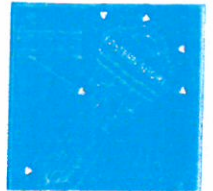




# EASTERN SHORE CHAMBER OF COMMERCE Blueprint for a Better Tomorrow



## June 2012 End of Year Report

2011-2012 was a year focused on Tourism and Workforce Development. The following programs and projects would NOT continue, or have been completed, without the Blueprint for a Better Tomorrow's investors.

Our mission is to help our businesses be more successful which in turn creates more money for the community. By supporting Blueprint for a Better Tomorrow, we can continue to expand the promotion and support of our businesses and communities. Every project is formulated around this concept. By bringing in more revenue through lodging, business licenses, sales taxes, and the money generated by people and businesses that relocate, makes the Eastern Shore stronger. Next fiscal year we will be focusing on growing industry based on the expanded Economic Development Strategic Plan, formulated this year, while growing our Tourism base and continuing our Workforce Development programs.

### 2011-2012 Annual Return On Investment of highlighted BBT Programs



#### Tourism

- \$29,600 Two Billboards annually
- 44,520 Advertisement valued on estimated 636,000 people who view billboard x seven cents (according to Lamar)
- 15,000 Development Tourism Website
- 3,900 Up keep Tourism Website a year
- 80,800 Advertisement value of visits = average 5 pages and visit lasting 337 visitors a month, lasting 4 minutes,
- 17,800 10,000 visitors *on weekend* to Welcome Center on I-10
- 48,300 average three brochures estimated value of 3.5% return of direct mail.

\$239,920

The impact of the Eastern Shore, AL APP and impact of actual chamber website is not included in these estimates: they were not BBT projects. Conservatively, for every one dollar spent by tourists, three dollars more are generated and spent within the community.

*The expected annual economic impacts are based upon this year's identified successes and an anticipated cumulative seven percent growth in the future. Given the wide range of Chamber tourism activities and the expected community growth, it is likely that this is a conservative measure on the economic impacts of the Tourism component. \* (Seven percent is by 2015).*



#### Workforce Development

- \$ 17,460 Implementation of Choices program in Eastern Shore 7th grade classes which included soft skill training and introduction to career choices.
- 23,466 Implementation cost of first year STEPS program in Spanish Fort, Daphne and Fairhope High Schools. "at" risk students. 36 in year 2012/2013. Numbers will expand when program is installed in every grade. There will be two classes - freshman and sophomores in 2013/2014. Adding another class every year
- 246,000 Estimate annual spending impact of 20 additional high school graduates participating in tech or associate degrees per year on our economy\*.

\$286,926 TOTAL FOR ENTIRE EASTERN SHORE

*\*Work Force Development: The Blueprint For Tomorrow creates a program that encourages high school students to continue their education in high demand areas such as the health care industry. The expected annual economic impacts assume twenty additional high school students pursue and complete tech or associate's degrees. The expected annual economic impact on output is \$246,000 with a ten year accumulated annual impact on output of nearly \$3.9 million. Since each year a new group of higher skilled workers enter the work force, the expected annual economic impact will increase by nearly \$250,000 each year.\**

*\* Excerpts from the Blueprint for Tomorrow Eastern Shore Chamber of Commerce 2009 Economic Impact Study*

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