

THE SHOALS

CHAMBER OF COMMERCE

YEAR IN REVIEW

2022 - 2023



MESSAGE FROM OUR PRESIDENT



Caitlin Burns, President

Never has there been a more rewarding time to work for and with the businesses of the Shoals to seek a unified vision and shared growth. The Shoals Chamber staff is humbled by the opportunity that we have to serve, advocate for, and shine a spotlight on our community and those businesses that make it a truly special place to live, work, and play.

As an organization, we conducted an incredibly successful (thanks to you!) Total Resource Campaign; implemented a new leadership program for young professionals called “EMERGE;” traveled to D.C. with a diverse group of local leaders and businesspersons for thought-provoking meetings with our Legislators; expanded our

connections with our partners in education and workforce; recruited new businesses to the Shoals; and conducted more than twenty premiere networking and educational events. Though that is certainly not an exhaustive list, it is representative of the many accomplishments of our staff with the ever-present mission of “Enhancing the economic vitality of the Shoals through advocacy, connection, and education.”

On behalf of Barbara, Alyssa, Randy, Rebecca, Rhonda, Sam, and Stephanie, THANK YOU for your investment with the Shoals Chamber! We are incredibly thankful.

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BUSINESS ADVOCACY

MISSION & VISION

The mission of the Shoals Chamber of Commerce is to enhance the economic vitality of the Shoals through advocacy, connection, and education.

The vision of the Shoals Chamber of Commerce is to be the bridge to an educated, productive workforce; an innovative, pro-business climate; and a connected, diverse community.



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Kyle Buchanan, Helen Keller Hospital
Jill Andrews, Create Architects
Chris Estave, First Metro Bank
Ashley Morrow, Alchemy/Click Synergy
David Reed, State Farm Insurance & Financial Services

BOARD OF DIRECTORS

Brynn Albretsen, Chick-fil-A, Florence
Dr. Doug Barrett, University of North Alabama
Justin Bishop, Pounders & Associates
Penny Camp, Bank Independent
Keith Crowden, CB&S Bank
Andrea Holt, Individual Member
Jackie Hendrix, PartyPros
Rebecca Hovater, State Farm
Mary McDuffa, Florence Electricity Department
Mike McCrary, FirstBank

Deborah Bell Paseur, Johnson, Paseur & Medley, LLC
Janice Pride, Bank Independent
Dr. Crystal Reed, Northwest-Shoals Community College
Greg Taylor, CB&S Bank
Rick Smith, American Wholesale Book Company
Alex Ruggles, Martin, Inc.
Roger Williams, Patterson, Prince & Associates
Shaler Roberts, Retired
Will Pebworth, Regions Bank
Heather Wright, Alabama SBDC Network



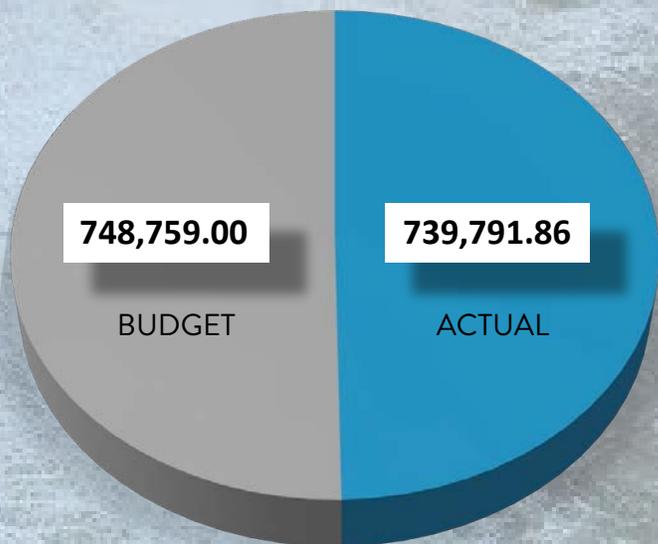
FINANCE & ADMINISTRATION



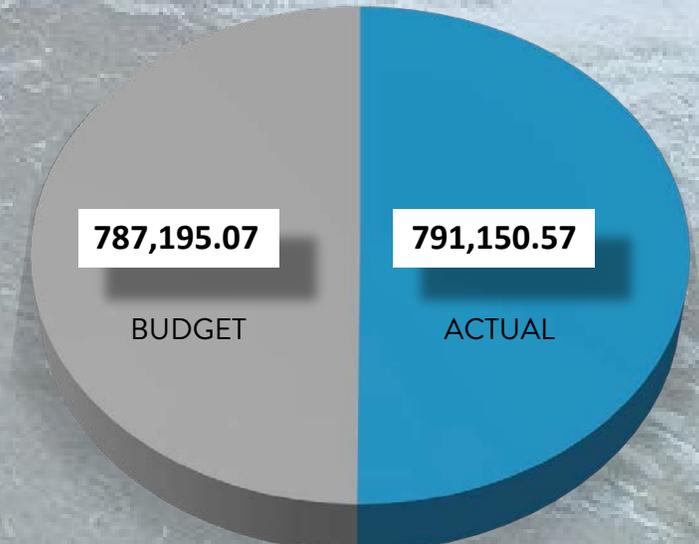
Barbara Hunt

Senior Vice-President of
Finance & Administration

Budget Vs Actual
Income 2022 -2023



Budget Vs Actual
Expenses 2022 -2023



*unaudited numbers

EDUCATION WORKFORCE



Stephanie Newland

Vice-President of Workforce Initiatives

ShoalsWORKS! Council

A new workforce council of businesses, educators and community leaders has been established to develop strategies to improve some of the Shoals most pressing workforce challenges.

ShoalsWORKS! Newsletter

A bi-weekly digital newsletter of workforce news and resources for businesses and educators.



CAREER EDUCATION FOR EDUCATORS



Workforce Readiness Institute – for Educators

7 days in June 2022

20 educators from NW Alabama schools participated

16 local businesses hosted tours

15 NWSCC career technical programs explored

30 career-related lesson plans developed, ready to inform students of local career opportunities

Workforce Readiness Institute – UNA

223 UNA student teachers participated

2 days in April, 2 days in November, and 3 days in March

165 career-related lesson plans developed, ready to inform students of local career opportunities



Shoals Chamber Teacher of the Month

Out of 174 nominees, 2 educators each month are chosen as

The Shoals Chamber Teacher of the Month

MEMBERSHIP



Rebecca Moon

Director of
Membership



111



New Chamber Members

39



Ribbon Cuttings

809



Peak Membership Count



85%

Yearly Retention Rate



Dr. Randy Pettus

Director of Membership Retention

EVENTS & ENGAGEMENT

Alyssa Crow, Director of Events & Engagement

This year, we had over 1290 people attend our 21 events!



PUBLIC POLICY & ADVOCACY



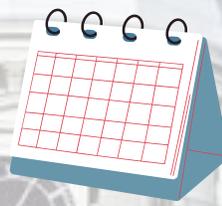
Sam Mashburn

Director of
Business
Advocacy



Individual members
assisted with specific
public policy issues

13



15 Days in Washington &
Montgomery advocating
for the Shoals

Hours assisting
members with
specific issues

325



22 State & Federal
lawmakers contacted
individually by staff

Non-dues revenue
generated by
Advocacy programs

\$39k



8

LEADERSHIP



Leadership Shoals, Class 33

19 class members from 18 Chamber member organizations

Nine days of community awareness, business advocacy and local and state government education, as well as leadership development and training.



Leadership Shoals: EMERGE, Class 1

20 class members from 17 Shoals organizations

Ten days of community awareness, volunteerism, local advocacy, education, and economic development education.

SHOALS CHAMBER INVESTORS

VISIONARY PARTNERS (\$20,000+)

Bank Independent
City of Florence
Northwest-Shoals Community College

VITALITY INVESTORS (\$5,000+)

American Wholesale Book Company
Bigbee Steel Buildings, Inc.
Essity Professional Hygiene North America, LLC
FirstBank
First Metro Bank
First Southern Bank
Flexco Corporation
Gemstone Foods, LLC
Kith Kitchens, LLC

MISSION INVESTORS (\$10,000+)

Adventech
CB&S Bank
DURA Automotive Systems, LLC
Helen Keller Hospital
North American Lighting, Inc.
University of North Alabama

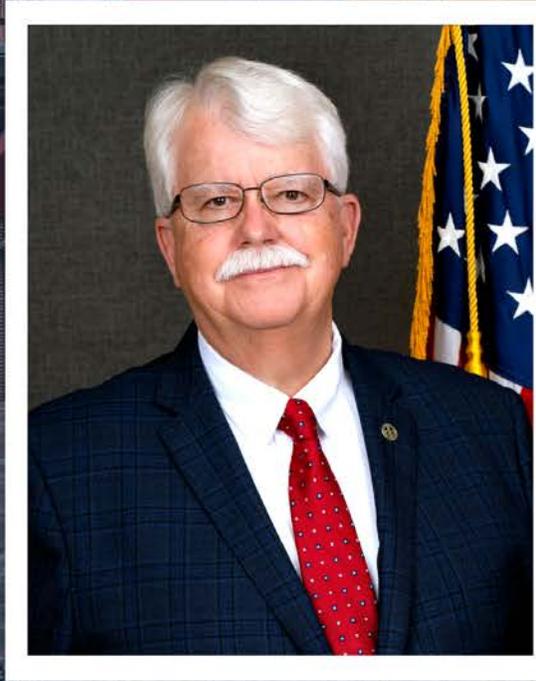
Listerhill Credit Union
Lockheed Martin Corporation
City of Muscle Shoals
Martin, Inc.
Patterson, Prince and Associates, PC
Regions Bank
Southern Hospitality Holdings
Truist Bank
City of Tusculmbia
TVA Community Credit Union

ADVOCATE INVESTORS (\$2,000+)

Abroms and Associates, PC
Alabama Land Services Alliance Cancer Care
America's Thrift Stores
B Electric, Inc.
B.H. Craig Construction Co.
Buffalo Rock
Complete Aesthetics Care
Constellium
CREATE Architects
Dentons Sirote PC
ENT of Northwest Alabama
Florence Gas & Water/Waste Department
Hovater Construction Company
Johnson Contractors
JT Ray Printing Co.
Lewis Electric Supply Co., Inc.
Long-Lewis Foundation
Long-Lewis of the Shoals

Marriott Shoals Hotel, Conference Center, and Spa
Milner Rushing Discount Drugs
Mitchell-Hollingsworth Nursing & Rehabilitation Center
Morgan Stanley Wealth Management
Orsted Muscle Shoals Solar
Party Pros USA
Peoples Trust Bank
Pounders and Associates
Printers and Stationers, Inc.
PROJECTXYZ
Progress Bank
ES Robbins Corporation
Sheffield Utilities
Singing River Dentistry Southwire
TASUS Corporation
TMT America
Valley Credit Union

Mayor Andrew Betterton and the Florence City Council extend their gratitude to all Florence businesses for investing in our community.



Florence is

creative

musical

visionary

friendly

vibrant

special

innovative

home!



BUILT *to* SERVE. HERE *to* STAY.

Several formerly local banks have been closing offices, leaving town, or selling out to big banks lately. It may have already happened to you or could be happening soon. It is frustrating when the bank you trusted with your money, sold off to an out-of-state bank or just closed the doors. It took place in Leighton in 1947 and Bank Independent was born to fill the void. Just as we have for the past 75 years, we are “Built to Serve and Here to Stay!”

Let us welcome you home and show you the award-winning Bank Independent difference.



BIBANK.COM | MEMBER FDIC | 877.865.5050

YOU CAN

nwsc.edu



THE SHOALS

CHAMBER OF COMMERCE

THE BRIDGE BETWEEN
TRADITION & INNOVATION

