



GATEWAY INITIATIVE

ACCOUNTABILITY PLAN

2022



SOUTH BALDWIN
CHAMBER OF COMMERCE



COASTAL ALABAMA
**BUSINESS
CHAMBER**

Accountability Plan

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 has reviewed the Plan and removed items that are 'complete' and updated items that may no longer be relevant (according to direct business investor feedback). We will complete this process again in January 2023.

Workforce Development & Recruitment

- PD** 1. Facilitate leadership, customer service and supervisory development training to 100 individuals, annually - 4th Quarter, 2022
- PD** 2. Collaborate with Gulf Shores & Orange Beach Tourism, Coastal Alabama Community College, Gulf Regional Early Childhood Services, Auburn Technical Assistance Center, Tri-City Leadership on the development of the South Baldwin Workforce Training Campus - 4th Quarter and ongoing 2022
- PD** 3. Collaborate with TransferVR to develop additional VR training opportunities to support training for south Baldwin businesses. - 3rd Quarter, 2022
- A** 4. Regular meetings and advocacy efforts with/for regional training and workforce partners (i.e., ATN, SAWDC, CACC, AIDT, SBLC) - 4th Quarter, 2022 and ongoing
- R** 5. Explore timeline and work plan for developing a recruiting, hiring, and job sharing platform for local businesses and workforce - 1st Quarter, 2022
- R** 6. Co-host job/career fairs in collaboration with Baldwin County School and Career Centers - 2nd Quarter, 2022
- CST** 7. 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, 2022 and ongoing
- R CST** 8. 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, 2022
- A CST** 9. Continued partnership with educational institutions and local business leaders to create and promote apprenticeship credentialing opportunities - 4th Quarter, 2022 and ongoing
- CST** 10. Sponsor 50 Apprentices in key industry clusters in Baldwin County (including marketing, set up / administration, and tracking of apprentice progress) - 4th Quarter, 2022 and ongoing
- A CST** 11. 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, 2022 and ongoing

A = Advocacy CST = Career Skills Training
PD = Professional Development Training R = Recruitment

Business Engagement & Incubation

- I BE** 11. Continue to provide engagement services and solutions or provide referral services to start-up entrepreneurs or existing businesses - 4th Quarter, 2022
- I M** 12. Continue to partner with existing local SCORE representatives to recruit SCORE mentors in order to aid local entrepreneurs - 4th Quarter and ongoing 2022

Business-Driven Needs Assessment + Solutioning

- A** 13. Facilitate meetings with 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 and ongoing 2022
- A** 14. Publish the results of the 2021 bi-annual industry salary survey to better report current industry wage and benefit trends in our region- 1st Quarter, 2022

Pro-Business Advocacy

- A** 15. Participate in local, regional, and state-wide Advisory Committees in order to advocate for South Baldwin businesses - 4th Quarter and ongoing 2022
- A** 16. 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 and ongoing 2022
- A** 17. Engage Baldwin Chamber Coalition in relevant pro-business advocacy efforts, including legislative communications, and community education opportunities - 4th Quarter and ongoing 2022
- A** 18. Develop and share 2022 Baldwin County Legislative Agenda for local elected officials, including distribution of Baldwin Legislative Survey - 4th Quarter, 2022

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

Governance + Administration

- PM IR** 20. Track and plan interactions with and financial pledges for individual investors, including communication and billing preferences - ongoing
- PM IR** 21. 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** 22. Transfer and production of a new Gateway website and other customized online content, including social media and email marketing campaigns - ongoing
- C** 23. Co-develop deliverables for all programs and sub initiatives (e.g., training e-blasts, etc.) - ongoing
- C** 24. Design and deliver reports for investors and other key stakeholders (e.g., annual reports, status updates, etc.) - ongoing
- C** 25. Track program progress using 'Evergreen List' (or similar); deliver to investors at annual meetings - ongoing
- PM C** 26. Organize and produce content for website and social media (One Baldwin Project; including relevant updates, news, and stories) - ongoing
- PM C** 27. Facilitate and participate in quarterly Oversight Council meetings; discuss progress and programming updates - ongoing

Business-Driven Needs Assessment + Solutioning

1 Prospective
Investor/Member
Meeting

2 Gateway
Introduction +
Needs Assessment

3 Offer Applicable
Solutions Based
on Assessment



CAREER SKILLS TRAINING

Linking Training
Programs to
YOUR Business
Needs

Help Accessing
Training Funding
+ Incentives

Apprenticeship
Modeling
+ Administration

*Complimentary
Gateway to Great
Customer Service*

Line-Level,
Supervisory
+ Leadership
Classes

PROFESSIONAL DEVELOPMENT TRAINING



ADVOCACY + RESEARCH

Baldwin County
Chamber
Coalition
**Legislative
Agenda**

Technical
Education
Committee
+ Workforce
Council Presence

Wage + Benefit
Survey
Administration
+ Analysis

Facilitating
Collaboration
between Peer
Business Leaders

Defining
Education
+ Training
Opportunities

INDUSTRY CLUSTER NETWORKING



RECRUITMENT + PLACEMENT

Sponsored
Employment
+ Career Fairs

Development of
Career Pathways
Relevant to Local
Business

MEET OUR TEAM



Donna Watts

President / CEO

South Baldwin Chamber of Commerce
donna@southbaldwinchamber.com



Greg Alexander

President / CEO

Coastal Alabama Business Chamber
greg@mygulfcoastchamber.com



Tyler Morgan

Director of Career &
Business Development

Gateway Initiative
tyler@gatewayinitiative.com
M: 251.422.0942



Ed Bushaw

Vice President of
Workforce Development

Gateway Initiative
ed@gatewayinitiative.com
M: 251.751.7070



Kaitlyn O'Neal

Marketing &
Communications Manager

Gateway Initiative
kaitlyn@gatewayinitiative.com
M: 251.504.0775



Lori Pressley

Director of Communications
South Baldwin Chamber of Commerce
lori@southbaldwinchamber.com



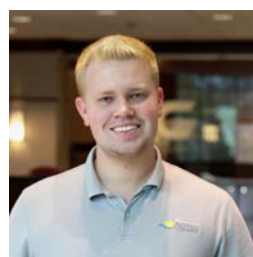
Penny Hughey

Vice President of Education + Programs
Coastal Alabama Business Chamber
penny@mygulfcoastchamber.com



Travis Valentine

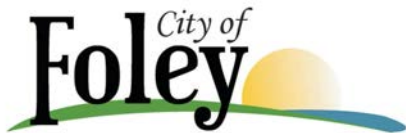
Vice President of Investor Relations
South Baldwin Chamber of Commerce
travis@southbaldwinchamber.com



Ryan Moberly

Director of Communications
Coastal Alabama Business Chamber
ryan@mygulfcoastchamber.com

A Special Thank You To Our Top Investors



Investor logos displayed (on Gateway collaterals) are Leader's Forum-level investors and above.
Contact our team for more details about what you receive when you invest in Gateway!



GATEWAY INITIATIVE



SOUTH BALDWIN
CHAMBER OF COMMERCE



COASTAL ALABAMA
BUSINESS
CHAMBER



AUBURN UNIVERSITY
HARBERT COLLEGE OF BUSINESS



Gateway Training Academy



COASTAL ALABAMA
COMMUNITY COLLEGE

