

Mobile Area Chamber of Commerce

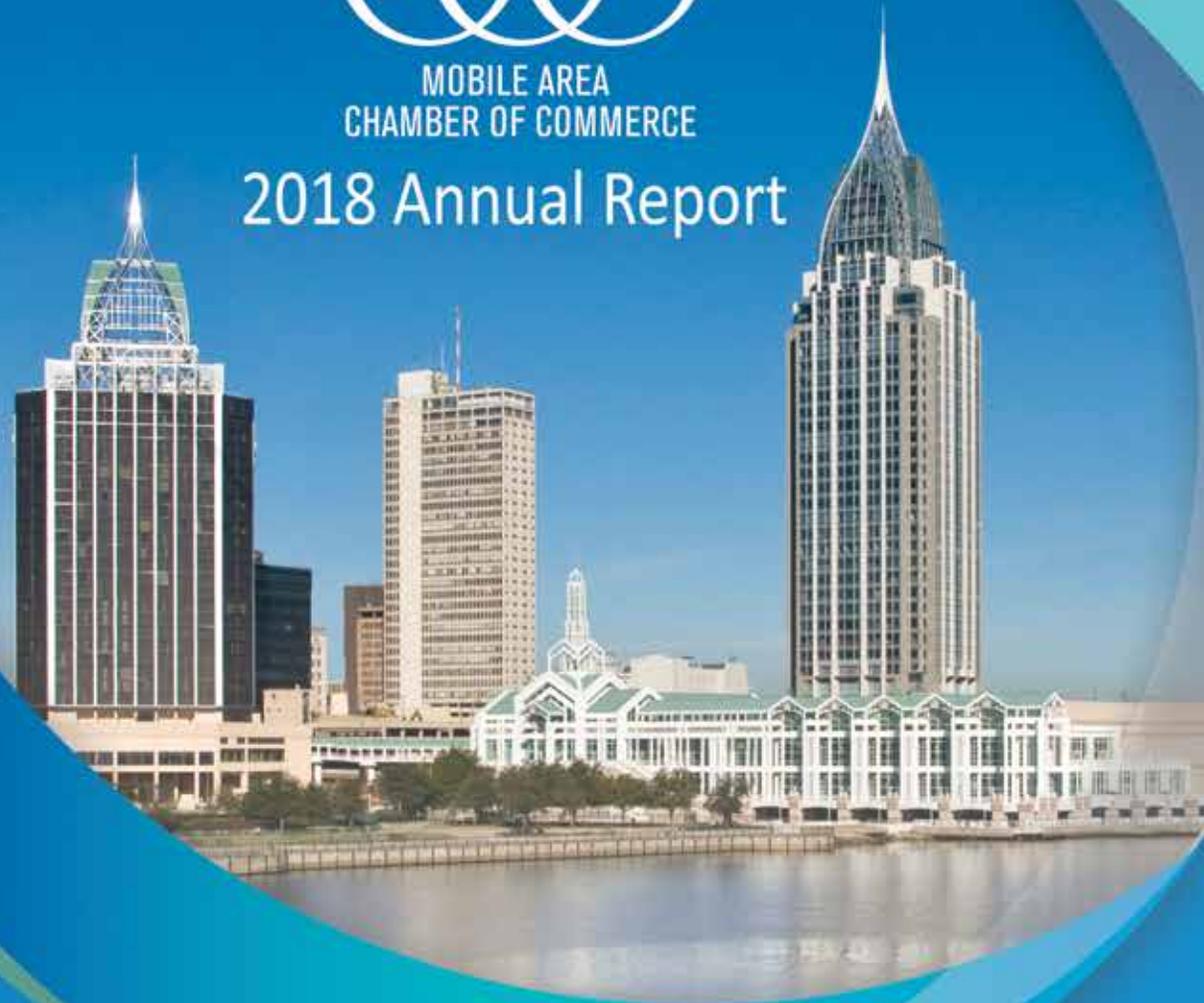
FEBRUARY 2019

the **business**VIEW



MOBILE AREA
CHAMBER OF COMMERCE

2018 Annual Report



**USA Breaks
Ground on
New Trauma Center**

**Airbus Names HPM
To Build New Alabama Facility**



Photo by Jeff Tesney

From Our Board Chair

Headlines over the course of 2018 told a story of progress and prosperity for Mobile. News such as Airbus and Bombardier announcing a joint venture to assemble A220s here in Mobile; opening the long-awaited distribution centers for Amazon and Walmart; and breaking ground on the new Continental Motors site at Mobile Aeroplex at Brookley were prevalent with every page turn of *The Business View*.

As I've said before, I believe there is ample opportunity to capitalize on our robust job growth while nurturing Mobile's ever-expanding entrepreneurial ecosystem, and I believe we are doing this. Innovation PortAL is becoming a reality. We have a record number of entrepreneurs competing in Alabama Launchpad and with angel investors. And we're just getting started.

In my 2018 annual meeting remarks, I mentioned my personal guiding principles. I don't think they're much different than the Chamber's. Honesty and integrity are paramount. Do what you say you're going to do, and constantly and thoughtfully adjust your philosophy and alter your goals as the world around you changes. Then go out and pursue them with vigor and a sense of urgency. Closing out the Chamber's year, the organization received word that it had received – yet again – the highest award presented by the U.S. Chamber of Commerce – five-star accreditation. This does not happen because you hope and dream about becoming the “best of the best.” It happens because of consistent hard work, high ethical standards and a desire to challenge yourself to be better every day.

Thank you to everyone who continues to support the Mobile Area Chamber, and the team working tirelessly to build a better Mobile. Together we can continue to accomplish so much!

Brian Willman
 2018 Chair, Board of Directors
 Mobile Area Chamber of Commerce
 South Alabama/Florida Panhandle Area President, Regions Bank

the Mobile Area Chamber of Commerce
businessview

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Strategic Plan 2019-2021

The Mobile Area Chamber has a strategic plan to guide its direction for years 2019-2021. To develop it, Chamber staff worked with members of our board of directors and a consultant to discuss key issues and create benchmarks to measure the organization's success.

Jobs

Retain, expand and recruit businesses, investment and jobs in the Mobile area.

Vision: By year-end 2021, the Mobile area will have steadily increased jobs, business and capital investments in our community. The Chamber will lead business engagement in more efficient workforce development initiatives.

Success Indicators:

1. Median income growth for the combined statistical area
2. Primary jobs gained
3. Average salary of jobs increased
4. Total capital invested

Advocacy

Create an environment that promotes business and community growth.

Vision: By year-end 2021, Mobile will have a stronger, more diversified business climate. Chamber-led efforts will have secured a more business-friendly environment and needed infrastructure improvements, balancing sustainable growth and ongoing development. Chamber programs and events will have encouraged diversity and fostered community growth.

Success Indicators:

1. Legislative accomplishments
2. Progress toward realizing the I-10 Mobile River Bridge
3. Progress in economic recovery from the 2010 oil spill in the Gulf of Mexico

Value

Provide value, services, opportunities and recognition for our members.

Vision: By year-end 2021, the Mobile Area Chamber will be nationally recognized for consistently exceeding member expectations and delivering the value of membership.

Success Indicators:

1. Exceed 2,200 members and the national average in membership retention
2. Board of Advisors engagement and growth
3. Member satisfaction
4. Increased usage of member rewards and benefits

Excellence

Operate the Chamber with excellence, innovation and efficiency.

Vision: By year-end 2021, the Mobile Area Chamber will be recognized as one of the nation's best through accreditation by the U.S. Chamber of Commerce. The Chamber will be an effective, credible and vital organization known for its high standards, ethical behavior and responsive service.

Success Indicators:

1. Five-star accreditation by the U.S. Chamber of Commerce
2. Certification by the Chamber of Commerce Association of Alabama
3. Healthy Chamber finances
4. Membership growth and retention

Jobs

For more than three decades, the Mobile Area Chamber has led economic development for the City of Mobile and Mobile County as it relates to recruitment, retention, job creation, entrepreneurial assistance, small business development and workforce development.



Kimberly-Clark announced an expansion in 2018 representing a \$101.7 million capital investment. The Mobile Area Chamber presented the mill with its 2018 Manufacturer of the Year award.

5 Takeaways from 2018

- 1** Year one of the Partners for Growth economic development program logged 597 new jobs, resulting from six project announcements and \$583.9 million in capital investment.
- 2** Four entrepreneur-focused programs helped 210 participants start, manage and grow their businesses.
- 3** Mobile is developing a reputation for 100 percent graduation for its Emerging Leaders program. The program was offered in 2017 and 2018, and it is anticipated we will be chosen again for 2019.
- 4** One hundred seventy international appointments were made to help area companies expand sales overseas.
- 5** The Chamber launched two key studies to direct recruiting efforts of foreign-based companies and identify solutions needed to fill workforce gaps in our labor market. Watch for the results and suggested tactics in 2019.

New in 2018

MTC Logistics will build a \$58 million cold storage facility between APM Terminals and Mobile Aeroplex at Brookley on a piece of property owned by the Alabama State Port Authority. Headquartered in Baltimore, the company expects to hire between 50-70 full-time workers to run a 12 million-cubic-foot facility that will store imported frozen pork products and seafood coming to the U.S. for distribution.

Kimberly-Clark Corp. (K-C) made a second major investment in its Mobile mill in a year's time. The Texas-headquartered company will spend \$101.7 million to rebuild a tissue machine and install two converting lines, and add nine jobs. In 2017, the company announced a \$110 million investment and 17 new jobs.

Products made in Mobile include bath tissue and paper towels under the Scott, Cottonelle and K-C Professional brand names.

“MTC is a great project for us as Mobile continues to grow its warehousing and transportation industry cluster. It grows the Port of Mobile and increases capacity at APM Terminals. Mobile's infrastructure assets are second to none, and growing our economy is our top priority.”

David Rodgers
Vice President of Economic Development
Mobile Area Chamber



Continental Motors began work on its new worldwide corporate headquarters, which will be located adjacent to its existing facility at Mobile Aeroplex at Brookley.

Aker Solutions began relocating up to 75 high-paying engineering, human resources and accounting positions from its facility in Houston to Mobile. The Norway-based undersea umbilical manufacturer is also investing \$13.3 million for a new addition, machinery and equipment.

Williams Mobile Bay Producer Services is expanding its south Mobile County facility, investing \$107.6 million for machinery, equipment and additional land and buildings. Thanks to a venture with Shell Oil, Williams is preparing to bring in additional volumes of natural gas and clean critical byproducts that could benefit local manufacturers.

AeroStar, a Mobile-based aircraft maintenance and repair company, is nearly tripling its facility at Mobile Aeroplex at Brookley and creating 28 new positions over the next several years. The company's \$2 million investment includes land, construction costs, machinery and equipment.

SSAB announced plans to invest up to \$100 million in its Axis steelmaking operation. The investment aims to increase production capacity, while increasing operational efficiency and reducing raw material costs. Proposed improvements at the mill will take place between 2019 and 2021, with the potential to create up to 50 new jobs at the site.

Previous Projects Continue to Impact Our Area

Continental Motors broke ground on its new worldwide corporate headquarters and manufacturing facility at Mobile Aeroplex at Brookley last summer. It was the first project outside commercial retail development for Mobile-based Burton Property Group.

Walmart celebrated the completion of its 2.6 million-square-foot direct import distribution center in Mobile. It is one of six in the nation and will serve other Walmart distribution centers along the central Gulf Coast. At the time of its opening, the company employed more than 550 full-time workers at the new site.

With shipments coming in through the Port of Mobile, Walmart merchandise helped increase traffic at APM Terminals by 10 percent. In 2018, the Alabama State Port Authority and APM Terminals announced a \$49.5 million investment for phase three of five planned expansions for the container terminal.

Amazon held a celebratory ribbon-cutting marking the opening of the company's 362,000-square-foot sortation center and its first Alabama presence. Amazon packages with the Mob5 label indicate they came through Mobile.

“The container terminal expansion continues to be a huge asset and tool for our economic development efforts, especially with distribution and logistics projects. With the phased expansions, we are able to continue to show the growth potential regarding containerized cargo in Mobile to major companies like Walmart and Amazon.”

David Rodgers
Vice President of Economic Development
Mobile Area Chamber

Austal USA delivered three Littoral Combat Ships (LCS 14, 16 and 18) and one Expeditionary Fast Transport (EPF 10) to the U.S. Navy. In addition, the company was awarded a \$2.4 billion contract to build four additional vessels (LCS 32, 34, 36 and 38).

In May, Austal acquired aluminum technology leader ElectraWatch, expanding its post-delivery support and sustainment services.

Airbus cleared all regulatory hurdles in 2018 to complete its majority share purchase of Bombardier. The partnership means a second final assembly line will be established in Mobile and create 400-plus jobs. By year-end, the company named HPM as its program manager of its new A220 family assembly line, formerly Bombardier's C Series (CS100 and CS300).

Airbus also broke ground on a new aviation center to be built at Mobile Aeroplex at Brookley. Mobile: Flight Works Alabama is a 19,000-square-foot center that will host a large interactive exhibition area, classrooms, a collaboration room, a workshop, a restaurant and a gift shop.

Trade shows continue to be part of the economic development strategy, and in 2018 Chamber staff participated in several, with the most notable being the Farnborough Air Show in London. The Mobile and Baldwin delegation was among 1,500 exhibitors at the international aerospace and defense trade show, with participants from 52 countries and 82 of the top 100 aerospace companies of the world.

International Connections

Whether it's accompanying local businesses abroad to help them expand their sales and services or hosting international delegations at home, the Chamber's international trade division is focused on helping our members grow their businesses. Destinations in 2018 included Ecuador, Argentina, Romania and Bulgaria.

Inbound delegations visited from France, and a business roundtable was held with the Consuls General from Belgium, France, Germany and the United Kingdom.



Chamber staff hit the road in 2018, participating in trade shows both in the U.S. and internationally. Pictured here are members of the economic development team working the OffshoreAlabama.com booth at an oil and gas trade show in Houston.

Workforce Development

The Chamber works with five agencies and regional coalitions focused on building a skilled and trained workforce for current and future business needs, including the Chamber's **Workforce Development Advisory Council** and the **Mobile Education Commission**.

In 2018, the Chamber partnered with the North Baldwin Chamber and Eastern Shore Chamber to host a **Workforce Reception**. The event brought together business and industry leaders, educators, policy makers and other key stakeholders.

The Chamber's **Gulf Coast Technology Council** again granted scholarships to local university students who are pursuing technology-related careers. In its 12th year, 15 companies donated to this year's \$7,000 scholarship total.



The Gulf Coast Technology Council (GCTC) presented \$7,000 in scholarships to computer science students at the University of South Alabama. GCTC is a program of the Chamber, and its mission is to provide networking opportunities for IT sector employees and to mentor students.



Eighty-seven high school students from Mobile and Baldwin counties spent a week at various medical facilities learning about careers in healthcare in the Summer Scrubs program. Pictured here are a group of students who spent the day working at Providence Hospital.

The **Health Occupations Career Fair (HOCF)** and **Summer Scrubs** are two programs focused on students planning to enter the healthcare arena. In the HOCF's 16th year, more than 600 Mobile and Baldwin county high school students participated in the hands-on program. Ninety-six percent of students reported the HOCF gave them career ideas and 82 percent said they plan to enroll in a four-year postsecondary institution while 8 percent plan to attend a two-year institution. It was year 15 for Summer Scrubs, and 87 regional students shadowed healthcare professionals for three days.

Mobile's Spirit of Innovation

In Mobile's quest to develop a culture of entrepreneurship and innovation, the Chamber continued its expanded role in 2018.

Emerging Leaders, the U.S. Small Business Administration entrepreneurial training program, graduated 100 percent of its Mobile class for the second consecutive year. Armed with what is nicknamed a "streetwise MBA," each participant, when finished, has a three-year action plan for growth. The Chamber also hosted the program in 2017.

Mobile's third **Startup Weekend** was hosted by the Chamber and Innovation PortAL. Powered by Google for Entrepreneurs, the Techstars pitch competition drew 65 participants, including aspiring entrepreneurs and others with a passion for small business. The challenge was to develop a viable business concept in 54 hours.

Innovation PortAL was the beneficiary of additional funds granted to the Mobile Area Chamber Foundation. The \$1.5 million grant from the U.S. Department of Commerce Economic Development Administration will be used toward the renovation of the existing building and construction of a new addition at 358 St. Louis St.

In 2018, the innovation and entrepreneurial hub continued its efforts to accelerate startup growth on the Gulf Coast through targeted programming, creating an early-stage investment fund, and developing and advocating for entrepreneurial and small business-friendly policies.

Small Business Boot Camps were again offered for small- and minority-business owners addressing a variety of topics, such as starting and operating a business. The Chamber's Growth Alliance Task Force led the three-session course that drew 125 participants.

Convening Community Partners: The Chamber has a number of committees that address economic development issues, including: **Business Retention and Expansion**, consisting of 150 large and small businesses and entrepreneurs; **Gulf Coast Technology Council**, with 254 company representatives; **OffshoreAlabama.com**, a partnership of 122 oil and gas producers, service providers and others; **Growth Alliance Task Force**, with 35 small and minority-owned businesses; **Small Business Council**, 45 members who advocate for small and disadvantaged businesses; and the **Workforce Development Advisory Council**, consisting of 25 industry representatives.



This summer, the Chamber hosted a delegation from the Pays de la Loire region of France. The delegation, consisting of French elected officials, port representatives and maritime industry leaders, was here to learn more about trade opportunities with the Port of Mobile and existing industry.

Advocacy

We follow local, state and federal issues and access subject matter experts to know what's happening and stay on top of what that might mean for your business. Our goal is to maintain a balanced, business-friendly environment conducive to economic growth and promote positive business news.



Newly elected officials were honored at this year's Champagne and Oysters event. The annual celebration was attended by Chamber board members and Partners for Growth investors, as well as elected officials.

5 Takeaways from 2018

- 1** The Chamber monitored more than 1,000 legislative bills in 2018. Look for a more robust legislative scorecard in 2019.
- 2** In 2018, the organization and staff joined beautification and environmental efforts.
- 3** We spread good news through the Chamber's monthly magazine, weekly e-news and blog, along with local, regional, national and international news outlets.
- 4** We maintained a strong social media presence with 868 posts in 2018. Plus, we have 21,366 subscribers to the Chamber's five media channels.
- 5** Focus groups with both internal and external professionals help set the wheels in motion to redesign *The Business View* to launch next year.

New in 2018

The Chamber **rallied its membership into action** in support of Senate Bill 222 to reauthorize the Alabama State Pilotage Commission (signed by Gov. Kay Ivey). Without passage, the Port of Mobile would have closed to foreign vessel traffic, accounting for 90 percent of its customers.

Voice of Business: The Chamber's governing Board of Directors passed several resolutions in 2018. Directives included supporting the Mobile Airport Authority to further explore the transition of commercial air service from Mobile Regional Airport to the Mobile Downtown Airport; Mobile County's Pay-As-You-Go referendum for needed road and bridge improvement projects; the Port of Mobile and the need to deepen and widen the Mobile ship channel; and the University of South Alabama's efforts to build an on-campus stadium.

“Our voices were heard. This community said we will not stand for our port to be used as a political pawn.”

Bill Sisson
President & CEO
Mobile Area Chamber

In addition, the board passed a position statement for fair trade practices and investments, calling for trade policies to increase foreign direct investment and create a level playing field for Alabama exporters.

A Job Well Done: As Rep. James Buskey was winding down his 11th term in the Alabama State Legislature, the Chamber's Board of Directors recognized Buskey at a joint meeting with the Board of Advisors for his leadership and dedication to the betterment of south Alabama and its citizenry, leaving a benchmark of progress that will carry the region to future prosperity.

Quality of Life: Focusing on quality of life and livable features, the organization and staff dedicated time to several initiatives including: a green space master plan for Bienville Square developed by Downtown Parks Conservancy; the Alabama Delta Alliance, aimed at showcasing the area's recreational activities and the delta; a Three Mile Creek Partnership in collaboration with the City of Mobile in support of the creek's trail and amenities; and Downtown Mobile Alliance's Street Design Summit: Increasing Economic Value through Walkable Communities.

The Chamber packed the house for a meeting with the **U.S. Small Business Administration's** Region 4 Advocate Bruce LeVell. LeVell led a discussion with local small business owners, listening to their thoughts about how less government regulation and easing healthcare mandates would help growth.

What Does the Chamber Do? In the spring of 2018, the Chamber launched a social media campaign to answer that question through nine short videos. Topics included general information, industry recruiting, marketing efforts, small business counseling and more. The series was shared on Facebook and is stored on the Chamber's YouTube channel and website.



Providing members with various networking events, the Chamber works to diversify its offerings. This year the Chamber hosted a half-day session on "Doing Business with the State" featuring a presentation by the state's procurement officer and an expo of state agencies and local resources.

In the Know: The Chamber covers news impacting the area business community in its monthly magazine, *The Business View*, and the electronic supplement, *The Business View Weekly*. Circulation for the two publications is 22,100 and 8,500-plus, respectively. Breaking news content and key stories are distributed through the Chamber's blog.



Annual Advocacy Efforts

Legislative Agenda: Formed with member input, the Chamber presents its legislative agenda annually at the Legislative Lunch, giving the business community access to the Mobile-Baldwin legislative delegation. In addition to the Brunch Bill, the Chamber aggressively supported the Alabama Jobs Enhancement Act to modernize and clarify various economic development statutes; and the Alabama Department of Transportation Governing Mission Commission.



MOBILE AREA CHAMBER OF COMMERCE

2018 Legislative Agenda

John, Advocacy Value Excellence. These are the pillars on which the Mobile Area Chamber stands and the heart of the Chamber's work in legislative affairs.

With the 2018 Alabama Legislature Session already underway, the Chamber's Legislative Agenda serves as a guide to issues key to Southern Alabama's growth and competitiveness.

The core focus of the Chamber's advocacy work continues to be in the areas of economic development and trade education and workforce development, energy, environment and infrastructure, small business and business. In particular, this year the Chamber will emphasize legislation that supports workforce education, a growing and healthy and entrepreneurial ecosystem. Stated support of need funding, job creation and expansion of...

Business classifications will help keep Alabama competitive with the many states vying for these new and expanding industries. As well, transportation infrastructure remains a key focus as the region continues to grow. Today's more fuel-efficient vehicles use less gas per mile, greatly affecting the revenues per gallon collected by the state to maintain Alabama's aging roads and bridges.

The Mobile Area Chamber will work with other metro areas and legislative partners across the state to identify new ways to fund and manage the critical infrastructure necessary to provide safe and efficient roadways.

To learn more about the Chamber's legislative agenda or to get involved, contact Patty Howell at pchowell@mobilechamber.com.

Economic Development & Taxes

- Keep Alabama competitive by supporting economic development incentives such as the Alabama Historic Tax Credit program, New Markets Development Tax Credit program and Alabama Film Credit.
- Maximize federal military contracts with Mobile-area based employers, particularly for the construction of Army USA's Future Lateral Combat Ships and Expeditionary Fast Transport vessels and the future small Surface Combat ships, as well as Supply Shipbuilding's LHA(LD) Amphibious Assault Ships, destroyers and Coast Guard cutters.
- Support fair trade and investment agreements that expand access to international markets, reduce trade barriers and increase foreign direct investment, creating a level playing field to put Mobile-area families, businesses and workers first and support the overall international competitiveness of Alabama's exports.
- Support all state-to-state trade and investment agreements that expand access to international markets, reduce trade barriers and increase foreign direct investment, creating a level playing field to put Mobile-area families, businesses and workers first and support the overall international competitiveness of Alabama's exports.
- Support the maintenance of federal programs to Alabama and Mobile and Baldwin counties from the 2006 Gulf of Mexico Energy Security Act (GOMESA) to 2018 federal budgets.
- Support federal immigration reform that increases our borders, establishes modern and effective visa policies/ procedures, and recognizes the need to attract professional and highly-skilled workers to the U.S.
- Preserve jobs and economic growth in all sectors through the reduction of overly burdensome regulations that increase the cost of doing business, create uncertainty and have the potential to stifle growth.

Education & Workforce Development

- Continue to adequately fund the Alabama Workforce Development Authority's Job Corps program, workforce, and workforce and other workforce programs, in order to ensure a competitive increase in student learning, higher graduation rates and competitive college- and career-ready graduates, maintain high standards and expectations for all Alabama students.
- Seek a fiscal year 2018 state budget appropriation for the University of South Alabama to fund the institution's academic enrichment grants and research graduation rates over the past 10 years, and additional funding to support USA Health and its specialized healthcare programs.
- Support funding to establish a program coordinated by the University of South Alabama to support the needs of communities in southeast Alabama to recruit, train and retain the more than 1,000 seasonal workers needed for the region's hospitality industry.
- Support demand-driven strategic workforce training initiatives in south Alabama key economic growth sectors, including in health, tourism and advanced manufacturing.
- Support resources to address the growing opioid crisis in Alabama, that has threatened citizens and the availability of a qualified workforce, workplace safety and overall community health.

Energy, Environment & Infrastructure

- Support the funding and construction of the proposed \$30 Mobile River Bridge and Harvey widening project in partnership with the Alabama Department of Transportation and the U.S. Army Corps of Engineers, as well as construction funding through infrastructure for Rebuilding America (RIRA) Grants and other resources.
- Continue support to fund the U.S. Army Corps of Engineers Mobile and Gulf Breeze Mobile River Channel, as well as the deepening of the Bayou La Batre and Golden Slip channels.
- Support increasing Alabama's investment in transportation infrastructure to sustain and promote economic growth, job creation, quality of life and public safety.

ensure a competitive increase in student learning, higher graduation rates and competitive college- and career-ready graduates, maintain high standards and expectations for all Alabama students.

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Continue support to fund the U.S. Army Corps of Engineers Mobile and Gulf Breeze Mobile River Channel, as well as the deepening of the Bayou La Batre and Golden Slip channels.

Support increasing Alabama's investment in transportation infrastructure to sustain and promote economic growth, job creation, quality of life and public safety.

Small Business & Entrepreneurial Growth

- Encourage the creation of a robust level position in the executive branch to focus on the creation and growth of small business and entrepreneurial development in Alabama.
- Support the growth and development of Mobile's entrepreneurial community and Innovation Park's support of entrepreneurial talent to meet the growing technological needs of industry with early state funding opportunities such as the State of Alabama Fall Start Fund.
- In support of the growing "social-entrepreneurial" entrepreneurial demand in Alabama, expand the legal definition of a Limited Liability Company in Alabama only to include a low-profit limited liability company, an LLC and a Benefit Corporation or "B Corp" for-profit, social-ventures corporation entity.
- To support the growth and expansion of local startups and commercial entities in the restaurant industry, seeking regulatory support to achieve the local authority necessary to implement the statewide "Brunch Bill" passed in 2017 that allows for 10 a.m. opening alcohol sales on Sunday.

Support legislation to allow for a board governance structure and a non-political, board-appointed director of the Alabama Department of Transportation.

Clear the legislative in Title III of the Americans with Disabilities Act (ADA) by providing clearer rules for identifying and correcting ADA access violations and allowing business and property owners the opportunity to address and correct issues ADA violations in a defined period of time, prior to an allowable civil law suit.

Protect an employer's right to post a job advertisement by appropriate legislation that would allow an employer or property owner from collecting, forwarding possession on company or private property.

Close the loophole in Title III of the Americans with Disabilities Act (ADA) by providing clearer rules for identifying and correcting ADA access violations and allowing business and property owners the opportunity to address and correct issues ADA violations in a defined period of time, prior to an allowable civil law suit.

Protect an employer's right to post a job advertisement by appropriate legislation that would allow an employer or property owner from collecting, forwarding possession on company or private property.

Healthcare

- Support a health provider-driven approach to reforming Alabama's current Medicaid program to ensure access to care, control costs and maximize the return of Alabama tax dollars to the state.
- Seek an equitable resolution on the Medicare wage index issue so that hospitals in the region will be fairly reimbursed for the services they provide to the Medicare population.
- Seek a permanent funding source for Mobile's Program for Alzheimer's Care of the Elderly (PACE) and the expansion of such programs across the state to help to cover disadvantaged (elderly) funds for the medical care of the state's growing nursing home population at a cost savings to Medicaid.

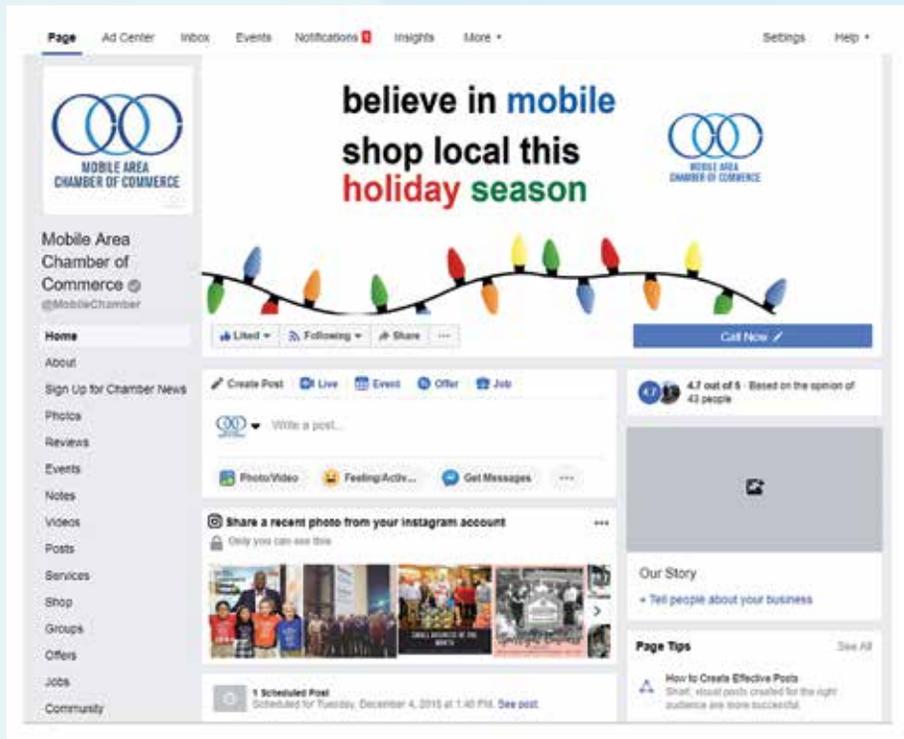
The Chamber introduced its 2018 Legislative Agenda with business and industry priorities during a luncheon. Gov. Kay Ivey was the keynote speaker for the event.

Social Media: The Chamber maintains five social media channels, and has 7,340 Facebook likes, 8,849 followers on Twitter, 3,920 members on LinkedIn and 1,252 followers on Instagram. The Chamber also stores video content on YouTube.

In addition to its long-standing support of shopping local, the Chamber joined the **Small Business Coalition** with American Express, which sponsors Small Business Saturday, and worked to spread the message of buying local during the holiday season.

As part of our "Shop Local" initiatives, the Chamber again hosted a holiday **CashMOB** at Downtown Mobile Alliance's Urban Emporium. Attendees committed to spend \$20 at the local retailer.

The Chamber hosted several events to connect the business community to elected officials. The highest attendance was at the **State of the City & County** luncheon featuring Mobile County Commission President Connie Hudson and City of Mobile Mayor Sandy Stimpson, with more than 900 attendees.



Social media engagement continues to grow. This year the Chamber's Facebook followers grew to 7,320 and the Chamber worked to develop more ways to engage, including sponsored content, live videos of key programs and additional event promotions.

Other key events were the **Legislative Reception** held in Montgomery; **Pork and Politics in the Park**; the 2018 **Leaders Exchange** trip to Toulouse, France; **Washington D.C. Fly-In**; **Forum Alabama** with Sen. Richard Shelby; and **Champagne and Oysters**. Newly elected Sen. Doug Jones met with the Chamber's Board of Directors.



Candidates running for elected office were provided a venue to ham it up with Mobile's business community during Pork and Politics.



In October, the Chamber hosted a delegation of elected officials and business leaders in Toulouse, France, for the 2018 Leaders Exchange. Among the many sessions, attendees toured Airbus's headquarters.

Advocacy & Issues: Members of the Chamber's Board of Advisors heard a presentation on the Mobile River Bridge and Bayway project, presented by the P3 advisory team of HDR Engineering, Mott MacDonald and Thompson Engineering. The top three items discussed were the timeline, funding and highly valued factors in the selection process.

The Chamber maintains the Build the Bridge Facebook page, regularly updating the page's 7,452 followers.

Engagement & Influence: Ongoing volunteer Chamber committees meet year-round on legislative and advocacy issues. These include the **State Governmental Affairs Committee**, consisting of 100 large and small business representatives who review and research legislative priorities and help shape the Chamber's legislative agenda; and the **Federal Governmental Affairs Committee**, consisting of 62 members who monitor issues and guide positions the organization adopts.

Awareness: Believe in Mobile. Belong to the Chamber. Chances are you've seen our branding message either on the back cover of the Chamber's magazine or along the interstates and streets of Mobile thanks to our partnership with Lamar Advertising.

In 2018, the Mobile Area Chamber expanded its "Shop Local" message to encourage area residents to buy at local area stores for Mother's Day, graduation celebrations, Father's Day and the Christmas holidays.

Traveling with the Chamber: Various guided trips continue to be a popular option for members and their guests. In 2018, groups visited Iceland, South Africa, Canada and the Danube River. A total of 130 passengers participated in four trips, which generate non-dues revenue for the organization.

believe in mobile
shop local this mother's day

members.mobilechamber.com

MOBILE AREA
CHAMBER OF COMMERCE

This was one of several billboards displayed in partnership with Lamar Advertising to expand the Chamber's "Shop Local" message.

Value

Every year we ask our members how we can help them best. In response, we strive to provide valuable programming that includes professional development workshops, educational forums and networking (still one of members' favorites).



Another successful Chamber Chase campaign was held in 2018. Led by Abe Harper (center) with Harper Technologies, volunteers worked to raise more than \$1.4 million in new memberships, sponsorships and ad sales.

5 Takeaways from 2018

- 1** In 2018, we presented 51 professional development workshops and educational forums, drawing 2,799 attendees. Taxes, tariffs, small business financing, social media and marketing were among the most popular topics.
- 2** We believe a healthy and diverse economy is critical. For that reason, we continued our outreach to pastors to share with their congregations the small business resources available to minority business owners and entrepreneurs.
- 3** Connecting business leaders to other business leaders or elected officials is one of the most important benefits, according to our members. Last year, more than 2,091 attendees attended our 10 political networking events.
- 4** We also provided affordable advertising options for our members to promote their companies through our monthly magazine, weekly e-news and other online resources, with more than 300 advertisements placed in 2018.
- 5** Fifty-three ribbon cuttings and grand openings were held at member companies in 2018.

New in 2018

Tariffs and Taxes: More than 200 attendees participated in two government-focused forums – one addressing the ever-evolving trade tariffs and the other covering the federal Tax Cuts and Jobs Act of 2017.

In addition, the Chamber presented **Export Essentials: Financing Export Transactions**. This free workshop for members addressed ways to increase export sales and reduce risks.

The **Family Business Leadership Conference** was a targeted workshop to help business owners manage transitions affecting their family owned businesses. Presented by the Mobile Area Chamber and University of South Alabama Mitchell College of Business, the event also offered participants insights into successful practices of family business owners, no matter the size. Fifty people attended.

“There are changes that will make it easier for companies to bring back the \$2 trillion that they’ve held overseas. We’re already seeing some of that happen.”

Eric Toder
Urban Brookings Tax Policy Center
Chamber’s Federal Tax Policy Forum



A key benefit for many members is the Chamber's assistance with ribbon cuttings and grand openings. This photo was taken at the Amazon sortation center in March 2018.

Other 2018 initiatives included **Doing Business with the State**, where more than 140 attendees met state purchasing contacts, heard from the state's deputy purchasing director and learned more at a buyers' session; **Basic Financial Education**, a series of eight workshops on personal finance to support the minority business community; and the 2018 **Southeastern United States - Canadian Provinces Alliance** conference featuring panel discussions, keynote speakers and business-to-business meetings.

Connections

The **Small Business Awards** and **Business Expo** combination proved successful. Moving the Small Business Awards program before the area's largest trade show, Business Expo, boosted attendance at both events. Business resource partners were among the 220 vendors and Expo drew more than 2,500 attendees.

Annual Meeting: The event's location and format changed and included a short program with live music during the networking reception. Nearly 1,100 business and community leaders attended.

Business After Hours, Coffee with the Chamber and **Networking@Noon** became quarterly events in 2018 to increase attendance and enhance networking opportunities.

Other popular networking events included **Membership 101, Member Appreciation Day, Nonprofit Roundtable, Women's Roundtable,** and **Chamber Classic**, an annual golf tournament.

Volunteer ambassadors, along with Chamber staff, assisted 53 businesses with **grand openings** and **ribbon cuttings** in 2018.

Chamber Chase, the annual resource development campaign, was led by Abe Harper, president of Harper Technologies. With assistance from 50 volunteers, representing 27 companies, the campaign exceeded its \$1.2 million goal by raising more than \$1.4 million. During the 13-week effort, 58 new members were recruited and 12 companies joined the Board of Advisors.



Walks and Wags was one of more than 220 member businesses participating in Business Expo, Mobile's largest business-to-business networking event. This year's event was attended by more than 2,500 people.



A sold-out luncheon was held in honor of Mobile's military in the spring. Dozens of high school and college ROTC cadets received awards for their service. The Chamber has a military affairs division in its community and governmental affairs department to support these efforts.

The **Board of Advisors** represents the organization's largest dues-paying members and meets twice a year with the Chamber's governing board of directors. There were 247 members in 2018.

At the Chamber's annual **Military Appreciation Luncheon**, awards were given by the Navy League, Air Force Association, Employer Support of the Guard and Reserve, U.S. Coast Guard and National Guard and Reserve, and JROTC and ROTC cadets were honored. At the event, the Chamber presented the inaugural Gen. Gary Cooper Outstanding Service Award to U.S. Marine SGT (Ret.) A.B. Grantham.

If There's a Better Way

From cybersecurity to marketing to employment law to exporting, numerous workshops and committee speakers covered dozens of topics to help business managers and owners be more effective and efficient.

The **2018 State of the Economy** event took a deep dive into tourism, technology, manufacturing and international trade – four key industry sectors. In addition, the results of a recent survey were presented, highlighting the business community's outlook on 2019. More than 260 people attended.



The 21st annual Eagle Awards program was held in the fall and three members – Bama Pest Control, Harper Technologies and VisionSpot Consulting – received awards. The sold-out event's keynote address was by Tom Joyner, a national radio talk show host.

2018 Award Winners

The Chamber promotes our award winners through *The Business View*, the e-newsletter *The Business View Weekly*, our blog and social media channels.

Outstanding Entrepreneur

The Chamber honored Clarence Ball, president and CEO of Ball HealthCare Services, as the 2018 Outstanding Entrepreneur. Ball was recognized for his vision that grew the company from one facility to 11 skilled nursing homes, and for founding other related companies including Hi-Tech Medical Services, Nursing Home Physician Services and Medchoice Pharmacy Services.

Small Business of the Year

The decade-old advertising agency Blue Fish was named the Chamber's Small Business of the Year. Harper Technologies, an IT support and consulting firm, and Lagniappe, a weekly newspaper, were recognized as finalists.



Blue Fish won the 2018 Small Business of the Year award presented in August. Other finalists for the award were Harper Technologies and Lagniappe.

Manufacturer of the Year

For its continued capacity-driven investment, Kimberly-Clark Corp. was named the 2018 Manufacturer of the Year at the State of the Economy event in December. The Texas-based company announced a \$211.7 million investment and the addition of 24-plus high-paying jobs in less than two years.

Innovator of the Year

Also at the State of the Economy event, McFadden Engineering was named the 2018 Innovator of the Year. The company recently launched OxyShark, a space-saving and cost-effective wastewater treatment option.

Eagle Award Recipients

As a three-time Eagle Award winner, Bama Pest Control was inducted into the Eagle Award Hall of Fame, celebrating the growth and success of minority-owned companies. Harper Technologies was recognized with its second consecutive Eagle Award along with VisionSpot Consulting, a first-time winner in 2018.

The inaugural Soaring Legacy Award was awarded posthumously to Al Joyner, the first African-American McDonald's franchise owner in the state of Alabama. Joyner was the brother of the event's keynote speaker, Tom Joyner, host of the radio talk show *The Tom Joyner Morning Show*.

Small Business of the Month

- JMF Solutions
- CertaPro Painters of Mobile and Baldwin Counties
- G.C. Specialties
- Wal-Tech Valve
- Southwestern Consulting
- Mighty
- Legal Imaging
- McFadden Engineering
- Port City Medical
- Gulf Supply Co.
- C2Wealth Strategies

Corporate Community Service Awards

Crow Shields Bailey was the 2018 Corporate Community Service Award winner. The award recognizes companies for their service to the community and is presented in partnership by the Chamber and Junior League of Mobile. The company will be recognized at the Chamber's annual meeting in 2019.

Gen. Gary Cooper Outstanding Service Award

The inaugural recipient of the Chamber's Gen. Gary Cooper Outstanding Service Award was (Ret.) U.S. Marine SGT A.B. Grantham. He received the award at the Chamber's annual Military Appreciation Luncheon. Grantham was one of the wounded soldiers photographed along with other injured U.S. Marines in what became one of the most famous photographs from the Vietnam War, appearing in *Life* magazine. Grantham has held numerous leadership positions, including with the Marine Corps League and the Military Order of Devil Dogs.

Ambassador of the Year

Michelle Ard with Seabulk Towing, A Seacor Co., was named the 2018 Ambassador of the Year. Ard received her award during the Chamber's final 2018 Board of Directors meeting.

Ambassadors are volunteers from member companies who assist the Chamber by attending ribbon cuttings, visiting members and serving at various Chamber events.

Ambassadors of the Month

Recognized for their involvement, these Chamber volunteers were featured in *The Business View*:

- Michelle Ard, Seabulk Towing, A Seacor Co.
- Cameron Coppejans, Renaissance Mobile Riverview Plaza Hotel
- Torrian Davis, Army Aviation Center Federal Credit Union
- Nichelle Evans-Pugh, Fairfield Inn & Suites
- Chris George, Christopher L. George PC
- Colleen Harrison, Parkside at Cottage Hill
- Jordan Henderson, Stone Ridge at Somerby
- Dorothy May, Retired
- Phillip Moore, AHI Corportate Housing
- Megan Murdock, Hampton Inn Providence Park
- Lisa Phillips, HeroMan Services
- Laura Williams, APM Terminals

Excellence

We believe excellence is the only acceptable standard for what we do and how we support our members and the community. From economic development results to unique networking events to educational forums to legislative victories to covering Mobile's business news, we strive to do it better than average.

5 Takeaways from 2018

- 1 The Chamber was once again awarded five-star accreditation from the U.S. Chamber of Commerce.
- 2 Approximately 250 businesses joined the Chamber in 2018.
- 3 We made improvements to our building, grounds, security and technology capabilities.
- 4 Chamber staff studied new membership databases and narrowed the options for a new system that will be implemented in 2019 to help us be more efficient and effective in communicating with our members.
- 5 A wellness program for our employees was launched.

New in 2018

It's official, the Mobile Area Chamber received word in November that we were again awarded **five-star accreditation** from the U.S. Chamber of Commerce based on the organization's best practices. Our body of work was judged in the areas of governance, finance, human resources, government affairs, program development, technology, communications, facilities and benchmarking.

New Building Upgrades: The Chamber completed several projects to modernize common spaces at its 451 Government St. building, including a new mural, video monitors, Board of Advisors and Chamber logo display, and updates to the atrium meeting room.

2018 Membership: More than 250 businesses joined the Chamber and our membership renewals continue to trend above average for Chambers nationwide.

Staff Accolades: Chamber staff continued to invest in the community through their donations of time, talents and resources. In 2018, the staff again participated in the United Way Day of Caring event, hosted a LifeSouth blood drive and conducted a drive for Murray House Assisted Living.

Ashley Horn APR, director of digital media and design, successfully completed the Examination for Accreditation in Public Relations, receiving her APR professional designation.

LeMaris Alston, director of information technology, graduated from Mobile United's Leadership Mobile and the Mobile Area Water & Sewer System Supplier Diversity program.

Revenue: Income streams include member dues, Board of Advisor dues, performance contracts, grants, Partners for Growth pledges, advertising sales and Chamber Chase recruited sponsors.

The Chamber staff also manages the finances of the Industrial Development Authority of Mobile County; Industrial Development Board of the City of Mobile; Industrial Park Board of Mobile County; the Mobile Area Chamber of Commerce Foundation; a 501(c)3 organization; and Innovation PortAL.

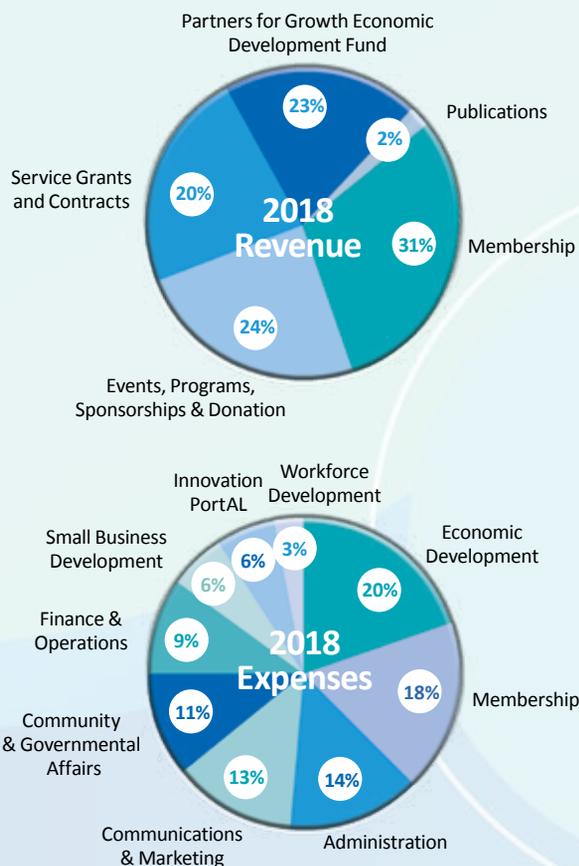
The Chamber's finances, as well as those of the four boards the organization manages, are audited annually to ensure adherence to accounting standards.

"I am honored to be a member of the Mobile Area Chamber of Commerce. As a lifelong Mobile resident and business owner I recognize the tremendous benefits of doing business with other members of the Chamber, as well as the exposure which it provides for Georgia Roussos Catering Inc."

Georgia Roussos
Owner, Georgia Roussos Catering

2018 Revenue & Expenses

This breakdown below is a representation of the Chamber's revenue and expenses.



Horn



Alston

2018 By the Numbers

Here is a snapshot of the Mobile Area Chamber year in review.

Jobs

Partners for Growth INVESTORS

144

New Jobs RECRUITED

597

Full-Time

6

Project Announcements

\$533.9 M

Capital Investment of 2018 Projects

\$61,500

Average Salary of Jobs Created



750

Students

Attending Workforce Development Events

170

International Appointments Made to Help Companies Expand into Foreign Sales



70

Entrepreneurs Receiving Business Counseling and Advice



Advocacy

1,000+ Legislative Bills Monitored



8,595

The Business View Weekly SUBSCRIBERS



The Business View CIRCULATION

22,100



8,843 FOLLOWERS



7,300 LIKES



38,753

Unique Website Hits



1,239 FOLLOWERS

7,449



Build the I-10 Bridge Facebook Followers

Value

59

Membership Networking EVENTS



51

Small Business-Focused Workshops and Seminars

10

EVENTS Connecting Elected Officials and Business Leaders

Chamber Professional Development Seminars Attendees

2,799

11

Government Related Educational Forums



4,814

Membership Networking Event Attendees



53

Ribbon Cuttings & Grand Openings Held at Member Companies

133



EMPLOYEES of Highlighted Small Businesses of the Month

Excellence

1,280

Individuals Serving on Chamber Committees and Task Forces

People Employed by Chamber-Member Companies

105,000



MACC ESTABLISHED 1836

6

BOARDS MANAGED BY THE CHAMBER



YEARS ACCREDITED

52

Since the designation was instituted in 1966.



1,900

Current Chamber MEMBERS

36

CURRENT MOBILE AREA CHAMBER EMPLOYEES

Board Leadership

2018 Executive Committee



Brian Willman
Regions Bank
Chair



Glyn Agnew
AT&T
Vice Chair Small Business Development



Douglas L. Anderson
Burr & Forman LLP
Legal Counsel



Daniel A. Dennis IV
Roberts Brothers Inc.
Finance/Operations – Chair-Elect



Liz Freeman
Long's Human Resource Services
Immediate Past Chair



Abe L. Harper Jr.
Harper Technologies LLC
Membership/Chamber Chase



Brad Israel
Bellator Real Estate & Development LLC
Vice Chair Military Affairs



Henry T. Morrisette
Hand Arendall Harrison Sale LLC
Vice Chair Economic Development



Henry O'Connor
Jones Walker
Vice Chair Workforce Development



Jill Stork
Alabama Power
Vice Chair Diversity and Inclusion



Bill Sisson
Mobile Area Chamber of Commerce
President & CEO



Vicki Studstill
Hargrove Engineers + Constructors
Vice Chair Community and Governmental Affairs

Also Serving on the 2018 Board of Directors

Damian M. Bell
Rock Bridge Wealth Management

Kevin S. Carey
Trustmark Bank

Chris Harle
Harle Enterprises/Roly Poly

Trisha Johnston
DocRX

Hilton B. Mostellar
Mobile Asphalt Co. LLC

Craig Savage
Austal USA

Kevin Ball
Ball HealthCare Services Inc.

J. Kenny Crow Jr.
Crow Shields Bailey PC

Jürgen G. Hellmich
iSAM North America Corp.

W. Bibb Lamar Jr.
ServisFirst Bank

Paige B. Plash
Encore Rehabilitation Inc.

Reginald Sykes
Bishop State Community College

Robert H. Bender
Travel Leaders Corporate – Mobile

Joe Denton
Infirmary Health

J. Guy Helmsing
Hancock Whitney

Robin Luce
JubileeScape Inc.

D. Scott Posey
AM/NS Calvert

Daryl J. Taylor
Airbus Americas

Robert S. Bryant Sr.
Leaf & Petal Florist

James C. Fowler
Cooper/T. Smith Corp.

Mark E. Hieronymus
Hieronymus CPAs LLC

Evan B. Maisel
Gulf Distributing Holdings LLC

Jacquitta Powell-Green
Commonwealth National Bank

Tony G. Waldrop
University of South Alabama

Jennie Campbell
Stewart Lodges at Steelwood

Virginia F. Guy
Drug Education Council

Jennifer Graham Jenkins
JJPR

Keith Manwaring
Taylor Companies

Maxey J. Roberts
USA Foundation

Grant Zorzour
Fuse Project

Monty P. Hamilton
Rural Sourcing Inc. (RSI)

Clarence Johnson Jr.
Bama Pest Control Inc.

Jenny McCall
Wesco Gas & Welding Supply Inc.

Michael C. Rogers
Rogers & Willard Inc.

2019 Plan of Action Summary

Each year, the Mobile Area Chamber staff writes its Plan of Action, a list of tactics to achieve the goals of the Chamber's strategic plan, which covers the years 2019-2021. Below are each department's goals for 2019.

Communications & Marketing

- Provide a constant, proactive and interactive communications program to Mobile Area Chamber members to encourage and maintain an interest in the Chamber and support of our efforts. *(Supports strategic goal - Value)*
- Improve the Mobile Area Chamber's image in the minds of the public and make them better aware of who we are and our mission. *(Supports strategic goal: Advocacy)*
- Promote the Chamber and the Mobile area via the Chamber's websites, electronic publications and social media outlets. *(Supports strategic goal: Advocacy)*
- Improve dialogue with media outlets and promote Chamber activities and issues more heavily in the local market. *(Supports strategic goal: Advocacy)*
- Assist the economic development department with implementing the national marketing campaign. *(Supports strategic goal: Advocacy)*

Community & Governmental Affairs

- Develop and obtain passage of the Mobile Area Chamber Community Legislative Agenda. *(Supports strategic goal: Advocacy)*
- Recognize and promote the importance of transportation infrastructure to continuing business growth. *(Supports strategic goal: Advocacy)*
- Promote a local, business-friendly political and legislative climate that encourages economic growth, is responsive to business needs and supports business success. *(Supports strategic goal: Advocacy)*
- Convene key groups and organizations to identify and work on vital community issues. *(Supports strategic goal: Advocacy)*
- Improve communication with the membership, elected officials and Chamber staff on key community issues. *(Supports strategic goal: Advocacy)*
- Implement the Leaders Exchange with a focus on workable solutions to regional and local issues. *(Supports strategic goal: Advocacy)*
- Encourage positive military and civilian relationships. *(Supports strategic goal - Value)*

Economic Development

- Aggressively market the Mobile region for business locations and expansions based on community strengths, unique strategic advantages and community quality of life objectives. Support the five-year Partners for Growth goal of creating an average of 800 new jobs per year. *(Supports strategic goals: Jobs and Advocacy)*
- Provide staff support and expertise to the Industrial Development Board (IDB), the Industrial Development Authority (IDA) and the Industrial Park Board (IPB). *(Supports strategic goals: Jobs and Value)*
- Involve Chamber volunteer leadership, city and county elected leadership and local agency allies and Partners for Growth investors in current Plan of Action implementation, as well as long-term economic development planning and funding. *(Supports strategic goals: Jobs and Value)*
- Generate, collect, organize, provide and publish information to support economic development activities that service the needs of prospects, global consultants, existing industries and members. *(Supports strategic goal: Value)*
- Enhance Mobile's global competitiveness and advance the creation of quality jobs and economic growth through international engagement. *(Supports strategic goals: Jobs and Value)*
- Improve Mobile's ability to respond to workforce needs. *(Supports strategic goal: Jobs)*

Finance & Operations

- Provide and maintain financial control and related services. *(Supports strategic goal: Excellence)*
- Develop and maintain all records, forms and reports relating to human resource management. *(Supports strategic goal: Excellence)*
- Coordinate maintenance of the Chamber building, grounds, fixtures and equipment. *(Supports strategic goal: Excellence)*
- Enhance Chamber and Chamber Foundation operations through improvement of processes and procedures. *(Supports strategic goal: Excellence)*
- Continue to enhance the Chamber's information technology assets. *(Supports strategic goal: Excellence)*

Membership

- Exceed budgeted goals for dues and non-dues income to support Chamber operations. *(Supports strategic goal: Value)*
- Provide innovative programs and services that members desire and value. *(Supports strategic goal: Value)*
- Ensure awesome customer service to improve member retention and development. *(Supports strategic goal: Value)*

Small Business Development

- Market and provide technical assistance to area small businesses to help stimulate growth and foster job creation. *(Supports strategic goals: Value and Jobs)*

- Provide business assistance to minority-owned businesses and encourage participation in all Chamber activities. *(Supports strategic goals: Value and Jobs)*
- Coordinate task force activities of select programs, products and services benefiting small businesses. *(Supports strategic goal: Value)*
- Create a system to share local funding sources with interested businesses. *(Supports strategic goal: Value)*
- Provide continuing education, training and business development opportunities for small businesses. *(Supports strategic goal: Value)*
- Serve as an advocate on issues of concern to the small business community. *(Supports strategic goal: Advocacy)*
- Facilitate assistance provided by other small business resources in the Mobile and Baldwin area. *(Supports strategic goal: Advocacy)*

How to Reach Your Chamber Staff

Administration

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251-431-8623

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Community and Governmental Affairs

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Chani Rider
Director: 251-431-8627

Innovation PortAL

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Corey James
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Membership

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Elizabeth Nelson
Assistant: 251-431-8617

Dawn Rencher
Director: 251-431-8649

Odetta Stutts
Help Desk Receptionist: 251-433-6951

Small Business Development

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