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The Winter Park Chamber of Commerce celebrated an exceptional **2023** with two major milestones – reaching **our Centennial year** and being named a Top 3 U.S. Chamber by the Association of Chamber of Commerce Executives.

Both called for special festivities and commemorations, many aimed at thanking our active and supportive community, trustees, sponsors and members.

As we reflect on one of our most memorable years, we look forward to using that momentum to move forward into an even more mission-driven, solutions-focused future.

Painting by C. Thomas 2022

A selection from a commissioned series honoring the Centennial from Autumn Art Festival artists



The mission of the Winter Park Chamber of Commerce is to convene people and ideas for the benefit of our businesses and community, and in 2023 we had unprecedented opportunities to bring stakeholders together as we celebrated our Centennial, advocated for our community, and won national recognition as a Top 3 U.S. Chamber.

We thanked the community for the role it has played in our success through FunHundred!, an immersive community art installation; a concert in the park attended by thousands; events to celebrate our past leadership and businesses with the longest Chamber memberships, all while continuing our core value of transforming businesses through extraordinary resources.

We also continued our advocacy for arts funding, attainable housing, traffic solutions, voter turnout, sustainability and responsible development, and in 2023 brought new focus to Winter Park's over-prescriptive parking codes and their detrimental impact on our community.

We continue to be grateful to the community for all it does to support the Chamber as we strive to be the No. 1 resource for business owners, and look forward to the next 100 years.



Betsy Gardner Eckbert
President/CEO



Tracy Klingler
Chair, Board of Directors

CELEBRATING OUR CENTENNIAL

The Winter Park Chamber of Commerce celebrated our 100th anniversary in 2023.

The board envisioned a celebration that was anchored in the legacy of our organization and established a clear vision for our organization's future centered on the values of **inclusivity** and **sustainability**.

FunHundred! was the centerpiece of the celebration. All community members were invited to help create the installation and visit it often.

The year-long celebration included a Centennial parade float, dinners honoring our past board chairs and long-standing members, a free concert in Central Park from a platinum recording band and the creation of a historical video and exhibition at the Winter Park History Museum.

The Centennial celebrations were planned by the Centennial Host Committee chaired by Charlene Hotaling. This volunteer committee was an expression of the collaboration between past and future organizational leaders to build a prosperous Winter Park for all.

HOST COMMITTEE

Charlene Hotaling, **Chair**

Rick Baldwin

James T. Barnes, Jr.

Justin Birmele

Alan Chambers

Michelle del Valle

Craig Delongy

Paul Dietrich

Gloria Eby

Betsy Gwinn

Terry Hadley

Cynthia Hasenau

Ena Heller

Garry Jones

Bridget Keefe

Allan Keen

Tracy Klingler

Lance Koenig

Andrea Massey-Farrell

Kelly McFall

Genean McKinnon

Tom McMacken

David Odahowski

Victoria O'Day

Latonya Pelt

Alyssa Porrello

Pragasen Ramiah

Jana Ricci

Angela Robinson

Rachel Simmons

Sam Stark

Michelle Strenth

Theresa Swanson

Paul Twyford

Laura Walda

Harold Ward, III

Emily Williams



100 FunHundred!

PRESENTED BY



FULL SAIL UNIVERSITY



GARDEN OF OPPORTUNITY



GARDEN OF DREAMS



GARDEN OF COMMUNITY



GARDEN OF PROSPERITY



GARDEN OF KNOWLEDGE



GARDEN OF DISCOVERY



CELEBRATION SPONSORS

Artisan Kitchen & Bath Gallery • Brasfield & Gorrie • The City of Winter Park • DBG Promotions • The Morse Genius Foundation
Florida Blue • The Joe and Sarah Galloway Foundation • Winter Park Health Foundation • Winderweedle, Haines, Ward & Woodman

FunHundred!, an immersive community art installation at Mead Botanical Garden, was created from found and recyclable items, fabricated by volunteers and was both our gift to the community and the centerpiece of our Centennial celebration. Anchored by seven gardens, its interactive exhibits included large, colorful animal sculptures; oversized game pieces; a library of books to read on decorated tree stumps, and giant butterfly wings for selfies.

Installations across the gardens featured:

- Discarded dumpsters painted and arranged to recreate the trains that jump-started Winter Park's economy.
- Reclaimed USTA tennis balls to recreate orange groves.
- Dog houses built from the lumber of two Winter Park home demolitions.
- Mirrors donated by Leadership Winter Park.
- Tires, wooden and metal spools, newspaper racks and more donated by the City of Winter Park
- Stumps from hurricane-downed trees.
- Sculptures made from reclaimed materials built by 12 local schools.

The installation was open from February 4 through April 30. Through the generous support of our sponsors, admission to the installation was free, reinforcing our vision of inclusivity for the next 100 years. School groups including Killarney Elementary School, a Title I school in Winter Park, participated in educational field trips that highlighted Winter Park's history and sustainability initiatives.



400+ Volunteers

FunHundred! Community Volunteer Project

From students to seniors representing a wide spectrum of professions and ethnicities, groups volunteered in January to help create FunHundred! at Mead Botanical Garden. By placing inclusivity and sustainability as central pillars of the exhibition, we emphasized that they are driving values for the next 100 years.



- 4** Newspaper Racks
- 6** Dumpsters
- 8** Micro-Libraries
- 10** Sculptures
- 43** 100 Icons
- 50** Stumps
- 80** Mirrors
- 100** Game Pieces
- 200** Donated Books
- 200** Tennis Balls
- 300** Water Bottles
- 2000** Rocks

50,000+ Total Visitors

The Chamber hosted multiple events to promote the installation:

- VIP Preview
- Grand Opening
- Good Morning Winter Park
- Connections



100 ICONS

Member businesses created 100 icons to support the Centennial. The icons were displayed at the entrance of FunHundred! throughout the exhibition then at member businesses.

AdventHealth
Artisan Kitchen & Bath Gallery
Be On Park
Beyond Commercial
Brasfield & Gorrie
Current by John Craig
Cypress Bank & Trust
DBG Promotions
Edyth Bush Charitable Foundation
Elizabeth Morse Genius Foundation
Fannie Hillman + Associates
Florida Blue
frank.
Frank A. Hamner, P.A.
Full Sail University
The Gardens at DePugh Nursing Center
HUB International
JM Hospitality Group
James T. Barnes, Jr.
The Keewin Real Property Company
Lane Technology Solutions
Lightbulb PR

Massey Services
Orange County Clerk of Courts
Orlando Health
Orlando Health Jewett Orthopedic Institute
Park Smiles Dentistry
Rollins College
Seacoast Bank
The Alford Inn at Rollins
The City of Winter Park
The Glass Knife
The Joe & Sarah Galloway Foundation
The Mayflower at Winter Park
Welbourne Nursery and Preschool
Westminster Winter Park
Winderweedle, Haines, Ward & Woodman
Winter Park Day Nursery
Winter Park Health Foundation
Winter Park Library
Winter Park Publishing Company
Windward Consulting Group
Winter Park History Museum
Winter Park High School Foundation





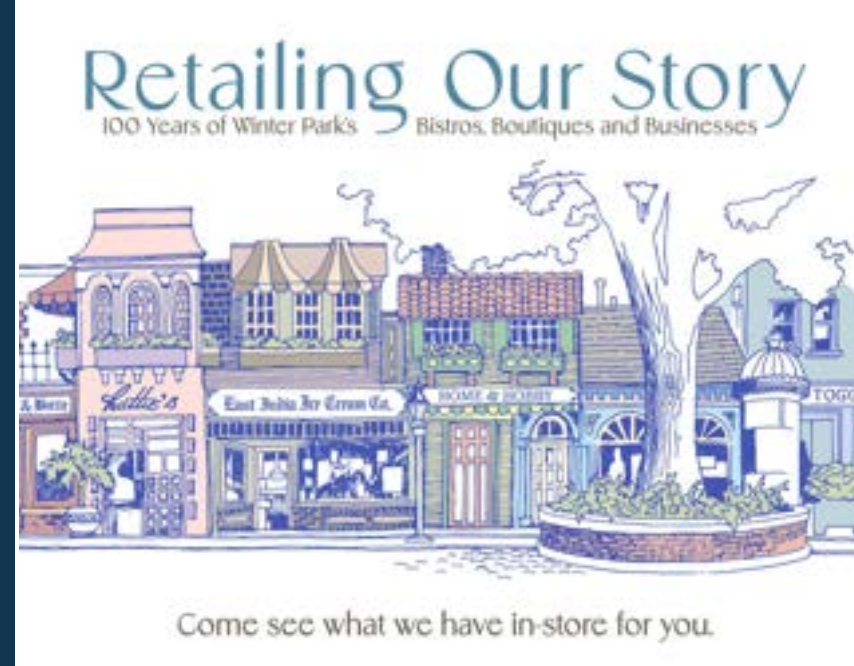
BRANDING

To mark the Centennial, the Chamber created anniversary branding. To launch the Centennial brand, a PR box curated with product collaborations from member businesses and local artists was distributed to board members and platinum trustees.



PARADE

Over 50 years of organizational leadership was represented on the Centennial parade float that led the 70th annual Winter Park Christmas parade.



HISTORICAL EXHIBITION

In collaboration with the Winter Park History Museum, a year-long historical exhibition recreated iconic Winter Park store fronts.



HISTORICAL VIDEO

The board commissioned a historical video to serve as a time capsule of the establishment of the Winter Park business community and its growth over the past 100 years. Scan the QR code to watch.



BEST OF WINTER PARK

On Nov. 2, we announced the finalists and winners of our annual Best of Winter Park Celebration and presented as a gift to the community a free concert with platinum recording artists BOYS LIKE GIRLS. More than **2,000 celebrants** filled Central Park for the music, which energized the crowd and our entire downtown. It was one way to thank our community for their support during our Centennial and for helping elevate us to being named one of the Top 3 U.S. Chambers of the Year.

6,000+

Votes

90,000+

Voters



2,000+ Attendees



CELEBRATING 100 YEARS

Scan the QR Code below to view our Centennial recap video.





NATIONAL
RECOGNITION

HORIZON PILLARS



BELONGING & GATHERING



RESOURCE ALIGNMENT



GLOBAL IMPACTS



SCARCITY & ABUNDANCE



POLITICAL & SOCIAL FRAGMENTATION



POPULATION SHIFT



COMMUNICATIONS & TECHNOLOGY



CATALYTIC LEADERSHIP



ENGAGING THE PUBLIC SECTOR



ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES
CHAMBER OF THE YEAR
2023 FINALIST

The Winter Park Chamber of Commerce was named a Top 3 U.S. Chamber in 2023 by the Association of Chamber of Commerce Executives. The ACCE awards are considered the most prestigious in the chamber industry.

Recognition for this award is based on an organization's ability to align and adapt to the horizon initiatives - nine trends shaping the future of the chamber industry.

The Winter Park Chamber submitted Relaunch: Career Reentry for Professional Women and the Winter Park Prosperity Scorecard to gain this recognition.

WINTER PARK PROSPERITY SCORECARD



Catalytic Leadership:

Driving change through data-driven solutions for our community's vulnerabilities and opportunities.



Political and Social Fragmentation:

Revealing all is not what it seems, forcing groups with different perspectives to work together for our community

“The Winter Park Prosperity Scorecard is the “MRI” for our community, and the Chamber is the “magnet” that pulls it all together. The measurement results of the scorecard provide me justification for investment in the critical issues, not just the popular ones. ”

David Odahowski, CEO of Edyth Bush Charitable Foundation

RELAUNCH: CAREER REENTRY FOR PROFESSIONAL WOMEN



Scarcity and Abundance:

Problem-solves for a workforce talent deficit while reflecting our community needs.



Belonging and Gathering:

Creates bonds – more so as a virtual experience – and an outlet for an older but still vital population that wants to work longer.

“I was reminded I am not alone in this journey. There is hope through this program that I will be able to reenter the workforce on my terms.”

Relaunch Graduate



MEMBERSHIP



756

Chamber Members

165

New Members

65

Trustee Members

22

Platinum Trustees

12

Gold Trustees

31

Patron Trustees

2023 PLATINUM TRUSTEES

Advent Health

ADVUS
FINANCIAL PARTNERS

BEYOND
COMMERCIAL

BRASFIELD
& GORRIE

BUDGET TREE
SERVICE

EDYTH BUSH
CHARITABLE FOUNDATION

FAIRWINDS

Fannie Hillman
+ ASSOCIATES

FIFTH THIRD BANK

FLORIDA
Distributing Company

frog

FULL SAIL
UNIVERSITY

HUB

LANE TECHNOLOGY SOLUTIONS
We know business technology.

THE MAYFLOWER
AT WINTER PARK
Distinctive Senior Living

MAYNARDNEXSEN

ORLANDO
HEALTH

Rollins
EST. 1885

Seacoast
Bank

VyStar
Credit Union

WHWW
WINDERWEEDLE, HAINES
WARD & WOODMAN, P.A.

WP
WINTER PARK MAGAZINE

2023 GOLD TRUSTEES

Artisan Kitchen and Bath Gallery

Edwards Financial Services

First Citizens Bank

Florida Blue

JM Hospitality

Keller Williams Winter Park

Massey Services, Inc.

Orlando Magic

Palmer Electric Company

RLH Residential, LLC

Valencia College

Winter Park Health Foundation

2023 PATRON TRUSTEES

Aeras Technologies

AT&T

BankUnited

The Bar Method

BASH

C & S Press

Charter Communications

Citrus Roofing

Cypress Bank & Trust

DBG Promotions

First Horizon Bank

frank.

Garber Development

The Gulf Stream Law Firm

HCA Florida Baldwin Park Emergency

Heartwell Cardiology

Hilton Garden Inn Winter Park

HR Law

John Craig Clothier

LandDesign

Luxe Flush

Marriott Springhill Suites

Original Orlando Tours

Primus Health Club, Inc

Privé Salon & Spa Winter Park

Shirley Jones

Synovus

Tactical Electronics Corporation

United Trophy

Verity Construction Company

Winter Park National Bank



WINTER PARK

CHAMBER OF COMMERCE

The Century Club honored members who have been with the Winter Park Chamber of Commerce for over 20 years. These organizations are the anchors in Winter Park and were recognized for their legacy as long-term stakeholders who have built up our community.

Palmer Electric Company
 Massey Services
 Hubbard Construction Co.
 Rollins College
 Scenic Boat Tour
 AdventHealth
 Orlando Health Jewett Orthopedic Institute
 Winderweedle, Haines, Ward & Woodman
 University Club of Winter Park
 University of Central Florida
 The Volvo Store
 Lombardi's Seafood
 Orange Technical College
 Morse Museum of American Art
 The Keewin Real Property Company
 Albin Polasek Museum & Sculpture Gardens
 Crealde School of Art
 Donald W. McIntosh Associates
 Park East & Park Knowles Apartments
 American Lock & Door Specialists
 Fannie Hillman + Associates
 Walker & Company
 Winter Park Veterinary Hospital
 Kane & Associates
 AT&T
 Joe Terranova
 Winter Park Day Nursery
 New Hope for Kids
 Westminster Winter Park
 City of Winter Park
 Gerry Marino
 C&S Press
 Winter Park Library
 The Mayflower at Winter Park
 St. Margaret Mary Catholic Church
 Trinity Preparatory School

Carlton Arms Apartments of Winter Park
 St. Margaret Mary Catholic School
 Winter Park High School
 Goodwill Industries of Central Florida
 First United Methodist Church of Winter Park
 Tuni
 Visit Orlando
 SouthState Bank
 Arthur's Catering
 Maynard Nexsen
 Seacoast Bank
 Brandywine Square
 Rollins Museum of Art
 Lowndes Law
 Park Maitland School
 Ferrell Realty, Inc.
 Heart of Florida United Way
 Bach Festival Society of Winter Park
 Nelson Financial Planning
 Edyth Bush Charitable Foundation
 Valencia College
 Enzian
 Maid To Clean
 Winter Park Health Foundation
 Siegel's Winter Park
 Orange County Tax Collector
 Slocum Platts Architects
 Majestic Jewelers
 Barnie's Coffee & Tea Co.
 Winter Park Sidewalk Art Festival
 EPOCH Residential
 John Craig Clothiers
 Publix Super Markets of Winter Park Village
 Orlando Philharmonic Orchestra
 Follett Bookstore at Rollins College
 Winter Park History Museum

Burns Appraisal
 David Lundberg Building & Roofing Contractor
 Orange County Supervisor of Elections
 Partridge Tree Gift Shop
 Christian Science Reading Room
 Full Sail University
 MSL CPAs and Advisors
 Clark Institute for Aesthetics
 Charles Clayton Construction
 Pahera Bread - Park Avenue
 Winter Park Village
 Godbold, Downing, Bill & Rentz
 310 Park South
 Elizabeth Morse Genius Foundation
 Synovus Bank
 Seminole Office Solutions
 Ruth's Chris Steak House
 Orange County Public Schools
 The Jander Group
 Orange County Clerk of Courts
 Battaglia Group
 Sun State Ford
 ACi Architects
 Valley National Bank
 Jewish Family Services of Greater Orlando
 Beacon Pointe Advisors
 Orlando Health
 Kelly Price & Company
 HUB International
 Jill S. Schwartz & Associates
 Winter Park Housing Authority



246,000+

Directory Views

MEMBERSHIP

12

Connections Events

Las Carretas
Café Don Juan
Barnie's Coffee & Tea Co.
Mead Botanical Garden
BoVine Steakhouse
Hilton Garden Inn Orlando
An Tobar at the Sheraton North Orlando
Springhill Suites Winter Park
Fleming's Prime Steakhouse + Wine Bar
Orlando Shakes
BOCA Winter Park
Cocina 214





37

Ribbon Cuttings

2,000+

Average Views
on Instagram



A D V O C A C Y

WINTER PARK PROSPERITY SCORECARD

Presented By **Rollins**
EST. 1885

16,000+

Page Views

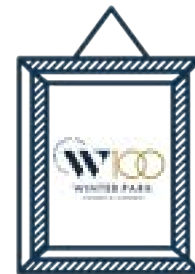
The Winter Park Prosperity Scorecard is an ESG-embedded framework to strategically deliver more broad-based prosperity models to our community. Extensive surveying helped define the metrics that matter most to business leaders and residents, resulting in a digital scorecard that measures sustainability, children in poverty, affordable housing and diversity, to name a few.

We have seen quantifiable results through strides in sustainability, diverse critical conversations, and emerging programs to address our vulnerabilities.

The Edyth Bush Charitable Foundation is just one organization that also hosts the scorecard on its website, demonstrating its importance to their partners and stakeholders.



ART
IS GOOD BUSINESS



In 2023, we took our fifth delegation of arts advocates, business leaders and city elected officials and staff to Tallahassee to lobby for full funding of the Florida Department of State's Arts & Culture matching grant program.

The delegation that traveled to speak to state legislators represents the Chambers's goal of providing tri-sector leadership.

Art gives us a competitive advantage in attracting businesses and talent and drives traffic to our restaurants and retailers.

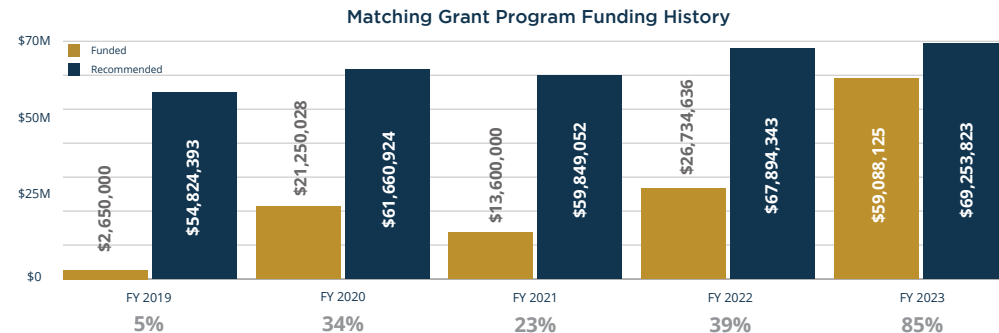
18% of Winter Park's economy is arts and culture.

ART
IS GOOD BUSINESS



Eight cultural programs in Winter Park alone received matching grants. Our efforts were crucial to secure 85% funding for the first time since 2015.

Every dollar invested in arts and culture generates a 9:1 return on investment. Arts advocacy is a top priority as it drives economic activity in our community.



\$560,000

in Matching Grants

\$5,000,000

In Economic Activity



How has Winter Park managed its parking and how does it impact our future?

The Chamber stepped up its advocacy for changes to Winter Park's restrictive parking codes in 2023, knowing that parking codes and parking availability in very real ways dictate our quality of life, aesthetics and availability of housing and office space.

We presented nationally acclaimed journalist and Harvard fellow Henry Grabar, author of the best-selling book "Paved Paradise: How Parking Explains the World", as the keynote speaker at our Outlook luncheon in September. He made clear to the sold-out crowd that the sheer volume of parking spots required by building codes in Winter Park makes it difficult to attract businesses and young people, build affordable housing or create start-up companies here.

Chamber President and CEO Betsy Gardner Eckbert followed up with a presentation to the City Commission, asking leaders to eliminate parking minimums in the city. The Commission subsequently began a work study on the subject.



E V E N T S



135,000+

Annual Attendees

50+

Events

50TH ANNUAL

AUTUMN

ART

FESTIVAL





185

Artists

13

Food Vendors

12

Live Performances

35

Patrons

55

VIPs

100,000+

Attendees



Lydia Gardner

CITIZEN OF THE YEAR

Steve
Simms

*Vice Chairman of Florida
for HUB International*



CHEERS TO YOU!



W O M A N O F I N F L U E N C E

C a r o l y n
F e n n e l l

*Senior Vice President, Public Affairs and Community Relations
Greater Orlando Aviation Authority*

W O M E N O F I N F L U E N C E

L i f e t i m e A c h i e v e m e n t

T h e H o n o r a b l e

T o n i
J e n n i n g s

*Former Lieutenant Governor of Florida
Former President of the Florida Senate*



W O M E N O F I N F L U E N C E

SPEAKERS

GOOD MORNING WINTER PARK



Betsy Gardner Eckbert
President/CEO
Winter Park Chamber of Commerce



Jennifer Evins
President & CEO
United Arts of Central Florida



Nicole Ayoub
Vice President and Chief Nursing Officer
AdventHealth Winter Park



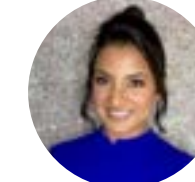
Chelsie DiPaolo
Owner
One Life Daily Market



Sen. Jason Brodeur



Jessa Rohloff
Chair
100 Women Strong



Debra Mendonça
Director of Operations
The Glass Knife



Suzanne Worthington
President
Orlando Health
Winnie Palmer Hospital



Rick Baldwin
Local Historian



Dr. Maria Vazquez
Superintendent
Orange County Public Schools



Judith Smelser
President & General Manager
WFME 90.7



Lisa Lyons
Owner
Lisa Lyons Events & Etiquette



Rep. LaVon Bracy Davis



Landra Wormack
Community Relations Specialist
Orange County Tax Collector



Navin Kulshreshtha
Director
Devi Studios



Kelly Nierstedt
President
Orlando Health
Orlando Regional Medical Center



Markys Mackey
Founder and CEO
Verity Construction Company



Melissa Schneider
Executive Director
Winter Park Library



Tracy Klingler
Owner
frank.



Stylists
Privé Salon & Spa



Rep. Anna V. Eskamani



Jan Edwards
Founder and President
Paving the Way Foundation



Betsy Gardner Eckbert
President/CEO
Winter Park Chamber of Commerce



Ohme Entin
Chief Operating Officer
Orlando Health
Orlando Regional Medical Center



AOA Creative Team
FunHundred!
Concept, Design, Installation



Dr. Grant Cornwell
President
Rollins College



Alan Chambers
Vice President of Operations
John Craig Clothier & Current



Annie Thornton
Owner
Simply Cheese



Rep. Susan Plasencia



Isabelle Owens
2023 Finalist
The Victory Cup Initiative



Annie Thornton
Owner
Simply Cheese



Angie Jernigan
Chief Financial Officer
Orlando Health
Jewett Orthopedic Institute

PANELISTS

WINTER PARK PROFESSIONAL WOMEN



P R O G R A M S



1,200+

Program
Graduates

LEADERSHIP

24

Alumni Engagement
Opportunities

1,000+

Participants



LEADERSHIP



Winter Park

COMMUNITY
LEADER

Andrea
Massey-Farrell

*President and CEO, Harvey & Carol Massey Foundation
Sr. Vice President of Community Relations, Massey Services*

43%

Increase in
Class Diversity

Across 5 Filters



138

Donors

4

Annual Full Scholarships

3

Annual Partial Scholarships



LEGACY FUND



82%

Increase in
Scholarship
Funds Raised

1,486

Pancake Breakfast
Tickets Sold

40%

of Tickets Donated



60

Participants

15

High Schools

9

Full Scholarships

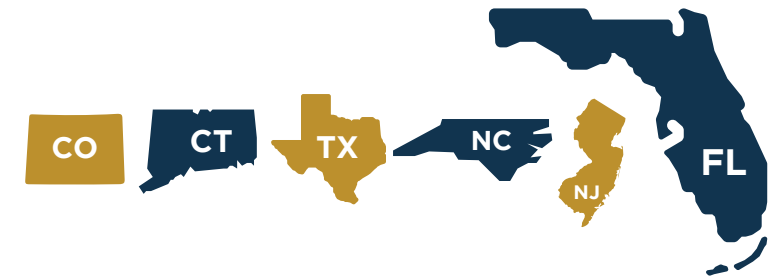




140+

Graduates

6



States

IRIELAUNCH



COMMUNICATION

50%

Increase in
Subscribers

48%

Increase in
Followers





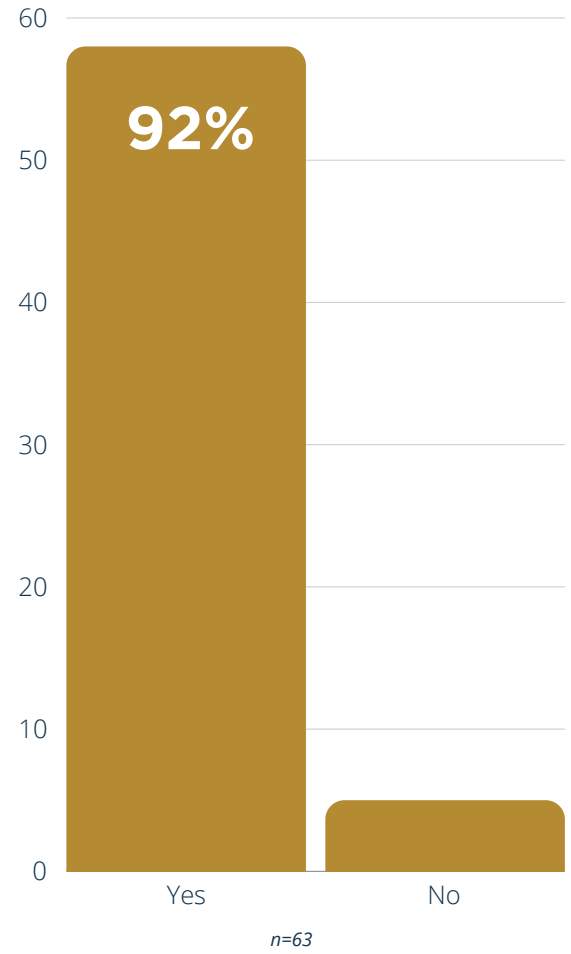
15,000+

Average Monthly
Website Views



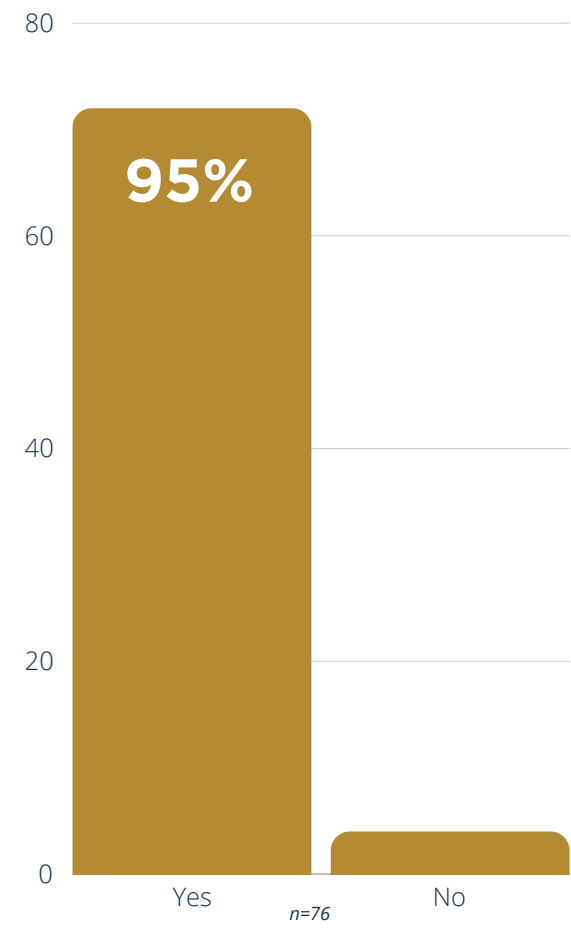
END OF YEAR
SURVEY

Have our efforts to support our member businesses in 2023 been successful?

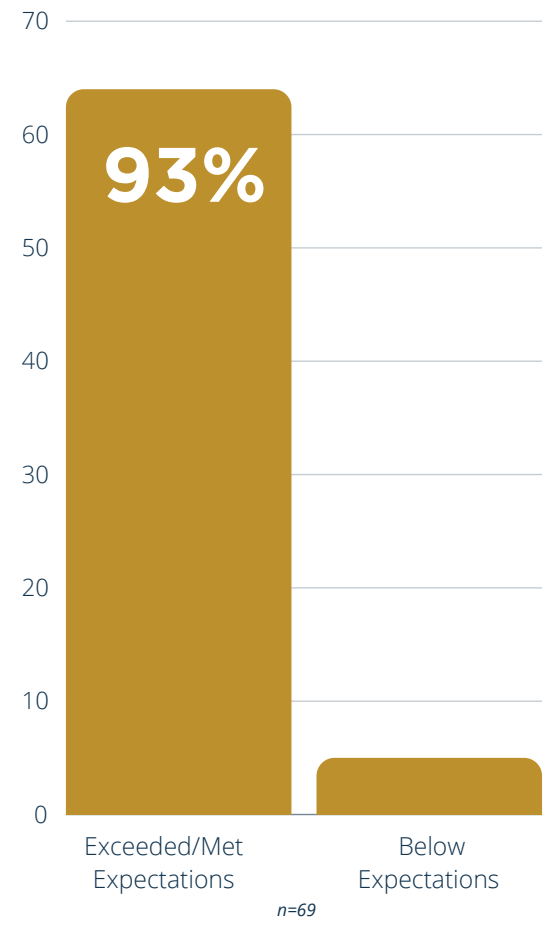




Have you found our communication relevant, informative and engaging?



What was your experience at our more than 100+ events and programs in 2023?





What were the top member benefits in 2023?

Communication

**Community
Involvement**

Advocacy

**Events &
Programs**

Networking



OUR TEAM

CHAMBER STAFF

“The quality of our team enables us to function like a business 5 times our size, providing unparalleled resources to our members from the rich business backgrounds of each member of our team.

I am not surprised that this team was singled out for national recognition. They are the best in business.”



BETSY GARDNER ECKBERT, IOM
President/CEO



LEESA BAINBRIDGE



STEPHANIE BIDDLE



ASHLEY BILLINGS



LAUREN BLOOM



ANNEMARIE COOPER



STACEY COX



ADDISON CURSEY



TRACY FAGAN



KATHERINE GIERE



MARY BETH JOHNSTON



AMIE MORGAN



NANCY STEPHENS



CARYN URBINA



ANA ZORRILLA

Transforming Businesses Through Extraordinary Resources

BOARD OF DIRECTORS



ROBBY BARROWS



JOSH BEITER



ALAN CHAMBERS



RYAN DEVOS



PAUL DIETRICH



CHARLENE HOTALING



JOEL KNOPP



STEVE KRAMER



PATRICK LEWIS



MARKYS MACKEY



SAM REDA



SAM STARK



ALEX UNCEIN



KEITH WHITTINGHAM

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



TRACY KLINGLER
CHAIR



MICHELLE STRENTH
PAST CHAIR



CARROLL GOGGIN
CHAIR-ELECT



DEBBIE MAGRUDER
TREASURER



JUSTIN BIRMELE
EXECUTIVE



JOANNE MCMAHON
EXECUTIVE



LAURA WALDA
EXECUTIVE