

www.stcloudFLchamber.com

2025 ANNUAL REPORT



St. Cloud
FLORIDA
Your Centerplace for Life

OUC 
The Reliable One®

 **OSCEOLA**
COUNTY

ORLANDO
HEALTH®
—
St. Cloud
Hospital

Toho
Water
Authority


 **OSCEOLA REALTORS®**

**ADVOCATING
FOR COMMUNITY
AND
BUSINESS PROSPERITY**

St. Cloud Chamber of Commerce – 2025



As we reflect on the past year, we are proud to share that 2025 has been a year of meaningful progress, bold initiatives, and continued growth for the St. Cloud Greater Osceola Chamber of Commerce. Guided by our commitment to support local businesses, champion community development, and foster lasting connections, we have expanded our programs, strengthened our partnerships, and remained steadfast in our mission to serve you—our valued members. This Annual Report highlights the milestones we've reached together and sets the stage for the opportunities ahead.

Our Chamber Values – 2025

At the St. Cloud Greater Osceola Chamber of Commerce, our values drive everything we do. In 2025, we proudly reaffirm our commitment to:

- **Community** – We are rooted in relationships. We believe in building a stronger St. Cloud through connection, service, and support for every member and neighbor.
- **Innovation** – We embrace fresh ideas and forward-thinking solutions to meet the evolving needs of our business environment.
- **Leadership** – We lead by example, empowering local businesses and professionals to step up, speak out, and shape the future of our region.
- **Growth** – We champion economic progress and personal development, fostering an environment where businesses and individuals thrive.
- **Celebration** – We recognize and uplift the successes of our members, honoring milestones, achievements, and the spirit of entrepreneurship.
- **Education** – We invest in knowledge and lifelong learning, offering resources, training, and opportunities that elevate our entire community.

These values are not just ideals—they are the foundation of our work, the promise to our members, and the vision for our shared future.

Dirk Webb, President & CEO
St. Cloud Greater Osceola Chamber of Commerce

2025-26 Board of Directors

Lisa Bertossa - Chair - Keystone Residential Group
Brian Wetzel - Incoming Chair - Orlando Health St. Cloud Hospital
Joe Reilly - Past Chair - OUC - The Reliable One
She-Lia Henry - Treasurer - Account on Us
Melissa Vallejo- Secretary - Experience Kissimmee
Bridget Jackson - Membership Committee Chair - Key Life Fitness
Rep. Paula Stark - State Rep. District 47, St. Cloud Main Street
Ricky Booth - Commissioner - Osceola County
Jennifer Paul - City Council, City of St. Cloud
John Barna - Economic Development Committee Chair - Good Call Sports
Cindy Campbell - Ford Insurance
Howard Chanin - Butler Mortgage
Troy Groves - Osceola Magic
Twis Lizasuain - Osceola County Association of Realtors
Robb Larson - Osceola Heritage Park/ASM Global
Dr. Yolonda McGriff - Valencia College/Osceola Campus
Chris Montoya - SouthState Bank
Johnola Morales - Osceola Council on Aging
Shannon Rios - AdventHealth
Jolene Sheive - Legacy Realty
Nathan Steiner - Anchor Online Website Design
Glenn Harris, Esq. - Legal Adviser - Hensel, Bailey & Harris, P.A., Attorneys at Law



Chamber Staff

Dirk Webb - President & CEO
Heather Kitner - Office and Administration Manager
Indhiana Martinez - Events Manager

Chamber Partners

Trustee Partners



Tourism Partner



Diamond Partner



Platinum Partner



Gold Partners



Bronze Partners



Media Partner



Community Highlights & Signature Events

- The **61st Annual St. Cloud Christmas Parade** presented by **Orlando Health** took place December 7, with the theme, “Toys on Parade.” Our community turned out with over 2,000 participants and estimates of 15-16,000 enthusiastic viewers. In addition, the Chamber continued a pre-Parade Concert that featured local artists presenting holiday selections. The Chamber also unveiled its beautiful new Santa’s Sleigh made possible by member contributions.
- Continued cooperation, communication and collaboration with **Osceola County** and the **Osceola Chamber of Commerce** through Economic Development Roundtable.
- The sixth Annual “**Share the Love**” **Scavenger Hunt** invited participants to explore St. Cloud Parks, Businesses and Landmarks. This event continues to highlight the important aspects of St. Cloud: community, cooperation and our natural resources.
- Our **43rd Annual St. Cloud Chamber Golf Tournament** sold out Royal St. Cloud Golf Links bringing businesses from around the area to network and celebrate.
- **COMMunity Calendar** - The Chamber website now hosts a calendar allowing the various community groups to list their events.
- **Connector Roads** - The Chamber participated in the various engagement meetings for the proposed roadway additions.
- **Business after Hours** with St. Cloud Main Street celebrating 25 years of St. Cloud Main Street, **Jaleisha Dee Nail Salon**



Inclusion

- Minority and Spanish speaking Staff and Ambassadors help generate business communications throughout Osceola County.
- LaVell Monger, of RTW Photography served as Board Chair for 2023-24.
- She-Lia Henry continues to serve as the Chamber Treasurer.
- Spanish classes provided through Otech for our members to better facilitate business communications and transactions.
- Black Empowerment and Community Council joined the St. Cloud Chamber.



Innovation

- The **St. Cloud Young Professionals Networking Group** under the Chamber umbrella, presented the Scavenger Hunt and through their Mid-Day Recharge brought
 - **Practical Applications for AI in any workplace.**
 - **Katrina Scarborough and Robb Larson - C Suite Conversations**
 - **Intentional Growth Setting**
 - **Canva Deep Dive**
- **Rebranding** - The Chamber engaged Mark Wells of MW-ideas and students from Toho High School to create the new logo, colors and tag line. The new brand was unveiled April 8th at the School District Board meeting.
- **Website** - A new Chamber website was released June 4.
- **My Healthily** - Launched in July, My Healthily provides health care insurance options for members.


[Members](#)
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[What's New](#)
[Events](#)
[Living Here](#)
[Member Login](#)
[Directory](#)

YOUR SUCCESS THE ST. CLOUD CHAMBER OF COMMERCE

We represent businesses in St. Cloud, Osceola County, and throughout Central Florida advocating for economic development and smart growth. The St. Cloud Chamber believes business always starts with a one-to-one relationship. Join now and let's start one today!

[Join Now!](#)


Leadership

- **Dr. Linda Travelute and Board Member, Dana Wells** presented “Leadershift,” a multiweek leadership seminar at the Chamber.
- **Women 2 Women, Coffee Co-Op, and Osceola Business Partners** continue to provide outstanding opportunities for business owners and leaders to work together.
- With **Osceola News-Gazette**, presented **One More Child** continuing the vital discussion of Human Trafficking in Osceola County and Central Florida.
- **Our Quarterly Breakfast/Luncheon series featured:**
 - **Osceola County COO Beth Knight** for a presentation from a County view.
 - **Tasha Carter, Florida Insurance Advocate**, discussed current trends in the vital Florida Insurance industry.
 - **Melissa Dunklin, City of St. Cloud**, presented St. Cloud’s Future Land Use and Planning.
 - **Brian Wetzel, Orlando Health St. Cloud** provided an report on the hospital’s expansion and innovation.
 - **The Business of Sports with the Orlando Dreamers.** Report on efforts to bring MLB to the Orlando Metro area.
- **Coffee Co-Op** – A high speed, free networking event that is open to the public, Coffee Co-Op found the Chamber at Central Florida Animal Reserve, Joy Music Studios, Jaleisha Dee’s Salon, First Nature Ranch, Healthy Start Coalition, Jones Homes USA, Nutrition Zone, Osceola County Property Appraisers
- **Veterans Services** - Through **Connecting the Dots for Veterans**, the Chamber is helping local Vets navigate benefits systems.



Mid - Day Recharge

Light Bites & Refreshments

What to expect:

In this discussion, you'll learn:

- What is Canva?
- How to use the most popular Canva tools
- Best practices for implementing Canva in the workplace and beyond

ALL AGES WELCOME!

THURSDAY, NOVEMBER 7TH

2:00 - 3:00 PM

FIRST TIME IS FREE!

YEARLY MEMBERSHIP - \$35

LOCATION:



MAGGIE ROSENBAUM
COMMUNICATIONS SPECIALIST
OSCEOLA CLERK OF THE CIRCUIT
COURT & COUNTY COMPTROLLER



Growth

- Membership saw 57 new members join the Chamber through June as confidence in St. Cloud's business climate continues to rise.
- Promoting growth throughout Osceola County with our Board to Board relationship with Experience Kissimmee.
- The 2025 edition of **St. Cloud Living** is moving quickly into businesses throughout the area. This year's directory is in high demand especially among visitors to the community.



Celebration

- **Grand Openings and Ribbon Cuttings:** – Campbell Bookkeeping Services, Nona Lit Lighting and Furniture, Around My Town, Home Supply and Services, Axiom Bank, La Familia Multiservices, Avante, Amazing Hair and Nail Salon, Osceola County Fair (with Osceola Chamber), Danley & Danley LLC., Beyond Pregnancy Care, Jaleisha Dee's Nail and Salon, Marcos Pizza, Roman Air Cooling & Heating, T Athletics, Aesthetics Health & Wellness, Kelley Aquatics.
- **2024 Merry Member Mingle** – Annual Christmas Business After Hours was celebrated in the recently renovated lobby of City Hall in downtown St. Cloud
- **2025 Main Street Historic Preservation Celebration** - The Chamber served as a host site and received a recognition award.

2024 Annual Banquet presented by Orlando Health at Osceola Heritage Park



Business of the Year - Advent Health

Business Person of the Year - Sam Haught, Wild Florida

Business Champion of the Year - Robb J Larson, Osceola Heritage Park

New Business of the Year - Osceola Magic

Small Business of the Year - Central Florida Animal Reserve

Large Business of the Year - SouthState Bank

Mascot of the Year - Swish, Osceola Magic

Chairman's Award - Brian Wetzel, Orlando Health

President's Award - Outgoing Mayor Nathan Blackwell, City of St. Cloud

40 Year Member Award - Bruce Raynor, Florida Decorating Center

75th Anniversary - Gatorland

25th Anniversary - St. Cloud Main Street

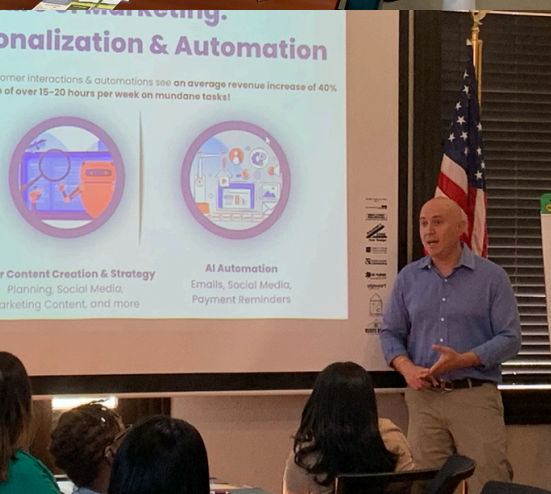
Ambassador of the Year - Samantha and Wendy Reilly, All Accounting

Beacon Award - Camille Levee



Education

- The **St. Cloud Chamber Foundation** awarded scholarships to five promising students totaling \$5,000 in 2025.
- The Chamber hosted two Medicare/Retirement education programs for our older members.
- The Chamber held offsite Board Meetings at Osceola Heritage Park (Mecum Auto Show), Tavistock Development and Wild Florida.
- Participated in planning for the 2025 Florida Association of Chamber Professionals Spring Conference in Orlando.
- The Toolkit Virtual Business Education series resumed in 2025
 - **Planning Your Business Strategy for 2025-** with Dana Wells
 - **Prepare to Meet Thy Banker-** with Lori Giambrone of Bank Florida
 - **How to do Business in St. Cloud -** with Shereka Robinson
 - **5 Things Your Website Needs to Have -** with Nathan Steiner
 - **AI Hands on Training -** with Mark Wells



Fiscal Year 2025-26 Work Plan

The St. Cloud Greater Osceola Chamber of Commerce is committed to provide advocacy and access for our member businesses and to promote the City of St. Cloud and Osceola County in the following ways:

- Providing value to the City and County as a safe Chamber is vital to community outreach, economic development, workforce development, quality of life and education both in and beyond Osceola County.
- Providing clear, consistent and dynamic communications channels and networking throughout our membership.
- Providing energetic Economic Development and Government Affairs efforts through our involvement and leadership in tourism including a board position with Experience Kissimmee and Community Engagement Council with Orlando Health.
- Continuing to house the St. Cloud visitor's center and actively guide tourists in the downtown area.
- Providing additional working relationships with the County, State and Federal elected officials consistently reminding them that St. Cloud is vital to the expansion and progress of Central Florida as a region.
- Providing the means to connect businesses and create commerce through our participation in Osceola Business Partners, St. Cloud Main Street and partnerships with other Chambers.
- Promoting our community in meetings with potential investors in an effort to attract a hotel.
- Promoting long-term growth through the exploration of meaningful use of land, buildings and other assets that may attract larger business investments.
- Establishment of a co-working program to further enhance St. Cloud's Entrepreneurial Spirit.
- Working to retain and nurture the current businesses that support St. Cloud and Osceola County.



Accountability

- **The St. Cloud Chamber is accountable by:**
 - submitting its monthly financials for review to Account on Us who serves as the Treasurer of the Chamber.
 - Filing Annual 990 report through **Account on Us**.
 - Filing SunBiz Annual Reports.
 - Continued oversight from the Chamber Executive/Finance committee and its member selected Board of Directors.
 - Reporting to Government entities on a monthly basis through Board liaisons
 - St. Cloud Council Member Jennifer Paul.
 - Osceola County Commissioner Ricky Booth.
 - Osceola County School Board Member Paul Bronson.

