sailplanes, family reunions, conventions and other visitors/groups to our community.
- Support Agri Tourism (Georgia Grown State Initiative, Ga. Grown Trail 41, 100 Mile Peanut Pickin Yard Sale).
- Develop “hurricane Policy & Procedure guide and information guide for evacuees
- Continue to support Quiet Community