



EASTERN SHORE CHAMBER OF COMMERCE Blueprint for a Better Tomorrow

June 2013 End of Year Report

2012-2013 was a year focused on Expanding the Economic Development portion of Blueprint for a Better Tomorrow. The following programs and projects would NOT continue, or have been completed ,without the Blueprint for a Better Tomorrow's investors.

2012-2013 Annual Return On Investment of Major BBT Programs



Economic Development

For updated demographics and more information about the Eastern Shore including the cities of Spanish Fort, Fairhope and Daphne, go to eschamber.com and click on Economic Development. OR download our free APP: Eastern Shore, AL at eschamber.com. "ES Economic Development" is available on the APP for smart phone viewing.

Hosted Economic Development Training Summit for ES Leaders July 2012

- \$ 1,500 Logo design ED Eastern Shore
- 3,000 Redesign of Economic Development Section of Eastern Shore Chamber website
- 15,000 Created Economic Development MICRO APP
- \$ 750 New ED marketing piece

\$19,500 ROI FOR ENTIRE EASTERN SHORE

- Hosted luncheon with Commercial Finance Community and Developers about Advantage Sites and importance of having a quality "product"
- Worked with 8 businesses looking at the Eastern Shore for expansion
- Worked with six films and TV shows coming to area
- Finalized the Technology Research Survey
- Identified 50 businesses for Technology Research Survey

\$ Priceless ROI FOR ENTIRE EASTERN SHORE

Workforce Development

- \$ 17,460 Implementation of Choices program in 32 Eastern Shore 7th grade classes , 870 students which includes soft skill training and introduction to career choices.
- 46,932 Implementation cost of two year STEPS classes Freshman and Sophomore in Fairhope, Daphne & Spanish Fort High Schools.
- 246,929 Estimate annual spending impact of 20 additional high school graduates participating in tech or associate degrees per year on our economy*.

\$310,392 ROI FOR ENTIRE EASTERN SHORE

Tourism

- \$ 29,601 Two Billboards annually
- 44,520 Advertisement valued on estimated 636,000 people who view billboard x seven cents (according to Lamar)
- 3,900 Up keep Tourism Website a year
- 80,802 Website Visits - Advertisement value of visits = average 5 pages and visit lasting 337 visitors a month, lasting 4 minutes,
- 17,802 10,000 visitors on weekends to Welcome Center on I-10
- 48,300 Average three brochures estimated value of 3.5% return of direct mail.

\$224,925 \$224,925 ROI FOR ENTIRE EASTERN SHORE