



ENTERPRISE
CHAMBER OF COMMERCE

Growing Business. Building Community.

2020 – 2021 Annual Report



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The mission of the Enterprise Chamber of Commerce is to be an advocate for its members by promoting the growth of business, industry, and community. This mission is carried out through the collaborative efforts of a strong network of community leaders, business professionals and passionate individuals all working together to promote and foster a prosperous business climate that enhances the quality of life for all citizens of our community.

“Keeping Enterprise Stronger Together” has been our manta since the beginning of the pandemic. Our businesses and community have faced innumerable challenges since March of 2020, but together we continue to triumph over adversity! Through our combined efforts we have united to lift each other up by rallying to promote and support local business, collaborating to teach and learn new skills, and strengthening our commitment to progress our local economy. As the saying goes, “a rising tide raises all ships.”

Despite the challenges, the Enterprise Chamber of Commerce has continued to provide support to its membership through its services, products and programs. This is made possible thanks to our staff, our Board, our dedicated volunteers, community partnerships and continued support of our Membership. Together, we will continue to grow business and build community by “Keeping Enterprise Stronger Together”.

Thank you,

Erin Grantham

Executive Director

MISSION, VISION, & VALUES

During 2020-2021 our Board took on a new challenge to achieve accreditation with the US Chamber of Commerce. This initiative caused our Board to take a deep look introspectively at our organization, and provided the necessary guidance to update our policies and procedures. Through this process we have been able to improve our practices, and discover new opportunities to be a Chamber of Excellence. The Mission, Vision, and Values outlined below are at the center of all that we are, and all that we hope to be.

MISSION

To be an advocate for our members by promoting the growth of business, industry, and community.

VISION

To promote and foster a prosperous business climate that enhances the quality of life for all citizens of our community.

VALUES

The Enterprise Chamber of Commerce will adhere to the following institutional values to support our mission, ensure accountability, and promote a positive relationship with our members and throughout the community:

Integrity: We commit to demonstrating a high-level of honesty and fidelity, and following through on our commitments.

Value: We strive to bring the greatest value to our members and business in the Enterprise area by targeting our efforts and aligning our resources to support the needs and aspirations of our members.

Excellence: We lead by example by promoting high-standards of excellence in all areas of Chamber business.

Leadership: We provide leadership that transcends our membership to impact positive contributions throughout the community.

Advocacy: We advocate on behalf of our members to promote a fair and equitable environment that empowers business and provides opportunities to achieve success.

Collaboration: We collaborate with our members, community partners, and key stakeholders, to address the needs and opportunities for business and community.

Diversity & Inclusion: We value the diversity of our business community and encourage participation, inclusion, and partnership amongst all of our members.

2020 – 2021 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE OFFICERS

Chairman of the Board: Paul Sherling, Ed Sherling Ford

Chair-Elect: Lisa Fenner, Medical Center Enterprise

Immediate Past Chairman: Trent Dillard, Alabama Power

Secretary: Eric Wymann, Navigator Development Group

Treasurer: Maggie Haas, Carr, Riggs, & Ingram

Division Vice Chairmen:

Vice Chairman of Economic Development – Zel Thomas, Enterprise City Schools

Vice Chairman of Public Affairs – Rob Rhoades, Diamond R Electric

Vice Chairman of Community Development – Queen Amos, Club Yesepoch

Vice Chairman of Organizational Development – LaWanda Grill

BOARD OF DIRECTORS

Travis Parker, Travis Parker Realty

Clegg Snipes, Whittaker-Warren Insurance

Chellye Stump, Enterprise State Community College

Pam Gillis, Individual Member

Ashley Marshall, Cranford-Marshall Legal, LLC

Ben Jimmerson, iXL Real Estate/Wiregrass Home Heroes

Eddie Fortner, Wayne Farms

Ashley Merritt, Alabama Ag Credit

Chad Wester, Boll Weevil Soap Co/DEBA

Lee Milliner, Lee Milliner State Farm

Angela Brockman, Enterprise City Schools/Career Tech

James Tarbox, Marsh & Cotter, LLP

James Trey Shiver, ChoiceLifeQuote.com

Charlene Swann, DAV Chapter 9

NON-ROTATING BOARD MEMBERS

Representative, WEDC

*Trent Dillard, Alabama Power

Katy Sellers, ALL IN Credit Union

Kristy Caraway, Regions Bank

Lori Nelson, River Bank & Trust

Mark Payne, BankPlus

Representative, Synovus Bank

Terry Barnes, Southeast Gas

HONORARY BOARD MEMBERS

Mayor William E. Cooper, Sr.

Probate Judge, Jodee Thompson

William D. Brooks, Lifetime Member

EX-OFFICIO BOARD MEMBERS

Enterprise City Council

Coffee County Commissioners

Enterprise Parks & Recreation

Enterprise Tourism

Main Street Enterprise

Ft. Rucker Representatives:

1-212th Avn. Rgt.

Public Affairs Office

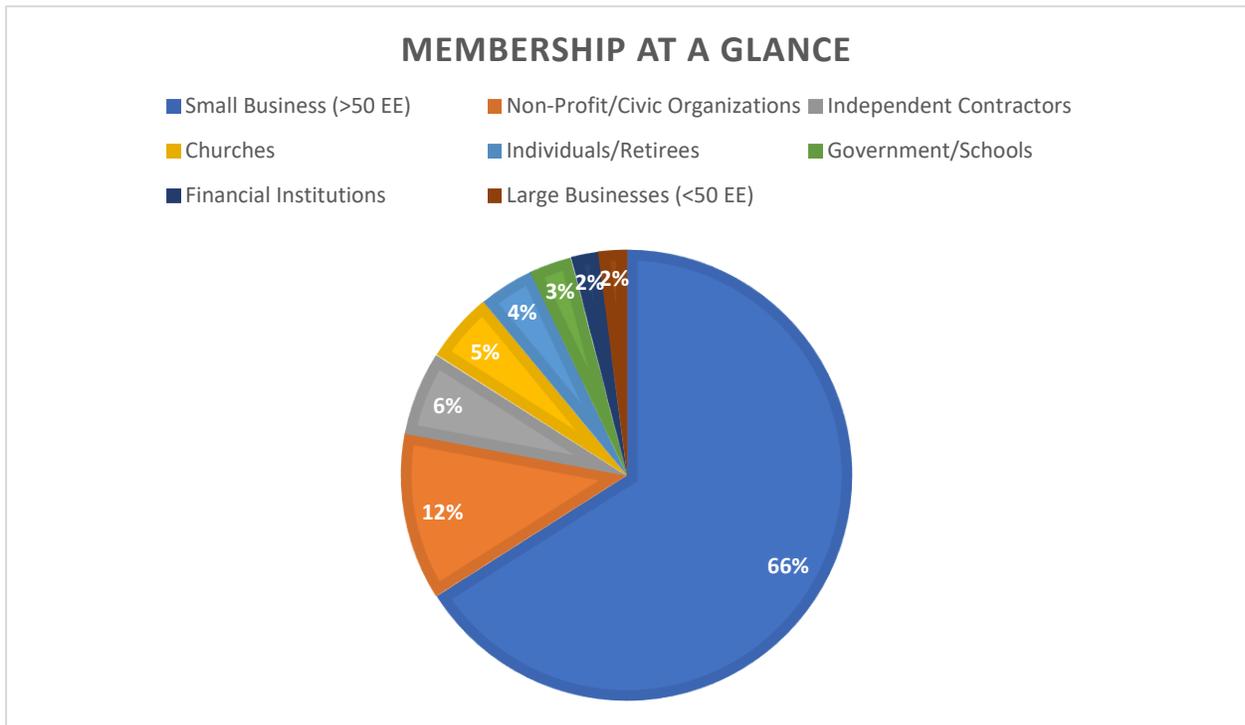
Department of Family, Morale, Welfare,
and Recreation

*Representative presently serves on the Executive
Committee as an Officer of the Board.

MEMBERSHIP

644 Members → 92% Retention Rate

64+ New Members, of which **13** were **NEW** businesses.



Membership investment is critical to the continued efforts of the Enterprise Chamber. The voluntary dues paid by our members make up **48%** of our total annual revenue.

The Chamber’s yearly programs and events, including sponsorships and vendor fees, supplement our annual income, to help keep down the cost of membership dues, and add up to approximately **19%** of our total annual revenue.

Our partnership with the City of Enterprise provides many valuable resources which are vital to the success of our community events, to include additional funding which allows us to do more throughout the year; this partnership adds approximately **30%** to our total annual revenue.

ENTERPRISE CHAMBER OF COMMERCE MEMBERSHIP DEVELOPMENT

Our goal is to strengthen local business of all sizes, by providing resources, programs, education, advocacy, information and initiatives that help promote a thriving business climate, a thriving community, and a better quality of life for all. The Chamber's hosted a variety of program events throughout the year to enhance membership development.



16 Ribbon Cuttings



3 Member Milestones



6 Wee-Veals



3 Groundbreakings



4 Business After Hours



3 MVAC Breakfasts

OVER 250 ATTENDEES at CHAMBER HOSTED PROGRAM EVENTS!

These program events provide great networking opportunities to connect with local area professionals, and create partnerships to and increase business opportunities. They also increase the visibility of host locations and promote community development.



CHAMBER AMBASSADORS

This committee is composed of a group of dedicated volunteers with a passion for promoting the Enterprise Chamber and supporting local business and the community. We have over **15** Ambassadors that volunteer their time to visit with our Members, volunteer at events, and help the Chamber with various projects. This elite group helps to retain existing members as well as recruit new members.

ENTERPRISE CHAMBER OF COMMERCE COMMUNITY DEVELOPMENT

The Chamber also hosted several community events throughout the year to attract non-residents to the Enterprise area to promote our city and our community. These events also increase sales revenues in the city, and support aspiring entrepreneurs. Collectively, this enhances the quality of life and increases economic vitality in our area.



Boll Weevil Fall Festival

Weather issues took down our first attempt at the BWFF in 2020, we were able to utilize our rain date and provide BWFF 2.0. This event hosted over **70** vendors and had over **5,000** attendees!



Chip & Fancy Chamber Elves Scavenger Hunt

This “Shop Local” adventure provides a lot of fun during the holiday season, and promotes the goods and services offered by our local businesses. **12** businesses hosted the elves over a 9-day period. Participants returned passports to confirm over **180** purchases at local businesses!



Enterprise Christmas Parade

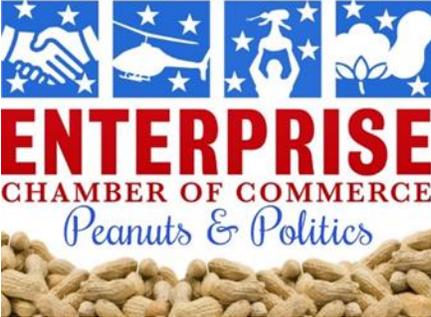
The Enterprise Christmas Parade is an annual favorite. In 2020 we had **102** entries showcasing local businesses, churches, queens and more! This event had over **6,100** in-person attendees. Our live-stream event through our Facebook page which reached over **20,000** people virtually!



World's Smallest St. Patrick's Day Parade/Half-Pint 0.5K

The parade has been a tradition for 28 years. The addition of the 0.5K in 2018 has increased the visibility and tourism tremendously with over **4,303** visitors on this day. In 2020 we had over **521** people participate live, and 20+ virtually!

The Chamber strives to provide information to increase awareness of issues that will impact the local economy, promotes opportunities to connect with local, state, and federal leadership, and encourages public participation.



PEANUTS & POLITICS

The ongoing pandemic of 2020 did not allow us to host Peanuts & Politics in-person, but we found a way to provide information and resources in a digital format. The Chamber invited candidates to participate in a virtual forum and shared to our social media outlets, posted to YouTube, and shared in our e-newsletter. This was a fair and balanced way to allow the membership, and public-at-large to learn more about the candidates running in the municipal elections.

We also created a dedicated landing page on our website for voters to find all of the “need to know” details about the election, including voter registration, and candidate details.



FORT RUCKER STRONG!

The Chamber also encourages and supports a strong healthy relationship between the civilian community and members of active and retired armed forces. We are grateful for Fort Rucker, the United States Army Aviation Center of Excellence, and all of the men and women in our community because of the installation. MWR honored us with a few tokens of appreciation for our partnership and support.



In addition to providing support and resources to our neighbors at Fort Rucker, the Chamber also partners with Wiregrass Economic Development Corporation to welcome our newest neighbors in multiple advertising campaigns. The Chamber also goes on-site to deliver welcome bags monthly to promote the Chamber, its members, and the community. The Chamber also has a robust Military & Veterans Affairs committee committed to serving our veteran community and their families.

ENTERPRISE CHAMBER OF COMMERCE ECONOMIC DEVELOPMENT

The Chamber works in collaboration with community partners and key stakeholders to help grow and retain existing business, and provide opportunities to attract new business.



ENTERTAINMENT DISTRICT

The Chamber worked in partnership with WEDC, Main Street Enterprise, and city leaders to bring forth the resolution of the Downtown Enterprise Entertainment District. Ordinance 07-06-21-C was passed at the City Council meeting with many local restaurant and bar owners present. This ordinance provides opportunities to

enhance our community events to draw in non-residents to patronize Enterprise businesses, and provides opportunities for new and expanding businesses.



ECONOMIC DEVELOPMENT TRAINING

The Chamber increased their knowledge of Economic Development to better help support the business needs of its membership and its partners. In September 2020 Executive Director, Erin Grantham completed the Government and Economic Development Intensive through Auburn University.



EDUCATION & WORKFORCE DEVELOPMENT

The Chamber connects workforce development and education partners to help attract and grow skilled employees for existing business, and attract new business. In 2020 the Chamber partnered with our local education systems and workforce development organizations on a variety of

projects to include: promoting new programs at ESCC; assisting ECTC and EHS with interviewing students, speaking to their Entrepreneurship class, serving on the Commerce Information Technology Advisory Committee, and promoting the opportunities at ECTC; and working with Southeast Alabama Works to coordinate their Educator Workforce Academy tours by connecting with industry for site visits, as well as promoting employment opportunities and resources to enhance potential employees employability.

ENTERPRISE CHAMBER OF COMMERCE ORGANIZATIONAL DEVELOPMENT

The Chamber strives to become more effective and more efficient organization by continuously increasing knowledge of the industry, improving upon methods, and developing new ways to fund Chamber operations. In 2020-2021 the Board took on the task of applying for accreditation with the US Chamber of Commerce. This process took several months, but we learned a lot and were able to complete the packet for submission in August of 2021. During this time we updated our organizational policies and procedures, and came out a much stronger Chamber! Some of those updates included:

- Amending the By-Laws
- Analyzing the Mission and Vision statements, and adding the Values Statements
- Updating the Organizational Chart and Board Job Descriptions
- Creating Committee Guidelines
- Creating a Finance and Risk Management Policies
- Creating an Employee Handbook and Personnel Policies
- Updating Employee Job Descriptions
- Creating a new Legislative Policy Agenda
- Updating our 3-5 Year Strategic Planning Goals
- Creating a new Technology Plan
- Creating a new Data Protection Policy
- Creating a new Communications and Marketing Plan
- Creating a Style and Branding Guide
- Updating the Chamber’s Crisis Plan

The Chamber also worked hard over the past year to increase its visibility and promote its mission, vision, and values. In addition to all of our in-person promotions, programs and events, we increased our presence digitally. Some of those analytics include the following:

WEBSITE TRAFFIC	FACEBOOK	INSTAGRAM	GOOGLE	E-NEWSLETTERS
<ul style="list-style-type: none"> • 30,709 Page views • 16,959 Site Sessions (6% increase) • 15,115 Unique Visitors (5% increase) • 253 New E-newsletter subscribers (65.2% increase) 	<ul style="list-style-type: none"> • 8,107 likes/9,063 followers • 167.1K users reached • 187K total engagement • 23,932 total photo vies • 202 direct messages received 	<ul style="list-style-type: none"> • 1,820 followers 	<ul style="list-style-type: none"> • 27,665 users found us on Google • 196 users asked for directions • 1,083 users went to our website from their search • 510 called the Chamber • 230.7K web impressions • 199,335 views on photos 	<ul style="list-style-type: none"> • 1,616 Subscribers • 160+ E-newsletters sent



“Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has.” ~ Margaret Mead



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