



North Baldwin Chamber of Commerce

2019 Annual Report Summary

OUR MISSION

The North Baldwin Chamber of Commerce is a member supported, business focused organization that works with the community to develop sustainable economic growth and to enhance the quality of life for all residents, business owners and employees.

Our method is to develop a strategic plan for business and economic development and to designate committees that work with partners at local, county and national levels to deliver our projected outcomes.

Our role is to represent the interests of our members and the wider community, and by doing so we are a united voice for progress in our area.

FOCUS AREAS // 2019 HIGHLIGHTS BY FOCUS AREA

The North Baldwin Chamber of Commerce focus areas continue to be **Membership and Business Development, Economic Development, Education & Workforce Development and Community Development.**

Membership Development

- 33 New members in 2019 with an 91% member retention rate and ending 2019 with 300 Members
- Member focused events included: 5 Networking @ Noon Events, 11 Ribbon Cuttings, 5 Workshops (Google Workshop, Starting a Business, Rural Strong, Glenn Shepard Management Workshop, OZ Summit), 2 Business After Hours (Reception at Coastal and Block Party), Annual Meeting and Dinner; All events totaled more than 800 in attendance combined.
- Continue to offer Business Development Resources at no cost to potential and existing business owners.
- #LocalLikeMe social media campaign continued in North Baldwin to encourage citizens and business to Shop, Eat and Play Local; #LocalLikeMe Lilly made a few appearances throughout the year as well.
- North Baldwin Advantage saw 15 partners in 2019 totaling approximately \$63,000 in investment to chamber programing and events, up from \$59,000 in 2018
- Began hand written thank you notes to every member as they renewed their membership.
- Created first joint Legislative Agenda through the Baldwin County Chamber Coalition, representing 3,600 Businesses and 75,000 employees with one voice for business in Baldwin county
- Sponsored and participated in Regional Legislative Reception through Coastal Alabama Partnership.
- Implemented Health Benefits Program (Health, Dental & Vision) for chamber members through partnership with CCAA and Iron ReHealth.

Economic Development

- Continue to work with partners – City of Bay Minette, Baldwin County Commission, Baldwin County EDA, Utility Companies, Bay Minette IDB, Etc – to encourage business growth and development that will compliment existing business in our area.
- Renewed contracts with NextSite to continue to provide updated research and reports regarding retail recruitment, targeting potential retailers and updating the local marketing guide; NextSite marketed North Baldwin and Bay Minette at regional conferences (ICSC) for no cost for 2019.
- Continued to provide Administrative services to the Industrial Development Board for the City of Bay Minette.
- Continue to promote www.DiscoverNorthBaldwin.com and the assets in our area that attract tourists; Discover North Baldwin landing page had 1,299 pageviews in 2019, a decrease from 1,793 in 2018; Most popular DNB webpages by page views are Landings (284), Weddings (264), Historical Sites to see (255), Fishing (221) and Hunting (204). Chamber Foundation received a \$2500 grant from the Gulf Coast RC&D to update DNB promotional materials in 2018 – Grant was executed in 2019 with new branding for stand up display, rack cards and map production.
- The 2019 *Discover North Baldwin Magazine* was first published with the new DNB brand and first launched on the calendar year. Over 3,000 magazines were produced and distributed.
- Distributed rack cards, magazines and maps to all 8 welcome centers throughout the state of Alabama and to the Pensacola and Mobile Airports totaling 75 maps, 935 Magazines and 2,250 Rack Cards to those locations alone.
- Chamber building saw ~1,500 visitors in 2019, averaging 30 people per week
- Continue to promote ecotourism through partnerships with the Regional Tourism Council and www.visitcoastalalabama.org. The VCA website continues to be a top ten referring website to NorthBaldwinChamber.com

Education and Workforce Development

- Young Professionals awarded \$6,750 in scholarships to local students at BCHS, Coastal Alabama Community College and Huntingdon College in Bay Minette
- Graduated 5th Class of Junior Ambassadors, awarding \$3,500 in scholarships total to the 5 graduating seniors along with two presidential scholarships to Coastal Alabama Community College to two of the five graduating seniors.
- 6th Class of Junior Ambassadors launched in June 2019 with an unprecedented 14 students.
- As of 2020, 44 Students have participated in and completed the Junior Ambassador Program since 2014
- Annual Career Horizons Expo at the North Baldwin Center for Technology for 8th grade students moved from Fall 2018 to February 2019 – CTE Month (this event is held in partnership with the Eastern Shore Chamber of Commerce). The chambers hosted more than 600 8th Graders from Perdido School, Bay Minette Middle, Daphne Middle and Spanish Fort Middle along with 25 business partners at this event.
- In October 2019 the Baldwin County Chamber Coalition (all 5 Chambers) worked together to host the Professional Development Day for all CTE Instructors in the Baldwin County Public School System. The Chambers worked to bring in speakers from partnering agencies such as the BCEDA, SAWDC, the Alabama Office of Apprenticeship and others. Instructors were also given the opportunity to hear first hand from businesses with successful internship, apprenticeship or other partner programs to engage their students. Businesses were also invited to have lunch with the instructors in order to foster a relationship from classroom to business.

- Continued partnerships with Baldwin County Board of Education, Southwest AL Works (SAWDC), North Baldwin Coalition for Excellence in Education and the Baldwin County Education Coalition
- All schools in the North Baldwin Feeder Pattern have maintained membership with the chamber; in addition, 2 private schools that serve the North Baldwin Area have maintained membership as well.
- Partnered with the Alabama Career Center to host Annual Career (Job) Fair in Bay Minette.

Community Development

- Continued promotion of community events hosted by chamber members and the City of Bay Minette (i.e. RIDEYELLOW, Ladies Night Out, Burgers and Bingo, Hospital Tree Lighting, NBI Foundation Gala and Golf Tournament, BMFD open house, etc.)
- Continued production of the following North Baldwin Chamber community events – Crawfish Cook Off (cancelled due to weather in 2019), 8th Annual Delta Dash (sold out at 600 participants, ~1,200 total attendance), Veteran’s Day (more than 200 attended breakfast, not including parade and ceremonies), 37th Annual Christmas Fest (more than 100 vendor spaces filled). Community events not only enhance the Chamber’s bottom line, allowing the chamber to continue to successfully carry out programs and initiatives, but creates a higher quality of life for residents and increased local tax revenue as many of our events draw tourists from out of the area.
- Crawfish Cook Off, even cancelled, was set as a Golden Ticket Event (qualifier) for the World Food Championships in Dallas, TX in October 2019. Due to cancellation of Crawfish Cook Off, Chamber hosted a Chef’s Showdown event to send one winner, Chef Matthew Palamara with CACC, to the WFC to represent North Baldwin in Dallas.
- Delta Dash saw success at a new location in 2019. The 8th Annual Event was hosted at Live Oak Landing and saw a sold out event with more than 600 participants registered to run.
- Christmas Fest saw success as it returned ‘home’ to Courthouse Square in 2019 with more than 100 vendor spaces filled for the 1 day event.
- Continued partnership with the City of Bay Minette through the Chamber Foundation on the Bay Minette in Bloom Campaign, donating \$4,710 at our Annual Meeting (February 2019) for the project, and collected more \$2,900 in 2019 to be awarded in 2020.
- Chamber Foundations continues to serve as the designated nonprofit development corporation which represents public and private interests for the purpose of seeking funding for community development initiatives, as a part of the Alabama Communities of Excellence (ACE) process which the city is currently engaged in.
- Chamber partnered with the City of Bay Minette as a part of the McClure Group’s Placemaking project for the City of Bay Minette.
- L&N Depot Restoration completed thanks to partnerships with the City of Bay Minette and North Baldwin Utilities

Social Media Updates

- The North Baldwin Chamber utilizes Facebook, Twitter, Instagram and Pinterest
- Facebook – 3,635 followers as of the end of 2019 and increase of 527 throughout the year (16.96% increase)
- Twitter – @NorthBaldwinCoC – 108 followers at the end of 2019 (90 at end of 2018 – 20% Increase)
- Instagram – @NorthBaldwinChamber – 979 followers at end of 2019 (815 at end of 2018 – 20% Increase)
- Pinterest – Total Impressions for 2019 - 33,113 (Over 2,700 impressions each month)

www.NorthBaldwinChamber.com // Website Stats for 2019

-58,216 Pageviews in 2019

-Averaging 4,851 pageviews per month

Lowest // February with 2,872 pageviews

Highest // September with 9,527 pageviews

Top User Cities

Atlanta – 2,644

New Orleans – 2,072

Bay Minette – 1,979

Mobile – 1,516

Daphne – 1,169

Fairhope – 1,077

Foley – 653

Spanish Fort – 620

Orlando – 442

Top 5 Pages on northbaldwinchamber.com

Home page – 6,007

Delta Dash – 5,707

37th Annual Christmas Fest – 4,212

Calendar – 3,815

Members – 2,409

2019 Organizational/Other Project Notes:

-Staff served on the Baldwin County, Alabama Bicentennial Steering Committee and served as project leader on the Baldwin County Commemorative book published in 2019

-Staff partnered with the Chamber of Commerce Association of Alabama for the design and implementation of the first ever “Chamber Week” in Alabama.

-Marketing & Project Manager, Marlee Bailey, began the 2019-2020 Leadership Baldwin County Class and will graduate in May 2020

-Executive Director, Ashley Jones Davis, completed Year 3 at the US Chamber’s Institute for Organizational Management and has completed 72 CE hours towards earning the IOM Designation, Ashley is set to complete the program and graduate in June 2020.

-Executive Director, Ashley Jones Davis, is currently serving on the Chamber of Commerce Association Board of Directors and in 2019 was selected to serve as the Vice Chair of Programs for the statewide organization.

-North Baldwin Chamber of Commerce maintains state accreditation through 2022



2018-2022



ALABAMA ACCREDITED
CHAMBER OF COMMERCE

***Please note that these are just the highlights of the year, for more information on North Baldwin Chamber programs, initiatives and event please visit www.NorthBaldwinChamber.com or contact Ashley Jones Davis, Executive Director at 251.937.5665 ext2 or ashley@northbaldwinchamber.com**