

THE SHOALS

CHAMBER OF COMMERCE

YEAR IN REVIEW

2023 - 2024



MESSAGE FROM OUR PRESIDENT

Caitlin Burns, President



I began my career with the Shoals Chamber in November of 2016, having absolutely no idea how fun, rewarding, challenging, and fulfilling it would ultimately be. Within my first few days "on the job," my predecessor said something to me that I think of often: "If you've seen one Chamber, you've seen one Chamber. No two are the same." He was right. I have had the incredible honor of serving the Association of Chambers of Commerce in the State of Alabama as its Chairwoman, and it has been my honor to meet, collaborate with, and support the more than one hundred Chambers of Commerce across our great state. However, the ultimate honor is in recognizing the strength of our local Chamber. I am so proud of the work being done to expand our impact in the areas of Workforce Programming and Advocacy, recognizing that aspirational outcomes are possible but only with collaborate effort.

We continue to be a platform for communication on a variety of issues affecting the Shoals and, as advocates for the region, we are uniquely positioned to do so. We will continue to listen to our membership and respond to their needs, regardless of their location, size, or industry. We are grateful for the generosity of each and every one of our members and the selflessness of our community partners in making our work possible.

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 and people that make it a truly special place. Each day, we work to promote our mission of "Enhancing the economic vitality of the Shoals through advocacy, connection, and education."

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

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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

Ashley Morrow (Chair), The Shoppe at Coldwater
Chris Estave (Chair-Elect), First Metro Bank
Greg Taylor (2nd Chair-Elect), CB&S Bank
Kyle Buchanan (Immediate Past Chairman), Helen Keller Hospital
Heather Wright, Alabama Small Business Development Center Network
Roger Williams, Patterson, Prince & Associates

BOARD OF DIRECTORS

Jackie Hendrix, Party Pros
Rick Smith, Shoals Symphony
Brynn Albretsen, Chick-fil-A Florence
Rebecca Hovater, State Farm
Janice Pride, Bank Independent
Mike McCrary, FirstBank
Dr. Doug Barrett, UNA
Penny Camp, Bank Independent
Kristen McCaney, TASUS
Dr. Crystal Reed, Northwest Shoals Community College
Alex Ruggles, Martin, Inc.

Anna Underwood, Colbert County Schools
Justin Bishop, Pounders & Associates
Dr. Jeff Goodwin, Northwest Shoals Community College
Mary McDuffa, Florence Electricity Department
Emily Stutts, Coldwell Banker/Pinnacle Properties
Jeremy Jackson, Florence City Schools
Larry Saatkamp, North American Lighting
Tyler Jones, Sheffield Utilities
Dean Donnell, Marriott Shoals
Blake Hale, Florence Endocrine Clinic



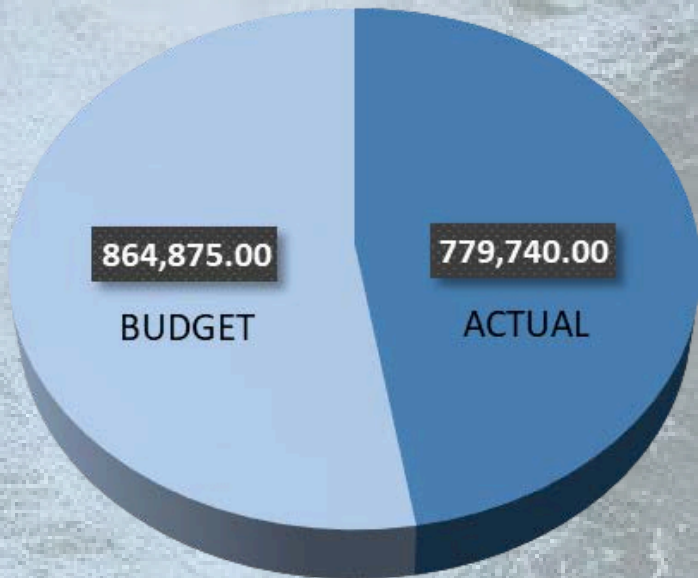
FINANCE & ADMINISTRATION



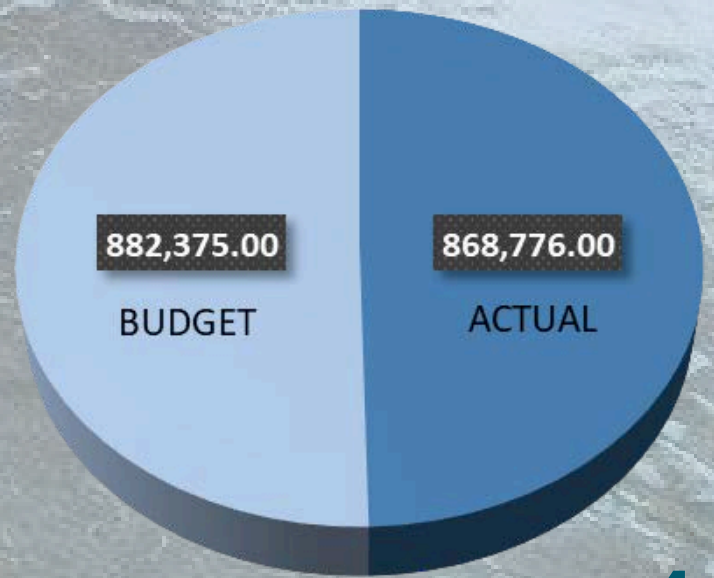
Barbara Hunt

Senior Vice-President of
Finance & Administration

Budget Vs Actual
Income 2023 -2024



Budget Vs Actual
Expenses 2023 -2024



*unaudited numbers

EDUCATION & WORKFORCE



Stephanie Newland

Vice-President of Workforce Initiatives

Classroom to Careers – UNA

145 graduating Seniors participated in local business and industry tours including American Wholesale Book Company, TASUS, and Southwire 12 for Life. These tours prepared the soon-to-be teachers to talk about job opportunities throughout the Shoals with their students.



Classroom to Careers – Summer

Twenty-one educators from across Northwest Alabama toured nineteen local businesses, including TVA, Lockheed Martin, and Helen Keller Hospital. They also experienced twelve career technical programs at Northwest Shoals Community College. With the knowledge gained about local careers in industry and technology, over 13,000 local students will have access to teachers and counselors who can guide them to the career that is right for them.



Shoals Chamber Teacher of the Month

475 nominations were received for outstanding educators from across the Shoals. Of the nominees, 24 were selected as Shoals Chamber Teachers of the Month.



Career Pathways Event & Job Fair

Forty-five employers participated in this job fair representing over 500 local jobs. More than 500 high school seniors and job seekers attended the event.

MEMBERSHIP



Rebecca Moon

Director of
Membership



120 
New Chamber Members

42 
Ribbon Cuttings

789 
Peak Membership Count



84% Yearly Retention Rate



Dr. Randy Pettus
Director of Membership Retention

EVENTS & ENGAGEMENT



Alyssa Crow

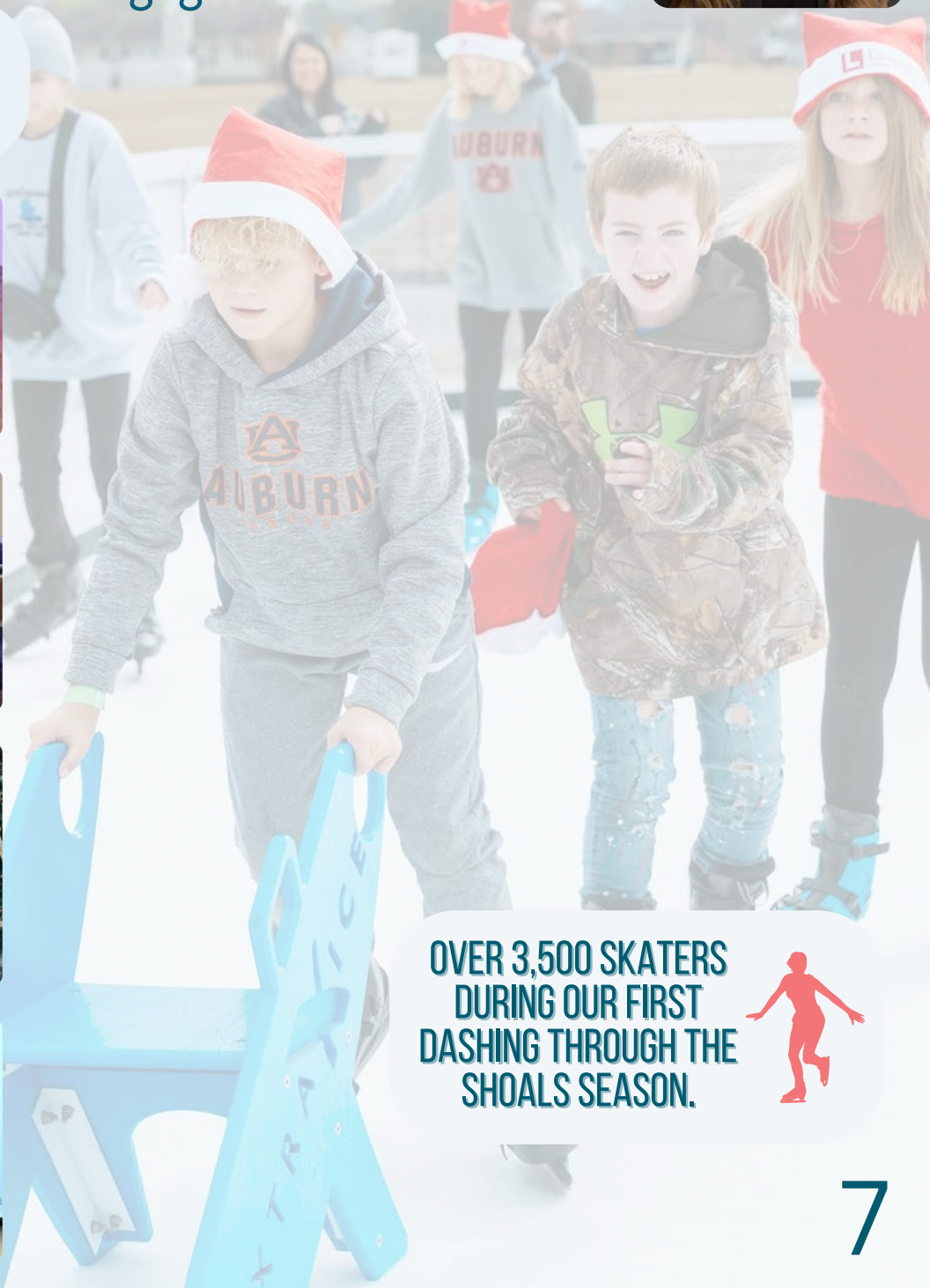
Director of Events & Engagement



Ally LeMaster

Communications & Community Engagement Coordinator

WE HOSTED OVER 7,650 ATTENDEES AT 19 CHAMBER EVENTS



OVER 3,500 SKATERS DURING OUR FIRST DASHING THROUGH THE SHOALS SEASON.



PUBLIC POLICY & ADVOCACY



Sam Mashburn

Director of Business Advocacy

2023 was a year of new relationships for the Shoals Chamber's Business Advocacy efforts. It was also the first year of the new quadrennium (four-year term for state legislators) and the first full year with new congressional district lines after redistricting. Even as office holders and district lines change, one thing remains the same: Our members are passionate about making the Shoals the best place to do business through pro-business public policy and robust resources for economic development.

20



Days in Montgomery and Washington advocating for pro-business policies (up 33% from 2022)



16



State and federal lawmakers met with to advance our policy agenda



700



Engaged members as attendees at Business Advocacy events and programs



\$51,000



In non-dues revenue connected to advocacy programs (up 30% from 2022)

LEADERSHIP



Leadership Shoals, Class 34

24 class members from 19 Chamber member organizations
Eight days of community awareness, business advocacy, local and state government education, as well as leadership development and training.



Leadership Shoals: EMERGE, Class 2

18 class members from 15 Shoals organizations
Four days of community awareness, local government, local education, and economic development education.

SHOALS CHAMBER INVESTORS

VISIONARY PARTNERS (\$20,000+)

Bank Independent
City of Florence
Northwest-Shoals Community College
Charter Communications Spectrum

VITALITY INVESTORS (\$5,000+)

American Wholesale Book Company
Bigbee Steel Buildings, Inc.
Blockchain Tek, LLC
City of Muscle Shoals
Essity Professional Hygiene North America, LLC
FirstBank
First Metro Bank
First Southern Bank
Flexco Corporation

MISSION INVESTORS (\$10,000+)

CB&S Bank
Helen Keller Hospital
North American Lighting, Inc.
University of North Alabama

Kith Kitchens, LLC
Listerhill Credit Union
Lockheed Martin
Martin, Inc.
Patterson, Prince and Associates, PC
Regions Bank
Southern Hospitality Holdings
Tennessee Valley Authority

ADVOCATE INVESTORS (\$2,000+)

Abroms and Associates, PC
Alabama Land Services
America's Thrift Stores
B Electric, Inc.
B.H. Craig Construction Co.
Breathe & Brew
Buffalo Rock
Coca-Cola Bottling Company
Coldwater Seed and Supply
Constellium
CREATE Architects
Dentons Sirote PC
ENT of Northwest Alabama
Florence Gas & Water/Waste Department
Grayson Carter and Son Contracting, Inc.
Hovater Construction Company
HPS North America
Johnson Contractors
JT Ray Printing Co.
Lewis Electric Supply Co., Inc.
Long-Lewis Foundation
Long-Lewis of the Shoals

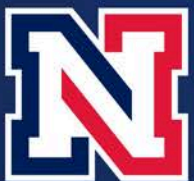
Marriott Shoals Hotel, Conference Center, and Spa
Mitchell-Hollingsworth Nursing & Rehabilitation Center
Morgan Stanley Wealth Management
Morell Engineering, Inc.
North Alabama Gas District
Orsted Muscle Shoals Solar
Party Pros USA
Peoples Trust Bank
Pounders and Associates
Preferred Home Health
Printers and Stationers, Inc.
PROJECTXYZ
River Bank & Trust
ES Robbins Corporation
Sheffield Utilities
Shoals Hospice
Singing River Dentistry
Southwire
TASUS Corporation
TMT America
United Community Bank
Valley Credit Union



**YOU
CAN**

**ACHIEVE
YOUR DREAMS**

NWSCC.EDU



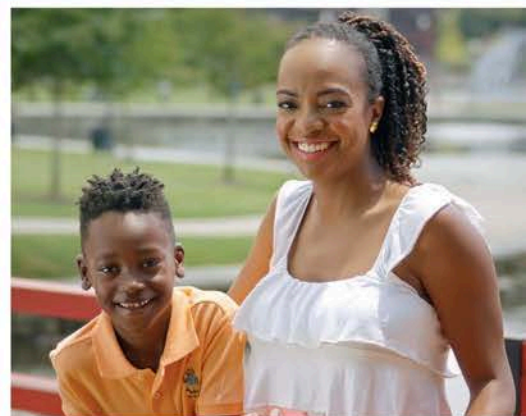
Northwest Shoals
COMMUNITY COLLEGE

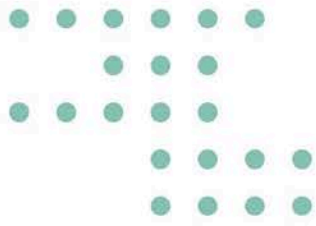


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**CITY OF
FLORENCE**

THANK YOU FLORENCE BUSINESSES



**INVESTING IN OUR
COMMUNITY**



**PROMOTING NEW
DEVELOPMENT**



**CREATING JOBS &
ECONOMIC GROWTH**



**Mayor Andrew Betterton and
the Florence City Council**



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THE SHOALS



CHAMBER OF COMMERCE

To our Members,

Thank you to each and every one of you for your unwavering dedication and support to our Chamber and its mission. Your membership dues and contributions directly support the Chamber's efforts to provide valuable resources, programs, and services to our members and the broader community. Whether it's offering educational programs, advocating for your business, or organizing community events, your support enables us to fulfill our mission of enhancing the economic vitality of the Shoals through advocacy, connection, and education.

Sincerely,

Your Shoals Chamber Staff