

2022 ANNUAL REPORT



MOUNTAIN LAKES
CHAMBER OF COMMERCE

From the CEO:

This year has come and gone in a flash, but what a year it has been! We surpassed our first-year goal for our new five-year plan, INNOVATE Jackson County, Power of Partnerships, grew Chamber membership by more than 8%, witnessed a record-breaking year in tourism, executed the inaugural State of Education Address, and so much more.

INNOVATE Jackson County consists of five initiatives: Workforce Solutions, Economic Vitality, Public Policy and Advocacy, Destination Marketing and Tourism, Investor Relations, Communications and Marketing. I encourage you to review the highlights of our major accomplishments within year one of our new five-year plan.

None of this could happen without our exceptional members, community partners and investors who give of their resources and believe in the work we are doing. Thank you for a successful 2022, and we look forward to even greater things in 2023!

Rick Roden

MISSION

To promote harmony and stimulate county-wide economic growth. With a goal to improve the quality of life, enhance communications between workforce & education, we strive for a positive partnership with all Jackson County citizens.



In 2022, the Mountain Lakes Chamber of Commerce embarked on our new five-year program of work, INNOVATE Jackson County, Power of Partnerships. We refined our focus to leverage our people, our diverse communities, and our abundant natural resources to deliver results that support business and industry, create new jobs, drive tourism, and enhance the quality of life for all of Jackson County. The Chamber is pursuing a regional approach with our neighbors to address common challenges and leverage opportunities. Your voice counts! We welcome your feedback and any opportunity to make Jackson County a better place to live, work and play.



- Jim Jordan, 2022 Board Chair

Chamber STAFF



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JOANN JOHNSON

VOLUNTEER ADMINISTRATIVE
ASSISTANT

2022

Board of DIRECTORS

Board Chair

Jim Jordan

Jared Dovers

Joey Gilbert

Immediate Past Board Chair

Bill Nance

Amanda Heard

Treasurer

Brian Presson

Bill Knight

Judy Matthews

Chairman Elect

Jim Barclay

Tim Saint

Jesse Atchley

Vickie Sanders

Jonathan Colvin

Greg Syslo

Terry Couch

Jeff Tubbs

Dustin Dabbs

Teresa Walker

Jason Davidson

Vicki Watts

Monica Davis

2022

TIMELINE

January 18 - Lake Guntersville Impact Report

January 24 - Tourism Report

January 25 - INNOVATE Jackson County Reception with Governor Kay Ivey

January 25 - State of the State Luncheon

January 28 - Engage in Entrepreneurship

March 15 - Big Brothers Big Sisters Interest Luncheon

March 17 - Alabama Committee on Credentialing and Career Pathways

March 22 - Singing River Trail Launch Tank

March 25-27 - McDonalds Big Bass Splash

March 29-30 - Montgomery Drive-In

May 7 - Tennessee RiverLine Sportsman Landing Stewardship

May 10 - All-County Academic Banquet

May 21-22 - Tennessee Bass Nation Kayak Tournament

JANUARY

MARCH

MAY

FEBRUARY

APRIL

JUNE

February 22-24 - Toyota Series Bass Tournament

April 12 - Scottsboro State of the City Address

April 21 - Bridgeport Early Bird Breakfast

April 30- May 1 - Major League Fishing Tournament

June 7 Depot Days Early Bird Breakfast

June 11 - Alabama Bass Trail Tournament

June 12 - World Games

June 13 - Elected Officials with Bridgett Massengill, President/CEO of Thrive Regional Partnership

June 16 - Recruiting Tactics Training

September 10 - Hobie Series
College Kayak Bass
Tournament

September 12 - INNOVATE
Jackson County Reception

September 15 - Trail of
Tears Kickoff Breakfast

September 15 -
Compensation & Benefits
Training

September 27-29 -
Washington Fly-In

September 29 - UGF
Business After Hours

September 30 - Stevenson
Skirmish Kickoff Breakfast

November 17 -
Bridgeport Early Bird
Breakfast at USG

November 10 - Financial
Wellness Workshop

November 12 - Jackson
County Art Showcase

November 29 - State of
State Address with
Jackson County
Legislative Delegation

Angel Tree

JULY

SEPTEMBER

NOVEMBER

AUGUST

OCTOBER

DECEMBER

August 5 - TVA
Guntersville State Park
Event

August 18 - Creating &
Implementing Inclusive
Policies Training

August 23 - Thrive
Regional Partnership State
of Freight Event

August 26 - Veterans
Memorial Park Golf
Tournament

October 13 - Marketing
Strategy 101 Workshop

October 19 - State of
Education Address

October 20 - Business
Council of Alabama
Committee Day (Legislative
Agenda for 2023)

October 26 - Industry
Appreciation Golf
Tournament

October 29 - Tennessee
RiverLine Jackson County
Park Stewardship

December 9 - Chamber
Annual Banquet

December 10 - Scottsboro
Christmas Parade

December 17 - Stevenson
State of the City

WORKFORCE SOLUTIONS

Mission

Be a conduit between business and industry and community partners to convey workforce and talent development needs and to provide solutions for those challenges in five specific initiative areas.



Pre-K – 12 Educational & Post - Secondary Workforce Programs

- Developed and Implemented the Jackson Launch Co-op Program Targeting 1167 Students
- Obtained a \$57K Grant for the YouScience Program for Jackson County & Scottsboro Schools
- YouScience: Targeting 1169 Students 7th – 12th Grades and 2321 Students 9th – 12th Grades
- Collaborating with the Schools, B & I to Develop a “Hard Hat Girls & Women” in CTE Group
- Coordinated Monthly Meetings with Career Coaches and CTE Directors
- Mock Interviews for High School Students
- Spring and Summer Job Fairs for High School Students
- State of Education Address

Pipeline of Potential Workers

Jackson Launch Co-op Program Targeting 1167 Students

- 88 Scottsboro City Schools Students Participating
- 78 Jackson County Schools Students Participating
- 113 Business & Industry Participating
- 2 Students Offered Full Time Position in May after Graduation

2nd Chance Program Participants

- 3 Judicial System/Incarcerated
- 2 Without GED or HS Diploma
- 7 Career Change
- 1 Veteran



Plant Managers Group

Increased Participating Companies from 16 to 26 and Managers from 26 to 56

Industry Training needs: Leadership Training, Maintenance Training

Matched 10 Companies with Educational Training Partners

Obtained EITP Grant for Front Line Supervisor Leadership Training

- 3 Companies Participated
- Trained 25 Employees

Obtained \$120K AWSP Grants for 7 Companies for Leadership and Maintenance Training

- 190 employees for Maintenance Technical Training
- 98 employees for Leadership Training

OSHA 10 Hour Training

- 3 Companies Participated
- 25 Employees Trained

Business & Industry Customer Needs

- Developed & Implemented a Workforce Resource List
- Business & Industry Workforce Solutions Meetings
- Assisted 47 Business & Industry with Individualized Company Needs & Workforce Solution

ECONOMIC VITALITY

Mission

Execute efforts to help small business grow and thrive; grow jobs from our existing retail and commercial businesses; and recruit targeted new retail and commercial business.

New Training Opportunities

Recruitment
Retention
Compensation
Inclusive Policies
Small Business Development
Marketing Strategies
Starting Your Own Business
Entrepreneurship
Financial Wellness



- Successful completion of Stage One for Tennessee RiverLine
- Largest percentage of applicants per capita for Singing River Trail Launch Tank
- Inclusion of Jackson County in Launch 2035 Regional Initiative
- Formation of Mountain Lakes Chamber Emissaries for active business leaders
- 11 Early Bird Breakfasts & Business After Hours



25 Ribbon Cuttings & Ground Breakings

Apex Handyman Services
Carter Automotive
311 Boutique
The Shee Shop
DeKalb Orthopedics &
Sports Medicine
Eliminator Aquatic
Vegetation Removal
1st Choice Painting

Shear Bliss MedSpa
Cory Hixon-Allstate Agency
The Grove Grotto & Spa
S. Broad Street Nutrition
Victory Sportsman
Jackson County Fair Assoc.
Beach'N Tans
Toyota
4D Sprouts
Section Builders Market

Highlands Primary Care
Alabaster Coffee
TJ Maxx
Publix
Highlands Hospital MRI
Scottsboro Boys Museum
Little Jeans Boutique &
Consignment
Whataburger

PUBLIC POLICY & ADVOCACY

Mission

Serve as the lead advocate for Jackson County to promote and influence public policy that represents the best interest of our business community and supports business growth at the local, state and federal levels.

63 Advocates traveled to Montgomery & Washington, D.C. Compiled Local, State & Federal Legislative Agendas



- Chamber CEO Small Business Committee Chairman for Business Council of Alabama & established Federal & State Legislative Agendas to help small businesses in Alabama
- Chamber CEO Co-Chair My Lake Guntersville & works with TVA to help manage aquatic vegetation & invasive species



- State of the State Address with Governor Kay Ivey
- State of the City Scottsboro
- State of the City Bridgeport
- State of the City Stevenson
- State of the State Address with Jackson County Legislative Delegation

DESTINATION MARKETING & TOURISM

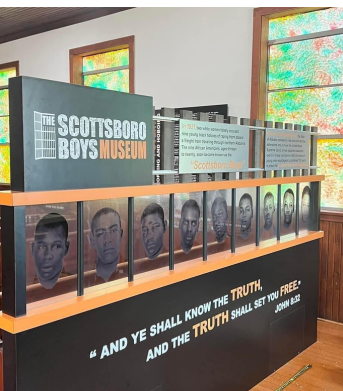
Mission

Drive county-wide economic impact, relocation and continued growth through the marketing and promotion of the lifestyle, recreation and tourism opportunities throughout the 1127 square miles that make up Jackson County including the 69,000 acres of water and 80,000 acres of public land as a means to establish Jackson County as a premier destination to visit, live, work and play.

36.2% growth in Tourism

Record Breaking Year

More than \$77M for Jackson County



Big Bass Splash

- 1,325 Anglers
- 28 States & Canada

Alabama Bass Master

- 656 Anglers

Major League Fishing Toyota Series Bass Tournament

- 656 Anglers

INVESTOR RELATIONS, COMMUNICATIONS & MARKETING

Mission

Manage all aspects of the Chamber's communications through the development of written, verbal and visual content that best promotes the brand, activity and accomplishments of the Chamber to investors, membership and the broader community. Promote Jackson County regionally and nationally to establish the County as a premier destination to visit, live, work and play.

Communications & Marketing Projects

- New Chamber website
- Enhanced Chamber Directory
- Updated internal & external communication systems
- New inclusive Chamber email addresses
- Member & investor spotlights
- Bi-weekly newsletter
- Newcomer & visitor Chamber magazine
- New CGI marketing videos
- Regional, national & international promotion of Jackson County



543 Chamber Members 47 New 2022 Chamber Members

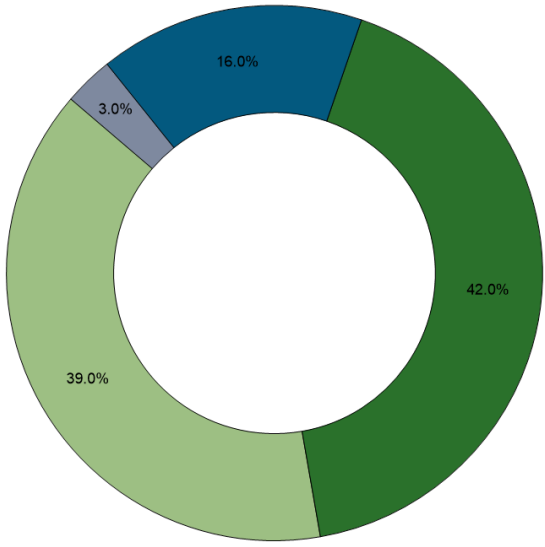
CFD Research Corporation
Research & Technology
Innovation, Inc.
B&B Recycling
Liberty Learning Foundation
Jackson County District
Attorney, Jason Pierce
Well Restored Properties
Holistic Performance Group
Eliminator Aquatic
Vegetation Removal
Carter Automotive
MadMax
3:11 Boutique
This Is It Coaching
Citizens Bank & Trust
Titus Electric & Contracting
ReTreet

Alabama Cooperative
Extension Jackson County
The Shee Shop
The Grove Grotto & Spa
Allstate – Hixon Agency
Shear Bliss MedSpa
DeKalb Orthopedics & Sports
Medicine
Alabama Education Association
Parkview Animal Wellness
Red Roof Inn
Publix
S. Broad Street Nutrition
Motel 6
Roy Light
Evergreen Oasis Financial
Wellness
Donna Fredrick

Cumberland Health & Rehab
Kramer's Gym
Waterfront International Realty
Anytime Fitness Scottsboro
Victory Lanes
TJ Maxx
American Red Cross
Lightwire Solutions
Alabaster Coffee
Captain D's
Little Jean Boutique &
Consignment
MWB Restaurants/
Whataburger
Beach'N Tans Tanning Salon
4D Sprouts
Section Builders Market
1st Choice Painting
Elyon Defense

Revenue SOURCES

The Mountain Lakes Chamber works to establish diverse revenue streams to continue to provide quality programs, impactful experiences, and powerful opportunities. Our work would be impossible without INNOVATE Jackson County Investors, Chamber Membership Dues, Event Sponsorships & Revenue, and Lodging Taxes/Surcharge. Thank you to everyone involved in contributing to our organization and our success.



INNOVATE Jackson County Investors	42%
Lodging Taxes/Surcharge	39%
Chamber Membership Dues	16%
Event Sponsorship & Revenue	3%

INNOVATE Jackson County INVESTORS

Special Thanks for Your Support!

Chairman's Circle:

City of Scottsboro
Jackson County Delegation

CEO Council:

HTPG
Google
Westrock

President's Forum:

Sand Mountain Electric
Redstone Federal Credit Union
Harbin Automotive
Owens Company South/
Unclaimed Baggage Co.

Growth Partner:

Maples Industries, Inc.
Tolar Construction
Lambert, Inc.
United States Gypsum Co.
Highlands Medical Center
Scottsboro Electric Power Board
Scottsboro Water Sewer Gas
First Jackson Bank
PHP Fibers & SafeTweave, Inc.

Community Leader:

Scottsboro Family Pharmacy
Johns Manville
Fastenal
Buccaneer Rope
Builders Supply Co., Inc.
Brown-Forman Cooperage
Great Western Products
Family Savings Credit Union
Farmers Telecommunications
CFD Engineering
P & C Construction
Avans Machine
Vulcan Materials Company
Goose Pond Colony
Chrisman's Economy Carpet
Allison Wholesale
Mr. Rooter Plumbing
Wiregrass Construction Company, Inc.
Wenzel Metal Spinning
City of Bridgeport
Town of Section
Town of Hollywood
Waterworks Board of Section/Dutton
Bridgeport Utilities
Comfort Inn & Suites
Tennessee Valley Sign
Envision Construction
Scottsboro Coca Cola Bottling Co.
Gant, Croft & Associates
K & C Contracting



www.mountainlakeschamber.com

