

2024

ANNUAL REPORT



ORGANIZATIONAL

- ▶ Completed renovations for the Chamber Building on time and under budget, and opened the building with a grand celebration on April 2, 2024
- ▶ Opened the Brown & Brown Business Center welcoming Daytona Chamber groups including weekly Regional Business Connections, Ambassadors, Advocacy, Work Force, Leadership and training sessions
- ▶ Developed rental and pricing structure for the rental program related to the building space. Hosted over **440** meetings and groups in the building rental spaces between April and December
- ▶ Hired two new staff members updated Position Descriptions for Marketing & Communications improving messaging and Program Management adding support for building rental services
- ▶ Assembled the Strategic Planning Committee and completed the 2025-2027 Strategic Plan approved by the Board of Directors by December 2024

ADVOCACY

- ▶ Presented Eggs & Issues programs including a Legislative Welcome Back, Volusia County Chair and Volusia County Council candidate forums
- ▶ For the first time, the Daytona Regional Chamber endorsed Candidates in the Volusia County State Legislature, County Chair, County Council, School Board, and Daytona Beach City Commission races
- ▶ Provided an extensive Voter's Guide in both the Primary and General Elections
- ▶ Continued with our "Tapping Into Issues" advocacy series featuring dynamic speakers covering the state of politics with over **60** attendees

MEMBERSHIP SUPPORT

TOTAL MEMBERSHIP 910



186
New Members



43
Ribbon Cuttings



29
Mission Members



37
Trustee Members



144
RBC Meetings



3
Roundtable Programs

MEMBERSHIP ENGAGEMENT

4,377 EVENT ATTENDEES OVER 43 PROGRAMS AND EVENTS

- ▶ Business After Hours attracted **1,295** attendees
- ▶ Eggs & Issues attracted **789** attendees
- ▶ Annual Meeting attracted **538** attendees
- ▶ Annual Awards Luncheon attracted **195** attendees
- ▶ Market Watch Business Summit attracted **128** attendees
- ▶ Inaugural One Table Community Dinner attracted **102** attendees
- ▶ Hosted the sold-out Mega Mixer with the Volusia County Chamber Alliance
- ▶ Co-sponsored events with the Volusia Young Professionals Group and the City of Daytona Beach
- ▶ Hosted Volusia Days with **62** attendees
- ▶ Hosted an Elected Officials Icebreaker with **112** attendees
- ▶ Hosted our bi-annual Hob Nob with **179** attendees

LEADERSHIP DEVELOPMENT

29

Leadership Graduates visited 11 locations with access to 48 community speakers

Leadership Alumni Members

71

271

Attendees to Elevate with 14 speakers

Attendees to BRIDGEx Workshops

88

191

Participants at Leadership Daytona and Alumni programs

CREST OF THE WAVE



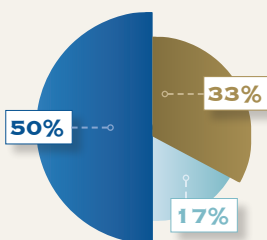
- ▶ Launched monthly podcast in May featuring eight community leaders resulting in **352** downloads/views

2024 FINANCIAL SUMMARY

OPERATING ONLY - EXCLUDES BUILDING PROJECT REVENUE AND EXPENSES



2024 OPERATING REVENUE



- Investment (Member) Revenue
- All Other Revenue
- Program Revenue

WORKFORCE DEVELOPMENT

- ▶ Launched Readers to Leaders Initiative, a partnership of the Daytona Regional Chamber, Leadership Daytona Alumni Council, Early Learning Coalition of Flagler Volusia, and Volusia County Schools
- ▶ **120 students** participated in the Soft Skills Summit led by **24 business leaders**, with a keynote presentation from Volusia County Sheriff Mike Chitwood
- ▶ **102 attendees** participated in Power of Inclusion and Lunch with Leaders Programs

COMMUNICATIONS

DIGITAL NEWSLETTER EMAILED TO NEARLY 1,800 RECIPIENTS EACH WEEK



- ▶ **201,998** total digital sends to members with an open rate of 38%



- ▶ Produced **4** Digital Directories Promoting our Members



- ▶ **1,461,418** referrals from the online Membership Directory

SOCIAL MEDIA



- ▶ **1263 posts** on Facebook



- ▶ **1012 #MSM posts**



- ▶ **426 new followers** on Facebook



- ▶ **690 followers** on LinkedIn



- ▶ Instagram up **22%** overall



- ▶ **256 new followers** on LinkedIn



- ▶ **12,548 Followers** on Facebook

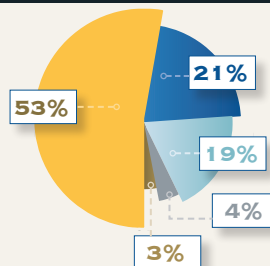


- ▶ **3,401 impressions** on LinkedIn



- ▶ **6,300 Followers** on Twitter- X

2024 OPERATING EXPENSES



- Staffing
- Programs/Events
- Building/Office
- All Other
- Marketing/Membership

2024

Executive Committee & BOARD OF DIRECTORS

Dr. Kelly Austin – Embry Riddle Aeronautical University
 Ms. Kourtney Bigelow – Ladies Professional Golf Association
 Mr. Chris Bowler – Daytona Beverages, LLC
 Mr. Robert Burnett – The Shores Resort & Spa
 Ms. Terry Cain Tyler – TCT Advantage LLC
 Mr. Jim Carnall – Command Medical Products, Inc.
 Mr. Mark Chastain – Barwick Banking Company
 Ms. Kristina Circelli – Volusia Young Professionals Group
 Ms. Cheryl Coxwell – Daytona International Speedway
 Mr. Kevin Craig – AT&T Florida
 Ms. Susie Dolan – Waste Pro
 Ms. Jeannette Duerr – Synergy Billing
 Mr. Adam Dunn – Florida Health Care Plans – Legal Counsel
 Mr. Rick Durgin – Lifestyle Realty Group
 Mr. Steve Farmer – Brown & Brown, Inc.
 Mr. Deric Feacher – City of Daytona Beach, Ex-Officio
 Mr. Harold Goodemote – Coleman Goodemote Construction Co.
 Mr. Jordan Jiloty – NASCAR – At Large
 Mr. Rufus Johnson – GEICO, Johnson Agency, Inc. – VC Center for Business Development & Community Awareness
 Ms. Nancy Keefer – Daytona Regional Chamber of Commerce – President/CEO
 Mr. Frank Kelleher – Daytona International Speedway
 Ms. Kelly Parsons Kwiatek – Halifax Health
 Mr. James Lanni – Brown & Brown, Inc. - Treasurer
 Mr. Tom Leek – State Representative, Ex-Officio

Dr. Tom LoBasso – Daytona State College
 Mr. Robert Ludlow – Truist
 Ms. Nellie Lupoli – ICI Homes – Immediate Past Chair
 Mr. Steve Mach – Halifax Health – At Large
 Mr. Jonny Magill – Jonny Nomad Media
 Mr. Leonard Marinaccio, III – Bomar Construction, Inc.
 Mr. Philip Maroney – Root Company
 Mr. Chris Mavronas – Steve’s Famous Diner
 Ms. Stephanie Mellenberndt – AdventHealth
 Mr. Keith Norden – Team Volusia
 Mr. Ryan Page – Intracoastal Bank
 Mr. Bob Rand – Coldwell Banker Commercial Benchmark – VC Center for Workforce & Innovation
 Ms. Karen Rath – TD Bank
 Mr. George Recktenwald – Volusia County, Ex-Officio
 Ms. Nikki Risley – Daytona Dodge Chrysler Jeep RAM Fiat
 Ms. Carmen Ruiz – FASTSIGNS of Daytona Beach – VC Center for Advocacy / Economic Development
 Mr. Mike Sibley – James Moore & Co., P.L., CPAs & Consultants – 2024 Chairperson
 Ms. Shelley Sloan – Tanger Daytona Beach
 Mr. Michael Sznepstajler – Cobb Cole – Chair Elect
 Mr. Bobby Thigpen – Jon Hall Chevrolet
 Mr. Chris Tolland – Foundation Risk Partners – VC Center for Organizational Excellence
 Ms. Linda Webster – Florida Power & Light – First Vice Chairperson
 Mr. David Weis – AdventHealth – At Large
 Ms. Holly W Zitzka – Cobb Cole

Executive Committee

Professional STAFF

Ms. Nancy Keefer	CCE	President & CEO
Ms. Janet Kersey	CFEE, CDME	Executive Vice President & COO
Mr. Ken Phelps	IOM	Vice President of Resource Development
Ms. Kelly Amy		Member Engagement/Communications
Ms. Lori McMullin	APR	Director of Business Development
Mr. David Robinson		Director of Advocacy
Ms. Nichole Sprague		Business Manager
Ms. Nancy Kendrick		Morning Receptionist
Ms. Kelli Cosentino		VCARD Executive Director
Ms. Daniela Behler		Contracted Social Media
Mr. Robert Elkin		Contracted CFO



From our 2024 Chairperson of the Board, **MIKE SIBLEY, JAMES MOORE & COMPANY**

As we look at the past year, I am filled with gratitude and a deep sense of accomplishment as I reflect on all that we have achieved together. This year, we set ambitious goals, and thanks to your unwavering support and engagement, we accomplished a great deal together.

Members Supporting Members - Our theme this year, "Members Supporting Members," encouraged our community to share their collaborative efforts using the hashtag #MSM. I'm thrilled to announce that we surpassed our goal of 1,000 posts, showcasing countless examples of how our members uplift one another. This spirit of mutual support has strengthened our business ecosystem in powerful and lasting ways.

Milestone Achievements - One of our proudest accomplishments was completing the renovation of our Chamber building. We celebrated its grand reopening by welcoming members and guests into a modern, collaborative space designed to foster meaningful connections. Since then, the energy within our walls has been electric—over 440 meetings, new podcasts, and even events with hundreds of attendees have brought our vision for the space to life.

Advocacy in Action - Advocacy remained central to our mission this year. We tackled key issues impacting our members, including property insurance affordability, workforce development, and infrastructure improvements. With 2024 being a pivotal election year, we worked tirelessly to inform our members through candidate forums at Eggs and Issues events, our Hob Nob gathering, and an election guide. For the first time, we endorsed candidates who align with our members' concerns, ensuring that the business community's voice is heard at every level of government.

Leadership and Community Initiatives - Our leadership classes also rose to new challenges. The 2023 class focused on improving third-grade reading scores through the "Readers to Leaders" initiative, creating a foundation for long-term educational success. The 2024 leadership class took on the critical task of reviewing studies on enhancing our beachside community. After months of research and engagement with local and national leaders, they made an impressive presentation to our Board of Directors and are preparing next steps to take action.

Resilience and Forward Momentum - Throughout the year, we also faced natural challenges, stepping up to support the business community during three hurricanes. Despite these disruptions, we continued to offer valuable networking and educational events, helping businesses connect, collaborate, and grow.

Looking Ahead - We have already begun work on our new strategic plan, which promises to push the boundaries of how we support and advocate for businesses in innovative ways. We remain committed to driving economic growth and fostering a vibrant, resilient community.

In closing, I want to express my deepest appreciation for your continued investment in our shared success. The Daytona Regional Chamber of Commerce is strong because of you. Together, we've built something truly special, and I know that even greater accomplishments lie ahead. Thank you for being part of this incredible journey.

With gratitude and best wishes for continued success,

Mike Sibley



TRUSTEES

ENSURING SUSTAINABLE INVESTMENTS
FOR THE FUTURE OF OUR REGION

PILLAR



CHAMPION



VISIONARY



INVESTOR

- ▶ B Braun
- ▶ Costco Wholesale
- ▶ Daytona Beach International Airport
- ▶ Daytona Dodge Chrysler Jeep RAM Fiat
- ▶ Fairwinds
- ▶ Ghyabi Consulting & Management
- ▶ Intracoastal Bank
- ▶ Launch Credit Union
- ▶ PNC Bank
- ▶ Radiology Associates
- ▶ TD Bank
- ▶ Teledyne Marine
- ▶ University of Central Florida - Daytona Beach
- ▶ VyStar Credit Union
- ▶ Wells Fargo Bank, NA

CORNERSTONE

