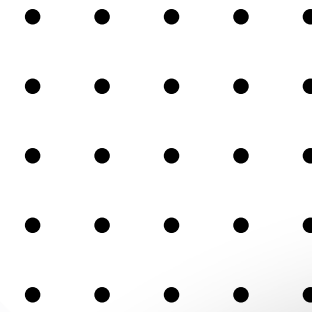


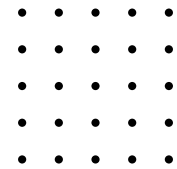


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# The Importance of Owning Business Data in Your Region

Presented By:  
**Greg Blose, MBA, IOM**







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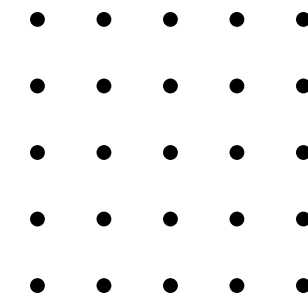


Chambers are not just  
networking organizations —  
they are economic leaders.



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# My Promise

By the end of this session, you'll  
see how data can:



Elevate your  
credibility.



Make you  
indispensable  
to  
policymakers.



Position your  
chamber as  
the go -to  
source for  
media and  
investors.



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# Why Chambers Must Lead with Data



## Credibility with Stakeholders:

- Policymakers and business leaders trust numbers, not just opinions.
- Local governments build their future plans on this same data if the chamber isn't at the table, it risks being left out.



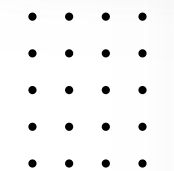
## Media Authority:

- Reporters need quick, digestible stats.
- If the chamber is the “first call,” you shape the narrative.



## Competitive Advantage:

- Communities with strong data stories attract investors, developers, and talent.
- Without it, you're invisible in the regional competition for jobs and growth.





# What Data to Collect

## Core Data Sets for Every Chamber :

- Employment & Labor: unemployment rate, size of labor force, % of residents working locally vs commuting .
- Population Growth & Demographics : age trends, migration patterns, diversity .
- Consumer Sentiment : local spending confidence, retail sales indicators .
- Business & Industry : number of permits, new businesses formed, sector growth .



## Where to Find It:

- UF Bureau of Economic & Business Research (BEBR).
- Florida Department of Economic Opportunity.
- U.S. Census & BLS.
- Local permitting offices & tax collector reports.

*\*You don't need all the data —focus on 3 –5 core metrics you can track consistently.*



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# Turning Data into Insight

Don't just share numbers — interpret them.

“Unemployment dropped from 5% to 4% — that's 600 people back to work. Here's how that impacts local retail sales.”



## Frame the Future

- Tie data to what's coming next — growth corridors, workforce challenges, housing needs .
- Align with City and County Comprehensive & Future Land Use Plans — chambers should speak the same planning language .



## Position as the voice of readiness :

- “Here's what we need to prepare for” → signals leadership, not reaction.



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## Monthly Cadence is Key

- A one -page dashboard/report → easy for members, media, policymakers to consume.
- Post it to your website, email members, push to reporters.



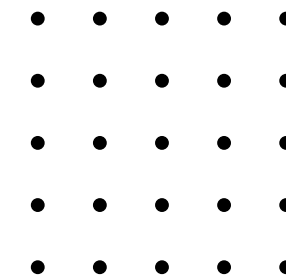
## Practical Steps

- Assign a “data lead” on your team (staff or volunteer).
- Use templates (Excel/Google Sheets) to track unemployment, labor force, population.
- Develop a monthly “Economic Pulse Report.”



## Leverage Partnerships

- Collaborate with city/county economic development, local universities, or even high school stats classes for data projects.



# Building Internal Reporting Capabilities



# Using Data to Inform, Advocate, and Attract

## Inform

Be the trusted voice for your community — monthly updates, press releases, member briefings.

## Advocate

Use data in front of City Council, County Commission, and legislators to support or oppose policies.

## Attract

Partner with local government to pitch job growth opportunities to site selectors and investors — backed by credible data.



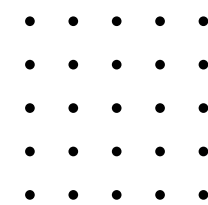
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# Key Takeaways

Chambers that own their data  
own their community's future.

Final thought: “If not  
the chamber, then  
who? If not now, then  
when?”



✓ Start with just one metric this month.

✓ Build a monthly rhythm.

✓ Share it with your media and policymakers.



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# Question And Answer Session

Thank You For Your Attention

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