

Guiding Policy Principles

CBRCC Government Affairs Committee



MISSION STATEMENT:

The Cocoa Beach Regional Chamber of Commerce serves as the voice of business, enhances the quality of life in the community, and acts as a catalyst for business success.

Guiding Policy Principles Overview:

The Cocoa Beach Regional Chamber of Commerce (“Cocoa Beach Chamber”) is organized to, among other things, advocate, promote, and advance legislation, regulations, policies, political and social issues, and programs at the local, state, and national level conducive to creating, expanding, or maintaining a strong and vibrant pro-business climate within our service area.

The Cocoa Beach Regional Chamber of Commerce’s Guiding Policy Principles provide a baseline allowing the Chamber to be nimbler when considering positions on current and on-going issues at all levels of government. The principles will be reviewed and approved periodically by the Chamber’s Board of Directors to ensure scope and relevance.

As part of its advocacy efforts, the Cocoa Beach Chamber identified the following areas it believes are critically important to its mission and purpose.

ARTS, CULTURE, RECREATION, AND TOURISM:

Art, culture, recreation, and tourism play a vital role in attracting new businesses, recruiting and retaining talent, and enhancing community development. Therefore, the Cocoa Beach Chamber advocates for:

- Responsible funding for programs and organizations offering exposure to arts, culture, recreation, and tourism to further solidify the Space Coast as a top travel destination.
- Coordinated efforts between arts, cultural, recreational, and tourist development organizations to promote tourism.

EDUCATION:

The Cocoa Beach Chamber supports strategies and initiatives promoting high quality schools and other educational organizations aiding in business recruitment and the development, recruitment, and retention of local talent. Therefore, the Cocoa Beach Chamber advocates for:

- Increased opportunities to earn post-secondary degrees and certificates in diverse fields of study within the Cocoa Beach Chamber's service area.
- Creation, development, and availability of work skills training programming, including internships and technical instruction, to provide local businesses a workforce that possesses a solid foundation in the skills necessary to develop a diverse, skilled workforce to meet our region's current and approaching demands.
- Equitable allocation of funds aimed at constant improvement of the quality of instruction being offered to students at all educational levels.
- Responsible investment in the maintenance and development of educational facilities and infrastructure to support student success.
- Development of educational resources for entrepreneurial activities and business growth.
- Increased partnerships between local businesses and educational facilities to provide students with advice and guidance on educational needs in the workplace.
- Increased investment in operating budgets for public educational facilities to sustain current enrollment and future growth.
- Promoting and supporting a range of educational opportunities including, without limitation, high performing public schools.

ECONOMIC DEVELOPMENT:

Economic development along the Space Coast will continue to shape the growth of our community for the foreseeable future. Therefore, the Cocoa Beach Chamber advocates for:

- Support for initiatives attracting and retaining high-skill, high-wage jobs.
- Continuing to energize local innovators with strategic investments and favorable policies to stimulate further growth opportunities for entrepreneurs.

ENVIRONMENT AND NATURAL RESOURCES:

The Cocoa Beach Chamber recognizes the availability and quality of our natural resources are critical for our area's long-term success. Therefore, the Cocoa Beach Chamber advocates for:

- Comprehensive solutions to the growing shortage of adequate water supplies, using a mixture of conservation, reuse, and alternative water resources.
- Cooperative efforts between local, regional, state, and federal governmental bodies to address environmental issues.
- Monitoring of environmental regulations for effectiveness and reasonableness.
- Use of incentivized voluntary compliance in the implementation of environmental regulations.
- Funding for coordinated long-term restoration and conservation efforts that ensure the vitality of our fragile ecosystem for generations to come.

GOVERNANCE AND TAXES:

Government should perform its function with minimal impact on business. Therefore, the Cocoa Beach Chamber advocates for:

- Streamlining of oversight agencies and protocols to expedite business creation and growth.
- Regular reviews of government-imposed fees to balance the need for new development to pay its fair share of infrastructure costs while preventing fees from becoming obstructions to business.
- Tax policies that stimulate growth, encourage innovation, support job creation and employee retention, and allow businesses to invest in their own operations and communities.
- Preservation of local governments' broad "home rule" powers to address local issues and priorities.

HEALTHCARE:

Quality healthcare is key to keeping our business community productive and profitable. Therefore, the Cocoa Beach Chamber advocates for:

- Initiatives aimed at improving the health of our workforce and community, especially for those without access to primary care.
- Increased medical education and training opportunities addressing key areas of shortages, including without limitation nursing and primary care physicians.
- A healthy, competitive, and stable insurance market with an emphasis on the reduction of fraud and reduced costs.
- Expanded access to mental health assessments and treatment.

HOUSING, SAFETY, AND QUALITY OF LIFE:

Housing, safety, and quality of life each play an important role in creating strong, attractive, desirable, and vibrant community. Therefore, the Cocoa Beach Chamber advocates for:

- Increased opportunities for homeownership across a broad cross section of citizens.
- Increased housing attainability across all income levels and lifestyle choices.
- Vibrant neighborhoods and commercial corridors that encourage multiple modes of transportation.
- Desirable spaces that have competitive employment opportunities and a creative economy that provides a broad mix of shopping and dining experiences.
- Healthy and safe residential and commercial environments that have low crime rates and are accessible to lakes, parks, and quality food sources.
- Well trained and honorable police and fire department that citizens take pride in.

INSURANCE AND LEGAL CLIMATE:

Businesses require certainty and stability as it relates to insurance expenses and protections against lawsuit abuse. Therefore, the Cocoa Beach Chamber advocates for:

- Policies that keep insurance costs low and predictable and compliance information that is straightforward and timely for all businesses.
- A legal and regulatory framework that does not overburden business.

MILITARY:

The Cocoa Beach Chamber, via its Military Affairs Council, has served as a bridge allowing our civilian and military communities to work together to enhance the quality of life for the enlisted service members assigned to the Space Coast. We understand the importance of promoting and supporting our brave men and women who serve our country and call our community home. Therefore, the Cocoa Beach Chamber advocates for:

- Generating and supporting military family readiness and quality of life initiatives that ensure that the Space Coast is positioned for defense growth and known as a “Community of Choice” for our nation’s heroes and their families.
- Creating access to resources and opportunities for success during active service and while transitioning to civilian life.
- Building and maintaining supportive relationships with local military commands that strengthen morale and bolster mission readiness.

SPACE:

Our region, known as the “Space Coast,” serves as the center of innovation and industry, and remarkable achievements in space exploration and commercialization. The growth and success of the space industry is vital for continued economic diversity of our MSA and the recruitment and retention of the talent necessary to fill the high-skill, high-wage jobs created. Therefore, the Cocoa Beach Chamber advocates for:

- Supporting enhanced funding for space initiatives, including R&D, testing, and evaluation.
- Supporting an environment which encourages the growth of commercial investment which is vital to the future economic success of our region.

TRANSPORTATION:

Efficient and effective transportation facilities, projects, and options are crucial for our region’s economic development, the success of our businesses, and the local quality of life. Therefore, the Cocoa Beach Chamber advocates for:

- Supporting multi-modal transit projects that increase regional connectivity and decrease traffic congestion.
- Supporting roadway projects improving economic opportunity, quality of life, and safety.