

Business & Economic Development Division

Jeff Hanson (IDP Properties), Vice Chairman

2020 Proposed Business Plan

SEEDS Business Resource Center

Mission:

To foster and assist entrepreneur development in Lowndes County, and to create the most pro-business environment in Georgia for new and existing businesses.

2020 Goals

Client Service

- Provide service to 500 clients (503 clients served in 2019)
- Assist 15 entrepreneurs successfully start a new business (16 new businesses successfully launched in 2019 with assistance from SEEDS Center)
- Continue to improve SEEDS Website market to attract 200 monthly visitors (194 average monthly visitors in 2019)

Business University

- Host or co-host 12 Business University events with an average of 20 at each (Hosted & Co-hosted 14 events with an average of 21 at each in 2019)
 - Coordinate 4 additional Business University events with the City of Valdosta to target low to moderate income entrepreneurs (Hosted 2 events in 2019)
 - January 30, 2020- Web Design and SEO
 - April 15, 2020 – All Day- One Day to Start Workshop
 - August 27, 2020 – Topic TBD
 - October 27, 2020 – Topic TBD

Incubator Development

- Assist with creating and implementing early stage marketing plan
- Assist in preparing bid documents for VABI facility
- Assist in issuing RFPs and contractor selection for VABI facility
- Assist in updating development cost estimates
- Assist in construction project oversight

Youth Entrepreneurship

- Direct the third year of YEA! through May 2020 graduation (17 YEA! students in 2019-20 class)
- Coordinate the local Pitch Event in March 2020
- Participate in the Pitch Event in Rochester, New York in May 2020
- Coordinate the YEA! Trade Show in May 2020
- Coordinate fund allocations for students from Pitch Event through July 2020

Business Outlook Breakfast

- Coordinate 2020 Southeastern Credit Union Business Outlook Breakfast February 11, 2020 with 200 attendees (200 attendees in 2019)

Small Business Week

- Coordinate Google Workshop during Small Business week (First week in May)

2020 Economic Summit

- Coordinate 2020 Annual Economic Summit at the 3rd quarter Chamber Community Council Luncheon on September 22, 2020 with 65 attendees (63 attended in 2019)

Shop Small Saturday

- Coordinate event date for businesses on Saturday, November 30, 2020 with 20 visits (Visited 20 businesses in 2019)
- Distribute marketing materials to local businesses (Delivered marketing material to 15 businesses in 2019)

Valdosta Networking Professionals

- Oversee the Chamber's weekly leads group (The group has 22 members, the average weekly attendance is 10 with an average of 4 leads shared per week)