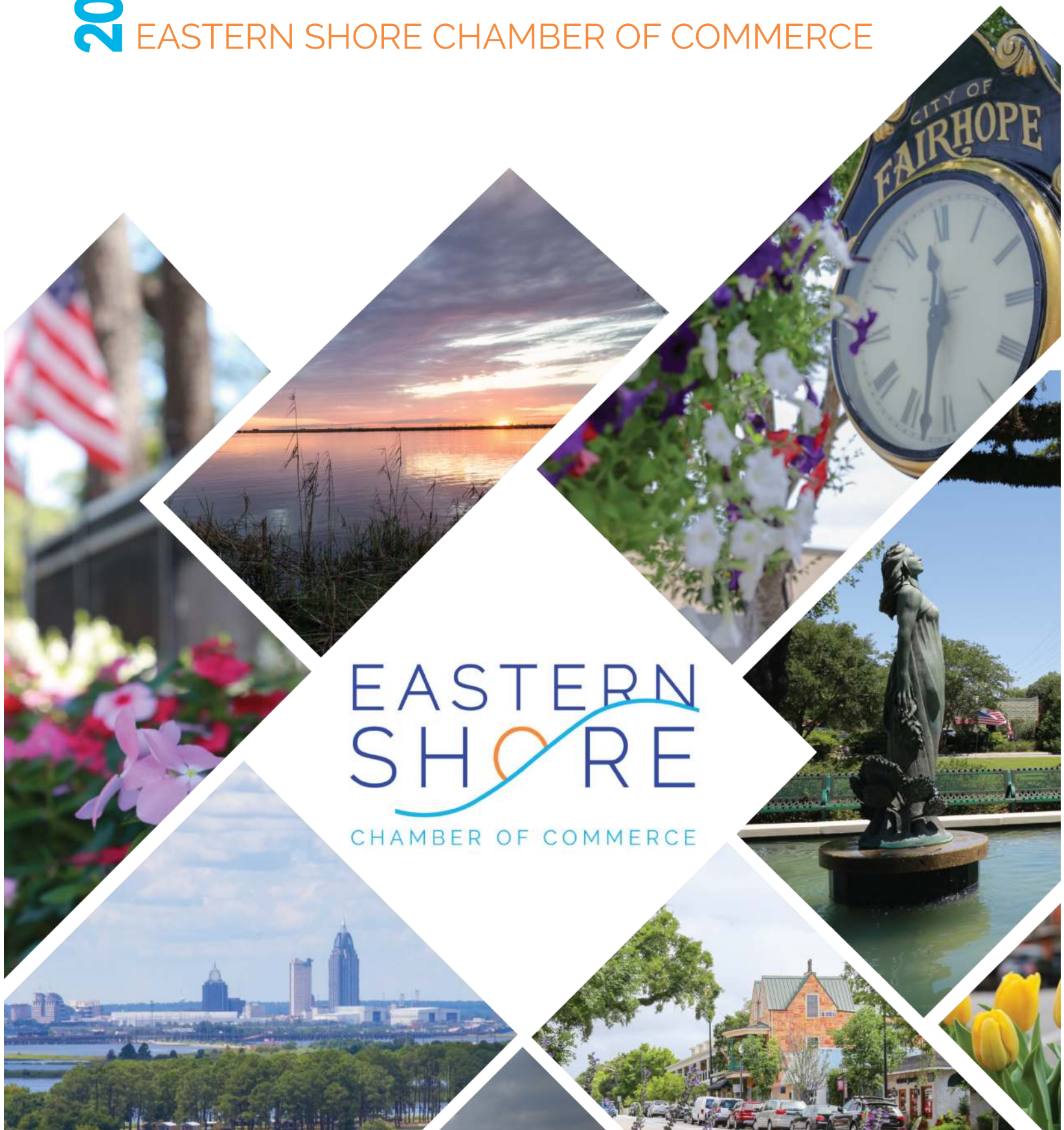


# 2020 ANNUAL REPORT

EASTERN SHORE CHAMBER OF COMMERCE



EASTERN  
SHORE  
CHAMBER OF COMMERCE

# EASTERN SHORE

## CHAMBER OF COMMERCE

Promoting Business While Connecting Communities



**Total Members**  
1,050



**New Members**  
70

### OUR MISSION

To make the Eastern Shore the best place to live, work and cultivate business

### CORE VALUES

**PROMOTE BUSINESS** - Provide value, opportunity, promotion, education, networking and recognition for members.

**BUILD COMMUNITY RELATIONSHIPS** - Inform, educate and provide access to local governmental and community affairs to ensure a business-friendly environment.

**ADVANCE TOURISM** - Promote Tourism as an economic driver through communication and education.

**ADVOCATE FOR WORKFORCE DEVELOPMENT** - Bridge relationships between businesses, education and training entities, and the workforce.



## Young Professionals



**328 Members**

**56 Avg. Social Attendance**

- Partnered with United Way to raise \$9315 for the Backpack Food Program in Baldwin County Schools through an online donation campaign
- Incorporated Virtual Happy Hours when unsafe to meet in person
- Held a joint social with Mobile YP to encourage regionalism

## Promote Business

- Continuously sought creative ways to continue to engage members throughout COVID-19 closures, including virtual workshops, Morning Marketing Meetings, Business After Hours & Chamber 101
- Continued the Mayors' Prayer Breakfast tradition by streaming program live on Facebook
- Launched the Support Small Eastern Shore initiative to prop up small business during the challenges of 2020. The initiative included:
  - Support Small Eastern Shore Facebook Group for shops to share openings, operation changes & specials. Group grew to 1,028 members
  - Support Small Live - Facebook Live interviews with community leaders and local experts to guide businesses through topics related to COVID-19
  - Support Small Business Profiles - A video series to highlight innovation at local businesses as they adapted to the changing business climate
- Launched online resource guides regarding COVID-19, PPE & hurricanes
- Offered social distancing dining & retail guides on eschamber.com to help customers navigate new hours & offerings at local restaurants & shops
- Connected local organizations and businesses to aid in hurricane response
- Highlighted 26 shops with Eastern Shore Elf holiday shopping campaign



## Jubilee Festival of Arts



**107 Artist Booths**

**09 Jubilee Market Vendors**

**06 Food Vendors**

- Reimagined the Jubilee Festival of Arts for health & safety to allow it to take place & support local businesses
- Moved Festival to Lott Park
- Planned festival entirely via Zoom meetings
- Offered Virtual Artist Market in addition to traditional festival

## Advance Tourism

- Launched the [www.ExploreEasternShore.com](http://www.ExploreEasternShore.com) Tourism Website on June 30 featuring directories from hotels, restaurants, attractions & event planning
- Website launch partnered with new Explore Eastern Shore quarterly newsletter, tourism blog & social media efforts
- Rebranded the Eastern Shore Magazine with a fun and fresh look and feel
- Reimagined the Jubilee Festival of Arts to be able to continue to offer this community-wide event that attracts visitors and supports local businesses and artists.
- Engaged with travel writers to feature Eastern Shore attractions in a variety of publications to attract visitors to the area.
- Advertised the Eastern Shore in various travel publications including Alabama Magazine, Portico & Fairhope Living
- Supported cities through promotion efforts

# Build Community Relationships

- Governmental Affairs Committee connects members to our elected officials and community leaders
- Connected businesses and non-profits to COVID-19 resources including grant and loan opportunities
- Supplied regular updates on COVID-19 mandates and guidelines affecting businesses
- Advocated for protocols that allowed businesses to keep their doors open with safety guidelines for staff and customers
- Published Election Guides for the Primary (1886 Views) & Municipal Elections (2,470 Views) introducing voters to the candidates & their platforms
- Held Municipal Election Forums for voters to hear from candidates first hand about key issues in each city. Forums were available in person and streamed live online, with 15,800 views over 5 forums
- Worked with the Baldwin County Chamber Coalition to host a Primary Election Forum
- Published a Legislative Session Recap as a resource for members
- Worked with Chamber Coalition to craft a cohesive Legislative Agenda focusing on concerns facing Baldwin County's business community.
- Retooled the Elected Officials Luncheon to be able to offer this signature event in a socially distanced and safe way
- Promoted the importance of self-response in the 2020 Census
- Virtual Mayors' Prayer Breakfast featured the three mayors from Daphne, Fairhope and Spanish Fort.
- Elected Official speakers were introduced as part of each Governmental Affairs Committee Meetings

# Advocate for Workforce Development

- Graduated 42 high school students from the Youth Leadership program
- Explored more than 10 industries with 35 high school students participating in the Student Training & Exploration Program
- Implemented the Work Ethic Certificate focusing on employability skills with high school students
- Held Annual Baldwin County Career & Job Fair with more than 50 participating employers and more than 400 job seekers
- Partnered with Coastal Alabama Community College to create a certified Information Technology Apprenticeship for high school & post-secondary students
- Used COVID-19 to define the "essential employee" and the obtainable educational opportunities offered in our community



## STEP

4-Year leadership and career pathway exploration initiative

**2020 Participants: 35**  
**Total Graduates: 250**

## Youth Leadership

7-Month program to teach community, develop leadership skills & gain self & social awareness

**2020 Graduates: 42**  
**Total: 692**

# By The Numbers

**Networking Events**  
19

**Virtual Events**  
20

**Workshops**  
11

**Ribbon Cuttings**  
30

**Job Postings**  
53

**Hot Deals Posted**  
13

**Member to Member Deals**  
9

**Political Forums**  
6

Views: 15,800

**Primary Election Guide**  
Views: 1,886

**Municipal Election Guides**  
Views: 2,470

**96th Annual Awards Ceremony**  
Attendees: 201

**Baldwin County Career & Job Fair**  
Attendees: 450

**36th Annual Mayors' Prayer Breakfast**  
Virtual Attendees: 508

**6th Annual Elected Officials Luncheon**  
Attendees: 83



**Website Visitors**  
71,000



**Twitter**  
4,421  
+14



**Facebook**  
12,273  
+1,273



**Instagram**  
2,602  
+373





## 2020 Board of Directors

**Greg Strachan**  
Chairman  
Bryant Bank

**Scott Tripoli**  
Vice Chairman – Chairman Elect  
Grand Hotel Marriott Resort Golf  
Club & Spa

**Ormand Thompson**  
Past Chairman  
Infirmary Health

**Lee Webb**  
Vice Chairman – Treasurer  
Trustmark National Bank

**C.J. Ezell**  
Vice Chairman – Member Value  
PointClear Networks

**Jessica Wofford**  
Vice Chairman – Tourism  
Refined Events

**Brad Pitt**  
Vice Chairman – Workforce  
Development  
Riviera Utilities

**Dr. Melinda Byrd-Murphy**  
Vice Chairman – Governmental  
Affairs  
Coastal Alabama Community  
College

**Diane Anderson**  
Avizo Group

**Steve Ascik**  
Eastern Shore Ace Hardware

**Wesley Carpenter**  
Merrill Lynch

**Kelly Finley**  
WZEW

**Ed Hammele**  
SmartBank

**Abe Harper**  
Harper Technologies, LLC

**Michele Kane**  
Hargrove Engineers + Constructors

**Cory Luckie**  
C.A. Luckie Insurance

**Paige Moore**  
RE/MAX By The Bay

**Lisette Normann**  
The Fairhope Store

**Wayne Sanders**  
Terry Thompson Chevrolet

**Marina Simpson**  
United Way of Baldwin County

**Gia Wiggins**  
Morale Resources, LLC

## Chamber Staff

**Casey Williams**  
President

**Christina Hellmich**  
Director of Workforce Development

**Liz Thomson**  
Director of Tourism & Special Events

**Denise Curtis**  
Communications Director

**Janet McGlothren**  
Office Administrator

**Tully Cruthirds**  
Director of Operations & Project  
Manager

## Marketing Opportunities

ADVERTISING  
COMMUNITY CALENDAR  
DIRECTORY LISTING  
GRAND OPENINGS & RIBBON CUTTINGS  
HOT DEALS  
JOB POSTINGS  
MEMBER NEWS  
MEMBER TO MEMBER DEALS  
REFERRALS  
RELOCATION PACKETS  
SPONSORSHIPS  
TOURISM PROMOTION

## Groups & Committees

AMBASSADORS  
ANNUAL AWARDS CEREMONY COMMITTEE  
EXPLORE EASTERN SHORE TOURISM SOCIETY  
GOVERNMENTAL AFFAIRS COMMITTEE  
JUBILEE FESTIVAL OF ARTS COMMITTEE  
LEADERS COUNCIL  
MAYORS' PRAYER BREAKFAST COMMITTEE  
MEMBER VALUE COMMITTEE  
STEP COMMITTEE  
TOURISM COMMITTEE  
YOUNG PROFESSIONALS  
YOUTH LEADERSHIP COMMITTEE

## Publications

EASTERN SHORE MAGAZINE  
CHAMBER WEBSITE & DIRECTORY  
EXPLORE EASTERN SHORE WEBSITE  
CHAMBER CONNECTIONS E-NEWSLETTER  
WEEKLY WAKEUP E-NEWSLETTER  
EASTERN SHORE SPOTLIGHT E-NEWSLETTER  
TOURISM MAPS  
STREET MAPS

**EASTERN SHORE**  
CHAMBER OF COMMERCE