



# ANNUAL REPORT

## YEAR IN REVIEW | JAN-DEC 2022

### MISSION STATEMENT

The Nassau County Chamber of Commerce is a membership-based association of businesses, professional leaders and individuals working together to sustain a favorable business climate that enables existing and new businesses to prosper. The Chamber will provide leadership that aggressively promotes responsible economic growth, employment opportunities, responsible government, excellence in education and quality of life.

### 2022 DISCOVERY MAP OF AMELIA ISLAND & SURROUNDING AREAS

- 350,000 published maps
- Distribution at more than 390 locations
- Exposure to an average of nearly 25,000 qualified, unique visitors per month sitewide



### 2022 DISCOVER NASSAU LIFE & LEISURE GUIDE

- 50,000 guides printed
- Over 400,000 guides downloaded online
- 150 distribution points throughout Nassau County



### STRATEGIC OBJECTIVES

- **Adding Value:** Creating and providing additional benefits which give our members a competitive edge and unlimited resources
- **Promoting Business:** Enhance the marketing and public relations of the Chamber of Commerce and member businesses
- **Business Assistance:** Monitor the pending decisions by local and state government bodies, be the first contact for opening a business and growing a business
- **Business Endorsement:** To build community and business-to-business referrals and to increase visibility and credibility of Chamber of Commerce members

*Growth, Governance, Engagement, Communication & Visibility*

### ACCOMPLISHMENTS

- Updated the Job Board on the Chamber website, making it easier than ever for local businesses and job seekers to connect and communicate with each other
- Offered a free resume builder service for the community job seekers, helping to connect local businesses in need of employees
- Partnered with the Florida Chamber of Commerce to host a virtual Campaign School & Leadership Program. Complete with various guest speakers, this three day virtual course taught attendees how to run for a local elected position
- Hosted 128 in-person and virtual networking and educational events
- Hosted 32 ribbon cuttings for businesses throughout the county
- Continued our 'Welcome to the Neighborhood' program, giving Chamber members the opportunity to place small gifts & coupons in welcome bags for new residents
- Created 'Meet Up in the Metaverse' virtual events allowing attendees to familiarize themselves with the new virtual world of networking
- Promoted local and state candidate questionnaires and campaign videos on our website and social media in an effort to better inform the public about local elections & candidates
- Hosted various Candidate Forums for local candidates and allowed members to attend in-person to watch the recording
- Provided membership with monthly editions of the exclusive Economic Indicators Dashboard
- Significantly increased online directory referrals to members
- Maintained critical service levels to members
- Offered HR Tool Kit, providing members of the Chamber with two hours of private consultation with a Human Resources attorney as well as access to the current Florida Employment Law Manual and compliance library

## 2022 PROGRAMS & EVENTS

### Public Officials Appreciation Reception

Held on October 17, 2022, this annual event provided Chamber members with the unique opportunity to network with Federal, State, and Local Elected Officials in a relaxed atmosphere.

### Nonprofit Roundtable Luncheon

Designed exclusively for nonprofit organizations, this monthly event gave nonprofit leaders and staff members the opportunity to share news and events, provide organization updates, and problem-solve with fellow nonprofit executives.

### Work Labs

Unlike traditional classes or workshops, Work Labs allowed participants to work at their own pace, asking experts for help with various subjects such as social media, QuickBooks and more.

### Westside Council Luncheon

Created as an informal opportunity for business leaders on the west side of the county to get together, network, and promote their business.

### Business After Hours

Our most popular monthly networking event, Business After Hours is hosted at a different location throughout Nassau County on the third Thursday of each month.

### Girl Boss

Girl Boss was created exclusively for women business owners in our community. Meetings are set up as a roundtable discussion, focused on the specific needs of women-owned businesses, and the particular challenges and opportunities they face.

### Hot Topics

Educational workshops hosted by Chamber members, for Chamber members. Topics ranged from health insurance to cyber security and everything in between.

### Coffee & Connections

Created to showcase various member businesses each month, while allowing attendees the opportunity to start their morning with coffee and networking.

### Coffee With Commissioners

Meetings were held to give Chamber members the opportunity to discuss topics with local commissioners in an informal and relaxed atmosphere.



## COMMITTEES, SERVICES & ADVOCACY

### Government Affairs

In our continued effort to speak as one voice for our business community, the Chamber met virtually with local officials and voiced issues and concerns relative to the business community.

### Smart North Florida

Partnered with Smart North Florida to improve the quality of life for Nassau County through collaboration, data coordination and smart technologies, and encouraged governments to include smart technology locally.

### Transit Task Force

Developed alternate private industry plan to address lack of public transit for the workforce in Nassau County.

### Leadership Nassau

Program created to assist in the development of community leaders by providing participants from diverse backgrounds with an understanding of the problems, opportunities, and issues facing the community.

### Workforce Housing Task Force

Created Community Land Trust to allow the private sector to address this challenge.

### Tour of Industry

Hosted tour of industry for candidates and elected officials on the importance of local industries and manufacturing plants in Nassau County.

# 2022 CHAMBER BOARD OF DIRECTORS



## CHAIRMAN

**Amber Bullington-Tipton**  
Amelia Island Kayak  
Excursions

## TREASURER

**Josh Mattox**  
PrimeSouth Bank

## PAST CHAIRMAN

**Tracy Stockdale**  
USHealth Advisors

**Jackie Darby**

Century 21 Miller Elite

## Stephanie DeAngelo

ERA Realty - Callahan  
Office

## Mike Dempsey

LignoTech Florida

## Laura Lott Harris

Lott's Furniture

## Olivia Hoblit

Innisfree Hotels

## Ed Hubel

Baptist Medical Center  
Nassau

## Marcos Jovel

Salt Life Food Shack

## Johanna Marlin

The Ritz-Carlton, Amelia  
Island

## Mike Mickler

Pineland Bank

## Jennifer O'Neal

MosquitoNix

## Dr. Lauren Pagel

Starting Point Behavioral  
Healthcare

## Royce Proctor

Okefenoke REMC

## David Richardson

Florida Public Utilities

## Eric Schmidt

WestRock

## Apollo Wright

Amelia/Yulee Neighbors

## Steve Wylie

UF Health

## Arthur "Buddy" Jacobs

Jacobs, Scholz & Wyler LLC  
*Ex-Officio Member*

# 2022 CHAMBER AMBASSADORS

## Paul Boone

Attorney at Law, P.A.

## Diane Ingram

Kinetico - CGC Water

## Donnay Qualls

Oxi Fresh Carpet  
Cleaning

## Bud Braiser

Follow That Dream  
Sailing

## Mary Lavin

Berkshire Hathaway - Team  
Werling

## Antoinette Richter

First Port City Bank

## Carol Cason

First Port City Bank

## Hugh McLean

SCORE Jacksonville

## Lisa Sanborn

## Jodi Collins

Edward Jones

## Paul McMullen

Western & Southern  
Financial

## Tracy Stockdale

USHealth Advisors

## Linda Crow

Crow Jewelers

## Avis Miller

Coast One Tours

## Renee Stoffel

Barnabas Center

## Jeremy Folliett

FASTSIGNS

## Paul Moerman

Gateway Mortgage

## Dunia Taylor

REMI Realty

## Chason Forehand

Pineland Bank

## Chasta Moore

Moore Amelia Island  
Rentals

## Brean Thompson

Wildlight

## Marjanna Garvin

RYAM

## Michelle Myers

Mint Magazine

## Stephanie Triola

New York Life

## Shelley Hirsch

Business & Operational  
Support Services

## Jennifer O'Neal

MosquitoNix

## Chelsea Waldron

Amelia Island Vacations

## Laurie Holmes

Little Lamb's Child Care  
Center

## Ashley Powell

The Cozy Crab Vacation  
Rental

## Leah Ward-Lee

\$1,000 Start-Ups  
Consortium

## Doug Hurley

RethinkWork Consulting &  
Coaching

## Kelly Powers

ONE Sotheby's  
International Realty

## Apollo Wright

Amelia/Yulee Neighbors



# AN INVESTMENT IN SUCCESS

## 2022 Return on Investment for Each Chamber Member



- Advertising opportunities I could not afford on my own
- Contact with other local businesses
- Increased image to consumers
- Unlimited resources
- Advocacy
- Educational opportunities



### CHAMBER MEMBERSHIP IS GOOD FOR BUSINESS

It's been proven - Chamber membership is an effective business strategy!  
If a business is a member of the local Chamber, the business enjoys:

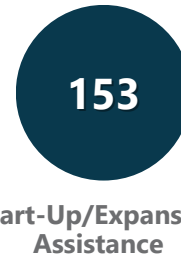
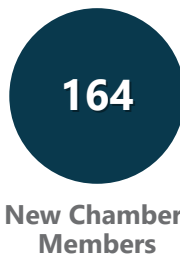
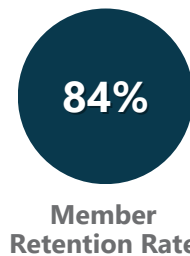
**80%**  
increase in likelihood consumers will patronize business in the future

**68%**  
increase in the business' local reputation

**73%**  
increase in consumer awareness

**49%**  
increase in its consumer favorability rating  
\*2019 SHAPIRO GROUP STUDY

### CHAMBER OF COMMERCE ACTIVITY REPORT | 2022



Did you know? Chamber member businesses consistently rank in the top 5 SEO industry searches on Google!

