



GATEWAY INITIATIVE

Accountability Plan 2021



SOUTH BALDWIN
CHAMBER OF COMMERCE



COASTAL ALABAMA
BUSINESS
CHAMBER

Accountability Plan

2021

Introduction

Since the initiative has grown to include investors from the Coastal Alabama Business Chamber (the collaboration efforts that kicked-off in 2019), the Gateway Initiative has been guided by a set of strategic objectives called our [Accountability Plan](#).

These items derive from the original [Case Statement](#), which was developed by South Baldwin Chamber leadership with guidance from *Funding Solutions* in 2017.

The *Accountability Plan* is revised bi-annually by the internal team and then approved by the Oversight Council (four investor representatives from each chamber). Internally, every item is filed

within a larger project plan, a spreadsheet we use to track every aspect of our work. This spreadsheet includes each variation of the Accountability Plan and links back, by number, to the original Case Statement.

Each item within the Accountability Plan is also connected to our [Evergreen List](#), so we are able to calculate how much of our efforts were put into each sub initiative and project and which members of the team were involved.

Our team will review the Plan in January 2022 to remove items that are 'complete' and update items that may no longer be relevant (according to direct business investor feedback).

Gateway Initiative Accountability Plan 2021

Workforce Development + Recruitment

- PD** 2. Facilitate leadership, customer service and supervisory development training to 100 individuals, annually - 4th Quarter, 2021
- ★ PD** 3. Explore options to contract services in order to facilitate and build curriculum for multiple levels of Customer Service training including business certification, and including funding and revenue opportunities - 3rd Quarter, 2021
- PD** 5. Enhance Soft Skills VR training program and implement into Baldwin County Hospitality and Culinary curriculum - 3rd Quarter, 2021
- A** 8. Regular meetings and advocacy efforts with/for regional training and workforce partners (i.e., ATN, SAWDC, CACC, AIDT, SBLC) - 4th Quarter, 2021 and ongoing
- ★ R** 10. Explore timeline and work plan for developing a recruiting, hiring, and job sharing platform for local businesses and workforce - 4th Quarter, 2021
- R** 11. Co-host job/career fairs (virtual and in person) in collaboration with Baldwin County Career Centers and SAWDC - 4th Quarter, 2021
- CST** 13. Determine Pre Apprenticeship and Apprenticeship options and career pathways in local business roles or connect employers with industry expert sponsors (e.g., CACC or AOA) - 4th Quarter, 2021 and ongoing
- ★ R CST** 14. In order to promote local job opportunities for Baldwin County's youth, support and participate in SAWDC Worlds of Opportunity (WOO; and senior event) and other similar events (in GS/OB), including promotion of pre apprenticeship and apprenticeship - 1st Quarter, 2021
- A CST** 18. Continued partnership with educational institutions and local business leaders to create and promote apprenticeship credentialing opportunities - 4th Quarter, 2021 and ongoing
- ★ CST** 20. Sponsor 100 Apprentices in key industry clusters in Baldwin County (including marketing, set up / administration, and tracking of apprentice progress) - 4th Quarter, 2021 and ongoing
- ★ A CST** 49. Continue to foster relationships with local educational institutions and employers in order to influence curriculum opportunities that align with local business needs (including regular meetings with career coaches and guidance counselors and promoting career tech opportunities to students and caregivers) - 4th Quarter, 2021 and ongoing



Gateway Initiative Accountability Plan 2021

Business Engagement + Incubation

- I **BE** ★ 27. Continue to provide engagement services and solutions or provide referral services to start-up entrepreneurs or existing businesses, including exploration of coworking space options (e.g., ATAC Strategy Deployment project with SBCC) - 4th Quarter, 2021
- I **M** 28. Partner with existing local SCORE representatives to recruit SCORE mentors in order to aid local entrepreneurs - 2nd Quarter, 2021

Business-Driven Needs Assessment + Solutioning

- A** 33. Facilitate the formation of industry cluster consortiums to better understand local workforce and educational needs as well as increase advocacy efforts on a variety of other regional topics - 4th Quarter, 2021
- A** ★ 34. Design and administer a bi-annual industry salary survey to better understand regional wage trends - 2nd Quarter, 2021

Pro-Business Advocacy

- A** ★ 35. Participate in local, regional, and state-wide Advisory Committees in order to advocate for South Baldwin businesses - 4th Quarter, 2021
- A** ★ 36. Play a lead role in facilitating local communication and info sharing forums for members and investors to include participation from local leaders and representatives during critical times - 4th Quarter, 2021 and ongoing
- A** 38. Engage Baldwin Chamber Coalition in relevant pro-business advocacy efforts, including legislative communications, and community education opportunities - 4th Quarter, 2021 and ongoing
- A** 39. Develop and share 2021 Baldwin County Legislative Agenda for local elected officials, including distribution of Baldwin Legislative Survey - 1st Quarter, 2021
- A** ★ 50. Continue facilitating connection between local businesses and regional early childhood education experts to develop programs and establish facilities for daycare to meet the needs of our local workforce - 4th Quarter, 2021

A = Advocacy **BE = Business Engagement**
I = Incubation **M = Mentorship**



Gateway Initiative Accountability Plan 2021

Governance + Administration

- PM IR** 41. Track and plan interactions with and financial pledges for individual investors, including communication and billing preferences - ongoing
- PM IR** 42. Work with entire project team (viz., communications and project management) to use marketing materials for investor communications, including email campaigns and investor events - ongoing
- C** 43. Manage Gateway website and other customized online content, including social media and email marketing campaigns - ongoing
- C** 44. Co-develop deliverables for all programs and sub initiatives (e.g., training e-blasts, etc.) - ongoing
- C** 45. Design and deliver reports for investors and other key stakeholders (e.g., annual reports, status updates, etc.) - ongoing
- PM C** 46. Track program progress using 'Evergreen List' (or similar); deliver to investors at annual meetings - ongoing
- C** 47. Coordinate with media consultants to organize and produce content for website and social media (One Baldwin Project; including relevant updates, news, and stories) - ongoing
- PM C** 48. Facilitate and participate in a minimum of 4 Oversight Council meetings; discuss progress and programming updates - ongoing

C = Communications IR = Investor Relations PM = Project Management





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