

## ORGANIZATIONAL

- Completed fundraising for the new Chamber Building generating \$3.2 million to complete the project.
- Started the renovations of the building on April 1, 2023.
- Moved to temporary headquarters in late March to ensure continuity of chamber work during construction.
- Convened an Advocacy Task Force to study the Chamber's enhanced involvement in elections and endorsements.

## MEMBERSHIP ENGAGEMENT

- Business After Hours attracted 949 attendees
- Membership Breakfast Eggs & Issues attracted 727 attendees
- 1051 participants participated in Signature events
- Hosted the sold-out Mega Mixer with the Volusia County Chamber Alliance
- Co-sponsored networking events with the Volusia Young Professionals Group, the Hispanic Chamber of Central Florida and the Urban Chamber of Commerce.

## ADVOCACY

- Presented advocacy programs including a Mayor's Panel, Legislative Welcome Back, Meet your Constitutional Officers, and a Daytona Beach City Manager Update
- Conducted a workshop on the Live Local Act with 84 attendees
- Hosted Volusia Days with 68 attendees
- Presented the Florida Institute for Political Leadership and conducted a local Candidate Bootcamp
- Hosted an Elected Officials Icebreaker with 160 attendees
- Produced a new Tapping into Issues event with 44 attendees
- Presented Positions and advocated on Tort Reform, Economic and Tourism Funding, Workforce Immigration, Moratoriums and the Silver Beach Condo project.

## MEMBERSHIP

**925** Total Members

**156** New Members

**29** Ribbon Cuttings

**29** Mission Members

**34** Trustees

**141** RBC Meetings

**6** Roundtable Programs

## SOCIAL MEDIA

**1,248** POSTS

Distributing engaging content



**604**

**NEW FOLLOWERS**

Broadening the audience of Chamber followers

**12,122**

**TOTAL FOLLOWERS**

Maintaining and retaining our following



**37%**

Up overall



**4,651**

Total Followers

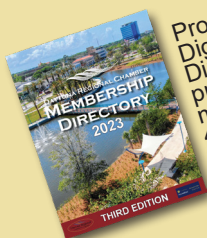
## LEADERSHIP DEVELOPMENT

- 25 Leadership Graduates visited 13 locations with access to 54 community speakers
- 112 Leadership Alumni Members
- 258 attendees to Elevate with 13 speakers
- 87 attendees to BridgeX Workshops
- 113 participants at Leadership Daytona and Alumni programs

## WORKFORCE DEVELOPMENT

- More than 11,500 Volusia County Schools students in grades 8-12 utilized their YouScience aptitude assessment results to explore in-demand careers.
- 102 students participated in the Soft Skills Summit led by 23 business leaders.
- 90 attendees participated in Power of Inclusion and Lunch with Leaders Program

## COMMUNICATIONS



Produced 4 Digital Directories promoting our members with 44% open rate



Revised weekly Edge Communications increasing open rate to 40%



**929,491** referrals from the online Membership Directory

**147,726**

page views on the website



Published new Membership Insider  
- Advocacy Issue - 44% open rate  
- Workforce Issue - 51% open rate



## FROM OUR 2023 CHAIRPERSON OF THE BOARD, NELLIE LUPOLI, ICI HOMES



Last February, at the Daytona Regional Chamber's Annual Meeting, it was my honor to "sing" about all the dreams that we dared to dream for 2023 and as I reflect on this past year, I could not be prouder of what the Chamber has accomplished.

Advocacy at every level continues to be the cornerstone of the Daytona Regional Chamber of Commerce. We took advantage of this non-election year and Mike Sznajstajler chaired a committee to discuss the Chamber's future expanded role in the political arena, discussing and considering everything from endorsing to financially supporting candidates for public office based on those topics that our members say is most important to their businesses. This year we are especially proud of our contributions to tort reform, our support of economic, infrastructure, and tourism funding, and expressing our concerns about the impact of immigration legislation as it relates to the workforce and the challenges employers in our community face. Additionally, we filled our very important Advocacy role at the Chamber and are excited about our future work in this impactful area.

Local businesses are the lifeblood of our community and the heart of our chamber. In 2023 we started new programs such as

BridgeX, Power of Inclusion and Lunch with Leaders, expanding to offer new workshops on important business topics. From DEI to branding and storytelling, we strive to help small businesses build their knowledge base and put more tools in their toolboxes.

The renovation of the Chamber building, which will be a new hub for business in our community, began in April and we are not far from getting to move back to this wonderful space. We want this to be a place for members and businesses to meet informally or to have the ability to reserve private meeting or training space. Who knows, while there, visitors may be invited to participate in a podcast from our new podcast studio.

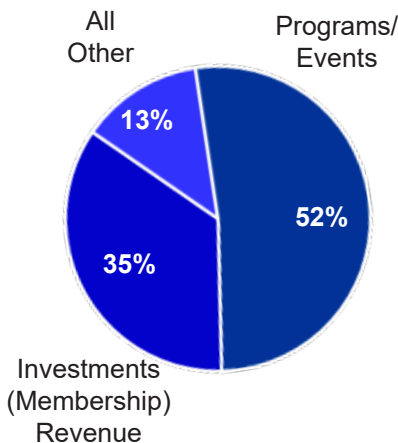
What am I personally most proud of this year? It's the chamber's focus on enabling education. YouScience Aptitude testing is now available and supported by and through all Volusia County schools. In August, I presented Leadership Daytona Class 43 with a challenge on how to spread awareness of our local 3rd grade reading scores because I know that, even though our county is ahead of the state overall, as soon as everyone in our community becomes aware that only 53% of 3rd graders in Volusia County Schools are reading at or above grade level that, like me, the rest of the business community will start losing sleep and we can come together to make a real difference. It takes a village! I am so incredibly proud of

the leadership class who not only made a fantastic presentation but who have committed to helping the Chamber spread the word. The Florida Chamber recently recognized our very own Nancy Keefer with a 2023 Florida Chamber's Chair Award for our chamber's incredible work in and focus on education.

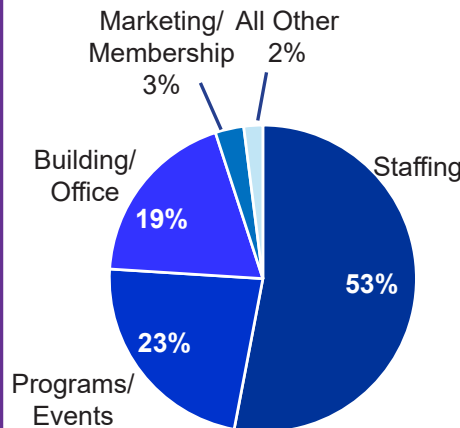
All of what I just shared with you was the NEW STUFF. We continued with our bread and butter. Through Eggs & Issues, icebreakers, candidate training, regional business connection groups, and forums, we brought together local and state elected officials, school and law enforcement officials, decision makers and so much more. We provided countless networking and learning opportunities and continued engaging our community and fostering connections.

The Daytona Regional Chamber of Commerce is strong and vibrant. Together, we have demonstrated our unwavering commitment to the prosperity of our region. As we face new challenges and opportunities, we must remember that our strength lies in our unity. We appreciate our members recognizing that their investment is not just transactional but rather transformational as we collectively build our community one business at a time. Let us remain steadfast in our commitment to Volusia County, and may our chamber continue to be a catalyst for growth, innovation, and positive change.

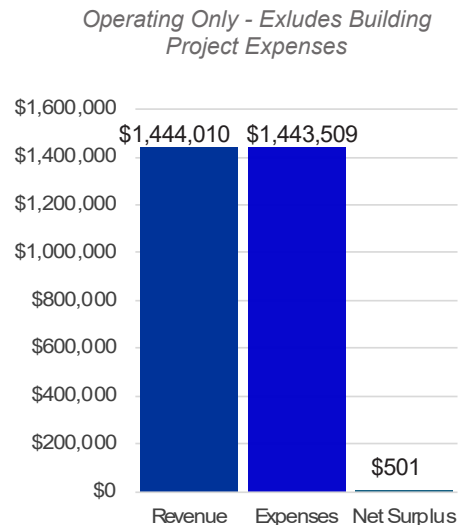
### TOTAL REVENUE



### TOTAL EXPENSES



### FINANCIAL SUMMARY





## 2023 BOARD OF DIRECTORS

### Executive Board

Cheryl Coxwell, Daytona International Speedway  
 Rodney Cruise, Embry-Riddle Aeronautical University  
 Rufus Johnson, GEICO Local Office - Johnson Agency, Inc.  
 Kelly Kwiatek, Halifax Health  
 James Lanni, Brown & Brown, Inc.  
 Nellie Lupoli, ICI Homes  
 Stephanie Mellenberndt, AdventHealth  
 Carmen Ruiz, FASTSIGNS of Daytona Beach  
 Mike Sibley, James Moore & Co., P.L., CPAs & Consultants  
 Michael Sznajstajler, Cobb Cole  
 Chris Tolland, Foundation Risk Partners  
 Linda Webster, Florida Power & Light

Randy Dye, Daytona Dodge Chrysler Jeep RAM Fiat  
 Steve Farmer, Brown & Brown, Inc.  
 Harold Goodemote, Coleman Goodemote Construction Co.  
 Nina Hosseini, ICI Homes  
 Jordan Jiloty, NASCAR  
 Frank Kelleher, Daytona International Speedway  
 Tom LoBasso, Daytona State College  
 Robert Ludlow, Truist  
 Steve Mach, Halifax Health  
 Jonny Magill, Jonny Nomad Media  
 Leonard Marinaccio III, Bomar Construction, Inc.  
 Philip Maroney, Root Company  
 Chris Mavronas, Steve's Famous Diner  
 Keith Norden, Team Volusia EDC  
 Bob Rand, Coldwell Banker Commercial Benchmark  
 Bobby Thigpen, Jon Hall Chevrolet  
 Rose Ann Tornatore, Wholesale Lighting, Inc.  
 David Weis, AdventHealth  
 Jack White, Burgoyne Properties Limited  
 Holly Zitzka, Cobb Cole

### Board of Directors

Shawn Abbatessa, Brown & Brown Absence Services Group  
 Kourtney Bigelow, Ladies Professional Golf Association  
 Chris Bowler, Daytona Beverages, LLC  
 Robert Burnett, The Shores Resort & Spa  
 Terry Cain Tyler, TCT Advantage LLC  
 Jim Carnall, Command Medical Products, Inc.  
 Mark Chastain, Barwick Banking Company  
 Kevin Craig, AT&T - Florida  
 Susie Dolan, Waste Pro  
 Jeannette Duerr, Synergy Billing  
 Adam Dunn, Florida Health Care Plans  
 Rick Durgin, Lifestyle Realty Group

### Ex-Officio Members

Deric Feacher, City Manager, Daytona Beach  
 Tom Leek, State Representative  
 George Recktenwald, County Manager, Volusia County

### President & CEO

Nancy Keefer, CCE, Daytona Regional Chamber of Commerce

## DAYTONA REGIONAL CHAMBER STAFF



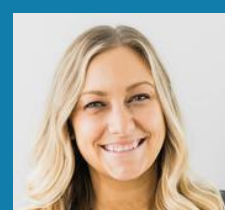
Nancy Keefer, CCE  
 President & CEO



Janet Kersey, CDME, CFEE, FCCP  
 Executive Vice President & COO



Ken Phelps, IOM  
 Vice President of  
 Resource Development



Samantha Crouch  
 Vice President of  
 Small Business Development



David Robinson  
 Director of  
 Advocacy



Lori McMullin, APR  
 Director of  
 Business Development



Nicole Bosley  
 Program Manager



Nichole Sprague  
 Business Manager



Diana Touns  
 Administrative Specialist