



Mobile Chamber

2024 ANNUAL REPORT



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OUR MISSION

The Mobile Chamber will be the leading catalyst for economic expansion in the Mobile area, building more opportunity and an enhanced quality of life for all citizens and serving as a proactive change agent for business needs to drive regional economic prosperity.





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Teresa Williamson

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Melissa Cross

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Burr & Forman LLP

Stuart Holmes

Outokumpu Stainless USA LLC

Bestor Ward IV

Ward Properties, Inc.

Gina McKellar

Crow Shields Bailey PC

Michael Capella

University of South Alabama

Scott Fenn

Infirmity Health

Tyrone Fenderson

Synovus Bank

Eric Duncan

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(WALA Fox10 TV)

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BOARD OF ADVISORS

The Mobile Chamber's Board of Advisors membership program provides top company executives an avenue for valuable input on critical Chamber and community issues, facilitates peer-to-peer interaction and provides a high level of recognition.

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Calagaz Printing
Joe Calagaz

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Big Bill Beans**
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Kingdom Construction Group

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Ian Roughsedge

Lewis Communications, Inc.
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Linde
Matthew Reynolds

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Liz Freeman

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Geoffrey Myrick

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William Strickland

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Merceria Ludgood

Mobile County Water, Sewer & Fire Protection Authority
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Norman Hill

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Alvaro David

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Keith Jones

Pro 1 Painters

Rene Pollet

Providence Hospital

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Anthony Resa

Quinnelly, Inc.

Jeff Quinnelly

Ransom Ministries, Inc.

Matt Armbruster

Rayford & Associates, Inc.

Forress Rayford Jr.

Red Door Marketing Agency

Brook Sundahl

Regions Bank

Bruner Binion

Renasant Bank

Mark Fillers

River Bank & Trust

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Joey Dicks

Roberts Brothers, Inc.

Teresa Williamson

Roberts Brothers, Inc.

Richard Harski

Rogers & Willard, Inc.

Michael Rogers

RPS Composites Alabama

Marc Quenneville

RS Moving and Warehousing

Kyle Richardson

S&S Sprinkler Company, LLC

Leland Moore Jr.

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Safety Plus, Inc.

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Serenity Open Arms Refuge

Kirk Morrison

Service Master Advanced Cleaning

Robert A. Guthans Jr.

ServisFirst Bank

Bibb Lamar Jr.

Sherwin Williams Company

Kirk Morrison

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Bry Shields III

Shoe Carnival, Inc.

Jessica Nellis

Signature Flight Support

David Zander

Silver Ships, Inc.

Steven Clarke

SmartBank

Ryan New

Southern Gentleman's Lifestyle

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SOS Mobile Medical

Jason Gullledge

Southern Insulation

Jacob Hembree

Southern View Media

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Starnes Davis Florie LLP

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Steiner Construction Company, Inc.

Russell T. Steiner

Sterling Specialty Chemicals US LLC

Richard Ryder

Superior Aerospace

Keith Chatten

Synovus Bank

Tyrone Fenderson Jr.

Tate & Lyle Sucralose, LLC
George Parten

TC Boiler & Piping, Inc.
John Barton

Tenaska/Longleaf CCS Hub
Bret Estep

Tensaw Land & Timber Company Inc.
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Termac Construction Inc.
Conan Terrell

Thames Batré Insurance
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The First Bank
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The United States Sports Academy
Steve Condon

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Thompson Engineering, Inc.
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TriNova, Inc.
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Uniti Fiber
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University of South Alabama
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Hawk Sindel

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Ward Properties, Inc.
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Waste Pro USA
Jordan Scott

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John White-Spunner

White-Spunner Realty, Inc.
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Wilkins Miller, LLC
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Willis Towers Watson
Brian Brouckaert

Wright Transportation
Daniel Wright

Zarzour Companies Commercial Real Estate Services
Matt Zarzour

As of December 2024

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HAS KEPT MOBILE SAFE FOR
MORE THAN 50 YEARS.

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I'm proud that we've built such a loyal
customer base over the years."

Dennis McLeod

President, Coast Safe & Lock Co. Inc.



SERVING THE GULF COAST SINCE 1972.

ECONOMIC DEVELOPMENT

The Mobile Chamber's economic development team continued to work throughout 2024, positioning Mobile as a premier location for businesses looking to relocate, build or expand. Through new business recruitment, existing industry support, talent attraction and workforce development, the team's collaborative efforts earned Mobile national recognition for its commitment to creating jobs and fueling economic growth in our community.

These strategic initiatives not only strengthened the local economy but also enhanced Mobile's reputation as a competitive hub for innovation and investment. By fostering strong partnerships with public and private stakeholders, the Chamber played a key role in shaping a business-friendly environment that supports long-term prosperity.



MOBILE CHAMBER ECONOMIC DEVELOPMENT TEAM

JOBS AND INVESTMENT 2024 SCORECARD

1,391
NEW JOBS

12
ANNOUNCED PROJECTS

\$58,814
AVERAGE SALARY

\$422M
CAPITAL INVESTMENT

INDUSTRY SECTORS

- Aerospace
- Biotech
- Distribution & Logistics
- Manufacturing
- Maritime
- Metals



2024 ECONOMIC DEVELOPMENT HIGHLIGHTS

Eco Material Technologies announced a project to produce supplementary cementitious material (SCM) using coal ash from electric power generation. A low-carbon alternative to cement, SCM is used in many construction projects like roads and bridges. When complete, the project will generate about 600,000 dry tons of material each year. The project includes \$45 million in capital investment and creates 25 new full-time jobs. Operations are scheduled to begin in January 2026 along Highway 43 in North Mobile County.

Airbus Defense & Space increased the capital investment amount for the construction and equipping of a production facility located at Mobile Regional Airport from \$2.2 million to \$5.1 million. The project was originally announced in 2021 and has created 12 new jobs. The facility provides maintenance, modifications and delivery of aircraft products.

Gulf Sterilization plans to develop a state-of-the-art medical device sterilization and decontamination facility in Mobile. The facility will employ cutting-edge sterilization processes to address critical supply chain and capacity pressures faced by manufacturers. This project represents a \$702,000 capital investment and will create eight new jobs over the next three years.

SSAB, a leading Nordic and U.S.-based steel company, is set to enhance its Mobile operations with a \$12 million capital investment aimed at increasing production capacity and efficiency. The investment will enable SSAB Alabama to extend the existing furnace and upgrade shot blasting equipment to increase the facility's quenching and tempering (QT) capacity by 30,000 metric tons—an increase of approximately 10% over the current capacity.

Austal USA announced plans to expand its manufacturing capacity by adding a new final assembly building and ship lift. This expansion was a testament to the diversification of the steel line, allowing Austal to pursue additional contracts. This \$288 million expansion will add more than 1,000 jobs, bringing employment to more than 3,500. The ship lift will provide a safe and reliable way to launch the ships once completed in the assembly buildings. The system will also allow for bringing ships back on land for repair. The assembly building provides more than 192,000 square feet of covered manufacturing space.

Frito-Lay announced plans for a 25,000-square-foot distribution center in Prichard. Once complete, the facility will serve as the direct-store-delivery hub for the greater Mobile area. The facility is expected to be fully operational by June 2025.

MYER Companies announced plans to expand its operations by constructing a state-of-the-art, 10,000 square-foot steel building to house its coatings department at its location on Blackburn Drive in Mobile County. The \$2.6 million expansion is expected to create 26 new jobs over the next three years.

VEYER – a wholly-owned subsidiary of **Office Depot** – is locating at the South Alabama Logistics Park due to the site's 12-mile proximity to the Port of Mobile's container terminal. VEYER, a 3PL logistics provider for fulfillment, distribution, warehousing, transportation and final-mile delivery services to Fortune 500 and eCommerce companies, will bring 18 jobs with a total investment of \$9.8 million. VEYER will be re-routing its supply line for this new facility to the Port of Mobile.

Simpson Strong-Tie announced its location to the South Alabama Logistics Park. Simpson Strong-Tie is one of the world's largest manufacturers of structural construction products, including steel connectors, fasteners, anchors and other solutions that help people build safer, stronger homes, offices and other structures. Simpson Strong-Tie is making a total investment of \$7.5 million in Mobile, creating 16 jobs.

Birdon announced a \$37.55 million expansion at its Bayou La Batre shipyard, marking a major investment in the region's maritime industry. The expansion will create 136 new jobs and bring the total workforce to more than 200 employees. This expansion is part of efforts to support the United States Coast Guard with the next generation of Inland Buoy Tenders, known as Waterways Commerce Cutters (WCC). Birdon was awarded a \$1.187 billion contract in 2022 to design and build 27 WCCs over a 10-year period.

Aerostar, a leading provider of aerospace repair services, has announced a \$4.7 million expansion of its facility at the Mobile Aeroplex at Brookley in Mobile. The expansion will add 50 new jobs over the next three years, more than doubling its total employment to 110.

Proplate a leading global provider of integrated production solutions in steel fabrication, will invest \$1 million in a new U.S. facility, bringing 30 new jobs to Mobile County within the first three years. The Proplate facility will specialize in high-quality steel fabrication, including cutting, machining, grinding, painting, blasting and welding. This new site adds to Proplate's global presence, complementing its existing production capabilities in Sweden and expanding its reach in North America.

PARTNERS FOR GROWTH V (2023 – 2027)

Leading Team Mobile

In 1985, the Mobile Chamber and Team Mobile launched the first five-year public-private economic development partnership initiative, "Tell the World." This campaign's five-year cycle established a new approach to marketing economic development and Mobile to companies looking for a place to expand or relocate their business.

Through the collaboration and support of the business community and city and county government, Partners for Growth has provided significant financial support and leadership in creating new jobs, increased capital investments, robust workforce and talent attraction initiatives, and an enhanced quality of life.

In 2023, an advisory council was created to actively engage Partners for Growth investors, providing an opportunity for reciprocal communication between business leaders and the Chamber economic development team. Along with the city and county, representatives from more than 40 companies met regularly throughout the year to discuss the work being done to recruit jobs, investment and talent. The council rotates members each year.



PARTNERS FOR GROWTH V SCORECARD

2023 - 2027

NEW, DIRECT JOBS

5-Year Goal
Result



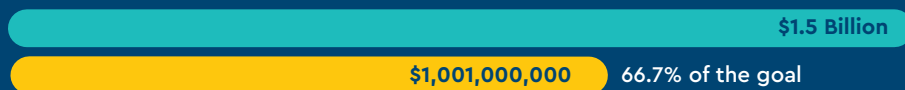
AVERAGE SALARY

5-Year Goal
Result



CAPITAL INVESTMENT

5-Year Goal
Result



MEDIAN HOUSEHOLD INCOME

5-Year Goal
Result



LABOR PARTICIPATION RATE

5-Year Goal
Result



as of 1/22/2025

PARTNERS FOR GROWTH V 2023 – 2027 | INVESTOR COMPANIES

68 Ventures	BASF Corporation	Coca-Cola Bottling Company	Gray Television (WALA Fox 10)
AAA United States, Inc.	Bay Steel Corp.	Community Bank	Great Southern Wood Preserving
Adams & Reese, LLP	BCM Moring Company, Inc.	Continental Aerospace Technologies	Gulf City Body & Trailer Works, Inc.
Affordable Homes Gulf Coast, LLC	Beard Equipment Company	Cooper Group of Companies	Gulf Distributing of Mobile, LLC
Airbus Americas, Inc.	Ben M. Radcliff Contractor, Inc.	Core Industries	Gulf Electric Company
Alabama Associated General Contractors	Blue Cross and Blue Shield of Alabama	Cowles, Murphy, Glover & Associates, LLP	Gulf States Engineering, Inc.
Alabama Media Group	Brasfield & Gorrie	CPSI	Gwin's Commercial Printing
Alabama Port Authority	Bryant Bank	CRE Mobile	H. O. Weaver & Sons, Inc.
Alabama Power Company	Budweiser-Busch Distributing	Crow Shields Bailey PC	Hancock Whitney
Alabama Shipyard, LLC	Bullard Automotive Group, Inc.	Crowder Gulf LLC	Hand Arendall Harrison Sales, LLC
AltaPointe Health	Burr & Forman, LLP	DC Safety Sales Co., Inc.	Hargrove Engineers & Constructors
AM/NS Calvert	Burton Property Group	Delaney Development	Harper Technologies, LLC
APM Terminals Mobile, LLC	Cadence Bank	Dex Imaging	Helmsing, Leach, Herlong, Newman & Rouse PC
ARCO Design/Build Mobile	Canfor Southern Pine	Dunn Building Company	Heritage Homes
Arkema Inc.	Carr, Riggs & Ingram	Duplantis Design Group (DDG)	Hieronymus CPA
Armbrecht Jackson, LLP	Century Bank	EcoSouth Services	HPM (Hoar Program Management)
Austal USA	Chart Industries	Evonik Corporation	Hub International
Autry Greer & Sons, Inc.	Chevron	Franklin Primary Health Center	Hummingbird Ideas
BankPlus	China Doll Rice & Bean, Inc.	Geotechnical Engineering Testing Inc.	Infirmiry Health
Barnes Enterprises Inc. dba McDonald's Restaurants	Cintas Corporation	Goodwyn Mills Cawood, LLC	ISC Refractory Group
Barnhart Crane & Rigging	City of Mobile	Gray Construction	JESCO, Inc.
	CNC Catastrophe & National Claims		

PARTNERS FOR GROWTH V 2023 – 2027 | INVESTOR COMPANIES

Jones Walker, LLP	Mobile Area Water and Sewer System	Shoe Carnival	Truist Bank
Keith Air Conditioning, Inc.		SmartBank	Trustmark Bank
Kiewit Corporation	Mobile County Commission	Smith, Dukes & Buckalew LLP	Turner Supply
Kimberly-Clark Corporation	Myer Companies	Southeast Toyota Finance	Uniti Fiber
Leavell Investments Management, Inc.	Norton Lilly International	Spire Energy	University of Mobile
Lewis Communications	Outokumpu Stainless USA	Springhill Automotive, Inc. – Springhill Toyota	University of South Alabama
Life + Legacy Benefits	Page & Jones	SSAB – Special Steels	USA Foundation
LLB&B Inc. Real Estate	Persons Services Corp.	Steiner Construction Company	USA Health
Long's Human Resource Services	Pilot Catastrophe Services, Inc.	Stirling Properties	Vertex Refining Alabama, LLC
Lyon Fry Cadden Insurance Agency, Inc.	PNC Bank	Superior Air Parts	Volkert
MAAS Aviation	Poarch Band of Creek Indians	Synovus Bank	Warren Averett, LLC
Master Boat Builders, Inc.	Premier Medical Group	Tenaska/Longleaf CCS Hub	Wells Fargo
Maynard Nexsen PC	Quality Valve	Thames Batre Insurance	Wesco Gas & Welding Supply
McAleer's Office Furniture	Regions Bank	The American Equity Underwriters, Inc.	White-Spunner Construction, Inc.
Meador Warehousing & Distribution, Inc.	Renasant Bank	The Hiller Companies	White-Spunner Realty
Merchants & Marine Bank	River Bank & Trust	The Lathan Company	Wilkins Miller, LLC
Merchants Transfer Company	Robert J. Baggett, Inc.	The Orthopaedic Group PC	Zarzour Companies Commercial Real Estate
Millard Maritime	Roberts Brothers, Inc.	The SSI Group, LLC	
Mississippi Export Railroad Company	S & S Sprinkler Company, LLC	Thomas Industries, Inc.	
Mobile Airport Authority	SAAD Development Corporation	Thompson Engineering	
	SCS Engineers	Thompson Tractor Company	
	Seabulk Towing		
	ServisFirst Bank		

As of December 2024



RailPort Logistics Mobile

In 2024, a groundbreaking was held for RailPort Logistics Mobile, a 500+ acre industrial park in Mobile with access to CSX railroad. In the first phase of the development, Scannell Properties will focus on approximately 390 acres, while approximately 149 acres are to be set aside for conservation and the remainder is planned for industrial buildings, a few of which will have rail service by CSX.

In partnership with Austin Consulting Group, this site was designated by CSX as a Platinum Select Site. Select Sites are development-ready properties along the CSX network where comprehensive due diligence items have been addressed, such as utility availability and infrastructure access, significantly reducing the time required to construct industrial facilities and bring products to market.



EXISTING INDUSTRY

Local businesses are the backbone of our economy. When businesses succeed, we all succeed, which is why the Mobile Chamber is committed to retaining and expanding local companies.

As businesses increase their impact in the local community and in their industry at large, the Chamber is proud to assist them with retention and expansion initiatives aimed at maintaining their momentum.

The Chamber is ready to assist companies in reaching their full potential by assisting with:

- Access to local workforce education programs and training grants for companies expanding their hiring
- Entrepreneurship support, workshops and networking opportunities
- Introductions to other local companies to build customer/supplier relationships
- Information on incentives for expanding operations
- Assistance with site selection for companies looking for a new location
- Data for decision making

Business Retention Outreach

More than 200 businesses have been assisted through the dedicated industry retention and expansion program. Our team meets with business owners and managers, learning issues impacting growth potential and providing resources and introductions to assist when possible. We are often able to make strategic introductions to shorten supply chains and address common issues like waste streams. Often one industry's by-product can be used advantageously by another. The existing industry manager serves on many industry alliances, business advisory panels and community boards as a conduit between the Chamber and local business leaders to continually expand this opportunity network.

Industry Coalitions

Coordination of industry coalitions is a key strategy of business retention. In-person events and meetings, executive peer-to-peer relationship building and targeted informational communications support the chemical, aerospace and maritime industry sectors on an ongoing basis. For example, the Alabama MAST Chemical initiative is an active partnership between the Mobile Chamber and Alabama Power that supports business recruitment and expansion in specialty chemical manufacturing, industry advocacy and networking opportunities among industry leaders.

A fall 2024 MAST meeting highlighted AI-integrated solutions in process technology and environmental engineering.

The Chamber's Maritime Economy Forum is an annual spring event focused on knowledge-sharing among local maritime logistics and marine construction leaders. This year's forum attracted approximately 100 participants..

International Trade Certificates of Origin

The Chamber processed 1,006 Certificates of Origin (COO) for local exporting industries and freight forwarders. As activity through the Port of Mobile grows, COO approvals managed through the Chamber's international trade program keep pace.

Disruptions in global routes and new requirements for certain passages have made the Chamber's responsiveness in this program even more valuable to freight forwarders and local exporting industries.

Mobile Metrics



MOBILE METRICS

Mobile Metrics is a comprehensive one-stop shop for all data needs related to Mobile's economic landscape. Consistently updated, Mobile Metrics is designed to serve as a central repository of information, providing vital data to support decision-making by site selectors, partners, investors, members and the general public. Mobile Metrics features data from three primary areas: economic, workforce and industry. The Mobile Chamber developed Mobile Metrics in response to frequent requests for this type of data. In collaboration with partners such as the U.S. Census Bureau, the Bureau of Labor Statistics, JobsEQ, Alabama Tourism and the Mobile Airport Authority, the Chamber aims to provide a valuable tool that supports growth and development throughout the region.



SCAN TO VIEW MOBILE METRICS

STATE OF THE ECONOMY

The Mobile Chamber presented the 10th annual State of the Economy featuring Dr. Loren Scott, who shared his expert insights into the current economic landscape. The event also included a dynamic panel session discussing the current challenges and emerging opportunities throughout the local supply chain and unveiled the results of the 2025 Mobile Area Economic Outlook Survey. The survey results offered valuable insights into the performance of Mobile businesses and projections for the local economy.



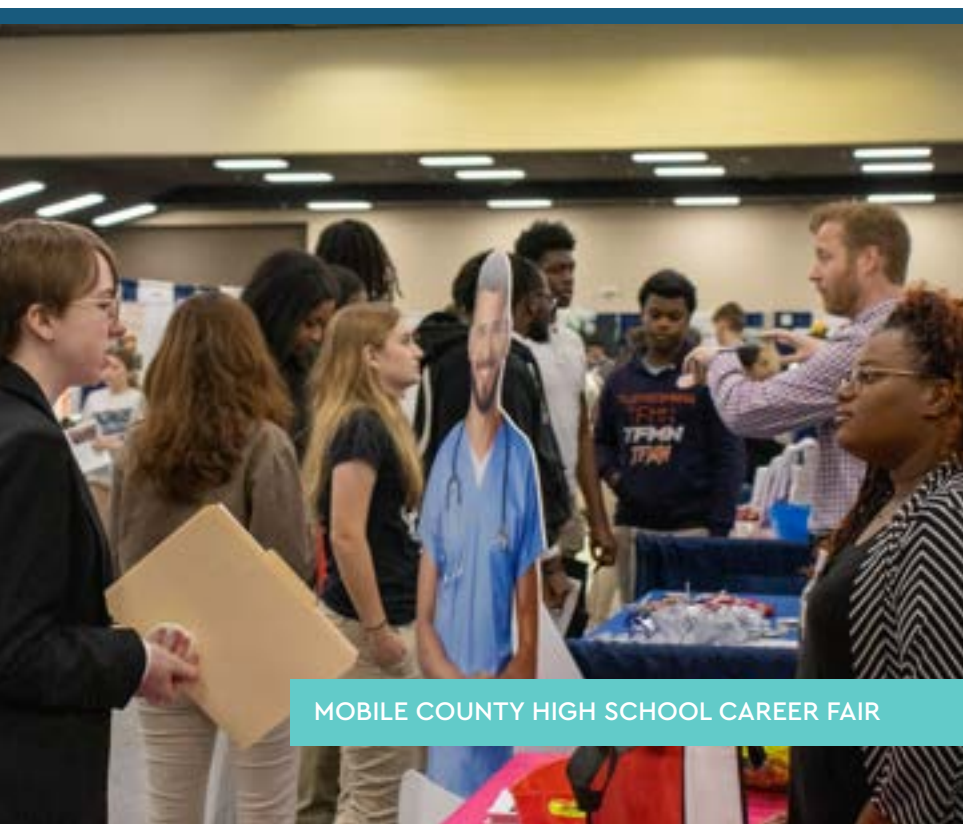
ECONOMIC OUTLOOK
SURVEY RESULTS



WORKFORCE AND TALENT DEVELOPMENT

A skilled and educated workforce is the most important factor influencing a community's economic competitiveness.

The Mobile area is experiencing unprecedented economic growth with an increasing number of jobs in aviation, shipbuilding and repair, advanced manufacturing, logistics, healthcare, engineering, construction and business. The Chamber and its partners are working to prepare current and future workers for these high-demand, high-wage jobs through education and talent development initiatives designed to showcase Mobile as the place to live, work and play after graduation.



MOBILE COUNTY HIGH SCHOOL CAREER FAIR

2024 HIGHLIGHTS

The Mobile County High School Career Fair, welcomed nearly 3,000 high school seniors to visit the booths of 140 area businesses and educational institutions.

More than 300 high school students participated in National Job Shadow Day and 134 students accepted a summer internship.

Mobile County Public Schools Career Technical Education Department held an inaugural Career Explorations Summer Camp for all 6th, 7th, and 8th grade students. MCPSS also became the first in the state to offer a program geared toward middle schoolers, Leader Officer Training Corps (LOTG) at seven middle schools. The program offers opportunities in Robotics, Cyber Team, Color Guard and Drill Team. Clark-Shaw Magnet Middle became a dedicated CTE Jr. High School by adding 9th grade and college & career pathways in Computer Science (dual enrollment), Engineering, Health Science, A/V Technology & Communication (dual enrollment), and Business. BC Rain re-opened their Aviation Technology program, and their Aircraft Maintenance pathway will have four students graduate this year with an associate's degree in addition to their high school diploma thanks to the dual enrollment opportunities offered by Coastal Alabama Community College.

Bishop State enrollment increased again this year by 13% to just over 4,000 students enrolled. This is a 36.7% increase compared to Fall 2022. More than 40% of the enrollment can be contributed to dual enrollment. Additionally, they have partnered with Austal USA to offer a new training program, Set Sail.

Chickasaw City Schools cut the ribbon on a new Career and Technical Education wing at Chickasaw High School. Additionally, through a partnership with Mobile Area Education Foundation, the school system secured a grant exceeding \$14 million to create "full service schools," which will impact more than 2,000 students and families annually across five high-poverty schools. A partnership with Franklin Primary Health Clinic and Genesis Counseling & Consulting provides onsite physical and mental health services.

Mobile Area Education Foundation's (MAEF) Youth Workforce Center has welcomed four cohorts in the past year and announced new partnerships and training opportunities with Bishop State's Set Sail and Victory Professional Development Center LLC providing certified nursing assistant (CNA) training on-site.

TALENT ATTRACTION

FuelAL: Mobile

The Mobile Chamber was selected as a host community for the Fuel Alabama summer intern programming funded by Innovate Alabama and the Economic Development Partnership of Alabama. Mobile hosted **102 interns** representing **30 different employers** and **32 different colleges and universities**.

This program connected students with industry leaders, provided information about living in the Mobile area, and networking with other like-minded summer interns and young professionals in the region. The Mobile Chamber looks forward to continuing this programming in 2025.

University Partnerships

The Mobile Chamber continued partnering with universities in 2024 to connect employers with students looking for job opportunities in the Mobile region. In February, the team attended the University of South Alabama's **HireAJag Brunch and Career Fair**. In April, the team attended the University of Alabama's **Industry Engagement Day**, participated in the University of South Alabama's **"Careerizing our Conversations" panel**, and judged at Troy University's **International Trade Show**. In September, the Chamber participated in **Auburn University's "Stay LocAL"** event where 12 companies from Mobile came to the university to talk to more than 200 students about job opportunities. Also in September, we hosted more than 40 students from Anahuac University and **Troy University** for a familiarization tour of Mobile. Students were able to visit Continental Aerospace Technologies, Austal USA, APM Terminals and Adams & Reese. In October, the team participated in **Spring Hill College's Career Fairs: Non-profits, Business/Communication and STEM**. In November, the Chamber co-hosted **"Lead at South"** with the University of South Alabama's Career Development team. Twelve companies talked about leadership development and career opportunities to more than 100 students.

More to Mobile

Launched in 2022, the More to Mobile brand was created to recruit talent to the Mobile area. Mobile's unique blend of culture, quality of life, cost of living and professional opportunities should put the area at the top of the list of locations for new talent when deciding their next career step. Since inception, the More to Mobile website **1.12 million impressions**. "Industry Champion" videos were launched on YouTube to target certain areas of the country with a brand awareness campaign. Four videos covering aerospace, chemical manufacturing, engineering and healthcare sectors that, combined, have more than **532,000 views** on YouTube so far.





FUELAL: MOBILE INTERNS





Showcase Mobile

More than **120 college juniors and seniors from 13 different universities** met in Mobile in February 2024 for the inaugural Showcase Mobile, a two-day city tour and career exploration event including industry tours and networking events by the Mobile Chamber.

Participants were divided by their chosen industry pathway; aerospace, healthcare, supply chain and maritime logistics, chemical manufacturing and metals manufacturing. They were able to take exclusive industry tours at companies in their chosen industry and hear about job opportunities.

SHOWCASE MOBILE

Partner companies include Airbus, Alabama Power, AM/NS Calvert, Amazon, APM Terminals, Austal USA, Continental Aerospace Technologies, Gwin's Commercial Printing, Evonik, Infirmity Health, Outokumpu, SSAB, ST Engineering, USA Health and Vertex. Showcase Mobile will happen again in 2025.

Young Professionals of Mobile

The Young Professionals of Mobile (YP of MOB) was launched by the Mobile Chamber to engage, connect and empower the next generation of leaders in the Mobile region. The goal is to partner with existing nonprofits to support and sustain community engagement, provide networking events for young professionals to connect with like-minded individuals and learn from business leaders in the area, through professional development opportunities. Since its inception in February 2022, there have been monthly events, averaging more than 100 attendees.

YP MOB

YOUNG PROFESSIONALS OF MOBILE

At the end of 2023, there were more than 1,200 young professionals in our database. In January 2024, the YP of MOB established a paid membership and offered more monthly events for young professionals to enjoy. Within its first year as a membership, there were **256 paid young professional members**.

To continue engaging young professionals in the community, the **YP of MOB Board Readiness Program** will launch in 2025 to allow a young professional to sit on a nonprofit board as a non-voting board member for the year.

DELIVERING THE SURFACE FLEET ADVANTAGE



INGALLS
SHIPBUILDING
A Division of HII

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ADVOCATING FOR YOU

The Mobile Chamber works to better the region by advocating for business through monitoring and evaluating local, state and federal legislation; supporting or opposing actions that could impact the business community; building and maintaining healthy relationships with elected officials by communicating business priorities; and surveying the Chamber membership annually to find issues of concern to shape the legislative agenda.

Forum Alabama

featuring Governor Kay Ivey

Presented by



FORUM ALABAMA WITH GOVERNOR KAY IVEY



LEADERS EXCHANGE

San Antonio, Texas

Since 1987, the Mobile Chamber has hosted an annual Leaders Exchange trip, a highly sought-after leadership experience that takes a delegation of community and civic leaders to visit other cities throughout the nation (and even the world) to explore issues facing the Mobile region.

Throughout the three-day experience, strategic relationships with other business leaders are forged, providing lasting value and a return on investment. Exclusive access to other cities' public and private sector leaders and organizations adds unparalleled business knowledge and insight.

More than 100 attendees attended the 2024 Leader's Exchange trip to San Antonio, Texas. The trip included a visit and lunch in the historic market square, tours of the Alamo and Toyota Field, and a reception and dinner at the Briscoe Museum. The education sessions included topics on economic development, recreation and entertainment, riverfront development, workforce and talent attraction, and workforce housing.

2024 ADVOCACY EFFORTS

Fostered business connections with elected officials and advocated for business-friendly legislation.

- Facilitated connections between elected officials and the business community with the **Champagne and Oysters Reception** and the **Legislative Economic Update at the BCA Conference**, discussing policy priorities and highlights.
- Strengthened relationships between government and business leaders and amplified the voice of business by engaging members in advocacy initiatives, including one-on-one conversations with elected officials and action alerts.
- Hosted the annual election year event, **Pork and Politics**, where dozens of candidates running for local, state and federal office met at the USS ALABAMA memorial park to network with business and industry leaders.

Informed members on policy issues.

- Held three **Forum Alabama** events, featuring Alabama Governor Kay Ivey, U.S. Rep. Jerry Carl and Alabama Lt. Governor Will Ainsworth.
- Monitored state, local and federal legislative action and reported to membership through a weekly policy newsletter (Legislative Lowdown), Chamber newsletter (Business View Weekly) and meetings, including the **Government Affairs Committee**.
- Hosted the annual **State of the City and County** event for Mobile's business community to hear from Mobile Mayor Sandy Stimpson and Mobile County Commissioners Randall Dueitt, Connie Hudson and Merceria Ludgood. More than **700 business and community leaders** were on hand to learn more about key projects and initiatives affecting the future of Mobile.

Collaborated with business and community leaders.

- The Mobile Chamber, in collaboration with Manufacture Alabama and the Alabama Trucking Association, proudly hosted the **Makers & Movers** event in Mobile, bringing together hundreds of attendees to explore the powerful synergy between Alabama's manufacturing and trucking industries. The event's luncheon featured an insightful panel discussion with top professionals from Alabama's manufacturing and trucking industries, alongside key perspectives from the Alabama Port Authority, highlighting the critical role of logistics, infrastructure and collaboration in strengthening the state's economy.



CONGRESSIONAL DEBATES

The Mobile Chamber, in partnership with WALA Fox10 News and WSFA 12 News, played a key role in informing voters by hosting three pivotal debates for Alabama's newly drawn Congressional District 2. These debates provided a platform for candidates to share their vision and address critical issues impacting the region. The Chamber first hosted two primary debates for the runoff candidates in each party, giving voters a deeper look at the candidates vying for the nomination. Later, the general election debate between Caroleene Dobson and Shomari Figures allowed the community to hear directly from the general election candidate, ensuring an informed electorate ahead of Election Day.

"It is a great day in Alabama! This federal funding will be a game-changer, not just for Mobile and Baldwin counties, but for our entire state and region. This is exactly how our infrastructure dollars should be spent, and I thank the federal government for their recognition of and support for this critical project."

Governor Kay Ivey | *On the I-10 River Bridge and Bayway Funding*



2024 LEGISLATIVE SESSION - WORKING FOR ALABAMA

In 2024, the Alabama Legislature enacted the "Working for Alabama" legislative package, a comprehensive initiative aimed at strengthening the state's workforce, economic and community development efforts. This bipartisan effort was designed to address Alabama's low labor force participation rate and to streamline workforce development programs to better serve both job seekers and employers.

The package comprises several key pieces of legislation:

- **Alabama Workforce Transformation Act:** This act restructured the Alabama Department of Labor into the Alabama Department of Workforce, establishing the Alabama Workforce Board to oversee workforce initiatives and develop a strategic plan to enhance labor force participation.
- **Childcare Tax Credit Legislation:** To address barriers to employment, this legislation provides tax credits to employers and childcare facilities, encouraging the development of affordable childcare options for working families.
- **Alabama Workforce Pathways Act:** This act focuses on creating clear career pathways for students and workers, aligning educational programs with the needs of Alabama's industries to ensure a skilled and ready workforce.
- **Alabama Growth Alliance Act:** Aimed at fostering economic development, this legislation establishes a public corporation to coordinate efforts between public and private sectors, promoting growth across the state.
- **Alabama Workforce Housing Tax Credit Act:** This act incentivizes the development of affordable housing in areas with significant workforce needs.
- **Research and Development Corridor Legislation:** Designed to spur innovation, this legislation creates designated corridors to attract research and development activities, positioning Alabama as a leader in technological advancement.

Governor Kay Ivey emphasized the significance of this package, stating that it represents a collaborative effort to put Alabama first and pave the way for a stronger economy and better quality of life for all residents.

By implementing these measures, Alabama aims to enhance its workforce participation, support economic growth and improve the overall well-being of its communities.

I-10 RIVER BRIDGE AND BAYWAY

Following a comprehensive 60-day review period, Alabama Department of Transportation (ALDOT) Director John Cooper, provided significant updates on the Mobile River Bridge and Bayway project. This review was initiated to explore cost-saving measures in response to escalating construction costs, which had risen to an estimated range of \$2.8 to \$3.5 billion due to inflation and increased material and labor expenses.

During the review, ALDOT collaborated with federal and local officials to secure additional funding and identify financial strategies to advance the project. A pivotal outcome of these efforts was the U.S. Department of Transportation's (USDOT) invitation for ALDOT to apply for a Transportation Infrastructure Finance and Innovation Act (TIFIA) loan. This low-interest federal loan could finance up to 49% of the project's total cost, offering a substantial financial advantage.

In a landmark development, the USDOT awarded a \$550 million discretionary grant from the Bridge Investment Program to the Mobile River Bridge and Bayway project. This grant is among the largest federal allocations ever received for an Alabama infrastructure project and represents a significant milestone in the decades-long endeavor to enhance the I-10 corridor connecting Mobile and Baldwin Counties.

MILITARY AFFAIRS

Mobile has been a key location for the American military since General Andrew Jackson made camp in 1813 near what is now Royal Street in downtown Mobile. Since that time, numerous active and reserve units from all branches of the service have been assigned to the area.

Mobile is currently home to the U.S. Army Corps of Engineers (Mobile District), the U.S. Coast Guard Sector Mobile and the U.S. Coast Guard Air Training Center (ATC), as well as U.S. Marine Corps Reserve, Army Reserve and Alabama National Guard units.



VETERANS DAY LUNCHEON



Military Affairs Committee

For the Mobile area to thrive as a region that attracts talent and business opportunities, we must understand the trends and forces that will shape Mobile's future. Regional military installations, along with their transitioning workforce, are a critical part of Mobile's talent pipeline. The Mobile Chamber is poised to capitalize on a high-quality workforce by growing relationships with the military installations in the region.

Through the work of the Military Affairs Committee, the Chamber is strengthening relationships between the business community and the veteran community. The Chamber is working to develop a network of high-quality employees transitioning from military to civilian service and becoming a premier location for veteran job placement and business.

Veterans Day

Each year, the Mobile Chamber is proud to be a part of the Veterans Day observances. The Chamber opens its doors and hosts veterans for the Mobile Bay Area Veterans Day Commission's annual parade held in downtown.

Chamber staff members also actively support the Mobile Bay Area Veterans Commission's annual Honors Luncheon. Thomas G. Claxton was named 2024 Veteran of the Year and Sergeant Major Bryan B. Battaglia was named 2024 Patriot of the Year.

Military Appreciation Luncheon

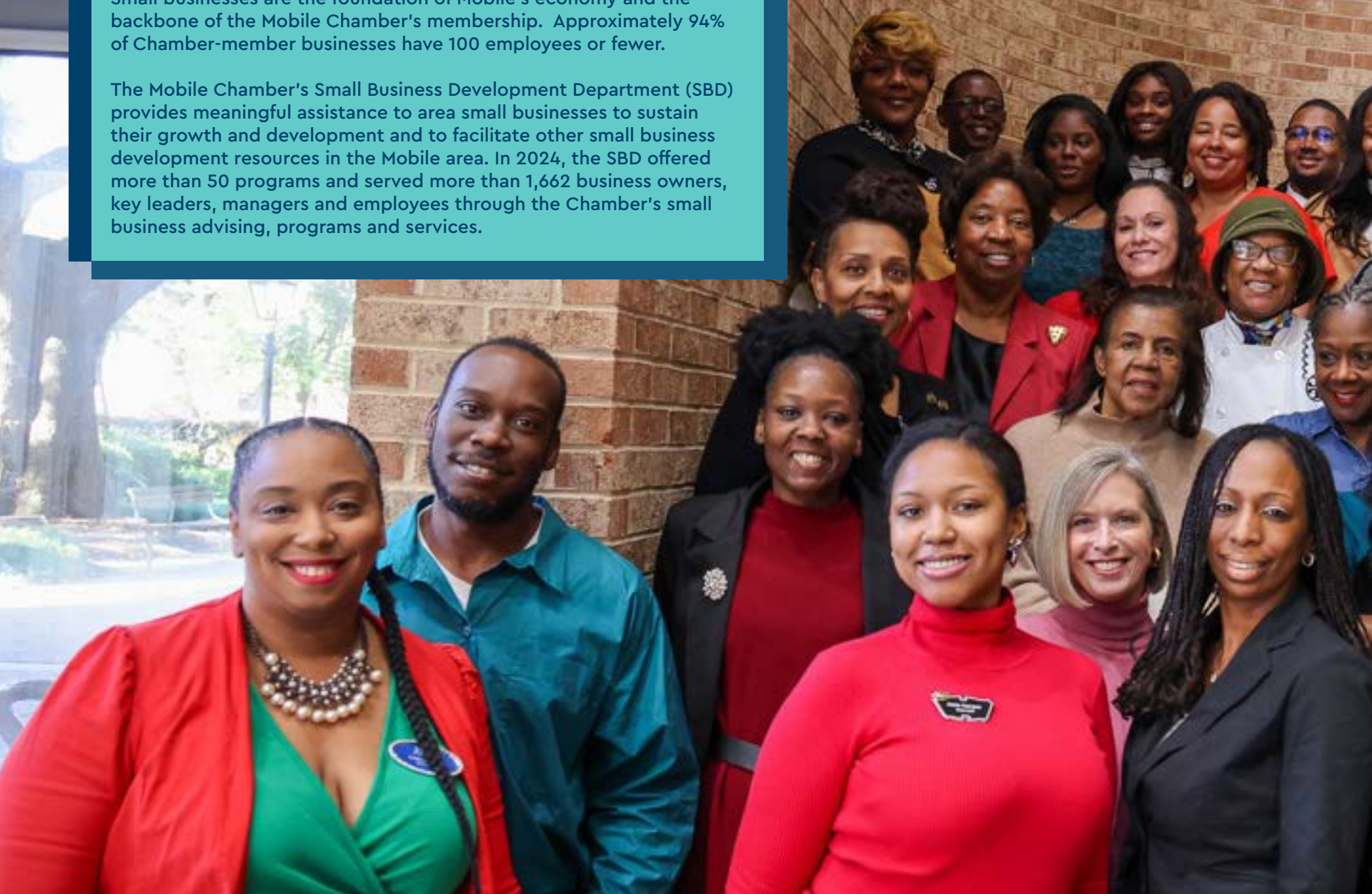
The annual Military Appreciation Luncheon held in the USS ALABAMA Battleship Aircraft Pavilion honors Mobile's military community. The event honors the selfless men and women who are currently serving and have served in our U.S. armed forces, features a keynote speaker and the presentation of the prestigious General Gary Cooper Award. This luncheon is a great opportunity to meet and express gratitude to local military personnel and share it with other companies that show the same appreciation.



SMALL BUSINESS DEVELOPMENT

Small businesses are the foundation of Mobile's economy and the backbone of the Mobile Chamber's membership. Approximately 94% of Chamber-member businesses have 100 employees or fewer.

The Mobile Chamber's Small Business Development Department (SBD) provides meaningful assistance to area small businesses to sustain their growth and development and to facilitate other small business development resources in the Mobile area. In 2024, the SBD offered more than 50 programs and served more than 1,662 business owners, key leaders, managers and employees through the Chamber's small business advising, programs and services.





GROWTH ALLIANCE TASK FORCE

COMMITTEES AND TASK FORCES

Small Business Council

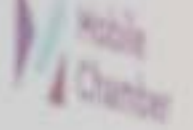
Comprised of more than 40 business resource partners, the Chamber's Small Business Council convenes quarterly to discuss issues facing the business community, best practices, upcoming events and collaboration opportunities.

Executive Roundtable

This monthly series is open to all Chamber members and features networking and presentations by local business executives and community leaders on timely topics affecting small businesses to help manage and grow.

Growth Alliance Task Force

The Growth Alliance Task Force meets monthly to empower and elevate minority-owned business enterprises by fostering growth, building connections and promoting greater participation in Chamber programs.



2024 SMALL BUSINESS OF THE YEAR

WINNER



COMMERCIAL REAL ESTATE



Mobile
Chamber

PAY TO THE
ORDER OF

Small Business of the

Ten thousand and 00/100 —

MEMO

Winner

123456789 12345

PROGRAMS AND EVENTS

Small Business of the Year

Each year the Chamber looks for outstanding Chamber member businesses to recognize and celebrate with the Small Business of the Year Award.

Companies are evaluated in the areas of business strategy and operations, financial position, innovation and entrepreneurship, and community involvement.

The 2024 Small Business of the Year Finalists are:

- Bama Pest Control, Inc.
- Harvey and Thomas Orthodontics
- J Hunt Enterprises
- Keith Air Conditioning
- Kimberly Coleman – State Farm
- Kloud 7, LLC
- L.A. Fotographee
- Merrill P. Thomas Co., Inc.
- Rock & Roll Offs, LLC
- Small's Mortuary and Cremation Services
- Southern View Media

The 2024 Small Business of the Year is Merrill P. Thomas Co., Inc. Commercial Real Estate.

Eagle Awards

For the 27th year, the Mobile Chamber has celebrated the accomplishments of local outstanding minority-owned businesses by presenting the coveted Eagle Awards ceremony. The 2024 Eagle Awards included the Eagle Business Forum. Ramonica Gamble, Gamble Consulting, presented "Customer Service Advantage: How to Get More Clients with Ease."

The event culminated with the awards luncheon and keynote speaker, Cheryl Grace, CEO Powerful Penny LLC.

Powerful Penny LLC specializes in executive coaching, change management and conflict resolution programs.

The 2024 Eagle Award winners were **Easy Heating & Cooling** and **The Excelsior Band**.

A three-time Eagle Award winner **Small's Mortuary & Cremation Services, Inc.** was inducted into the Eagle Awards Hall of Fame

JESCO, Inc. was recognized as the Rev. Wesley A. James Minority Business Advocate. This award recognizes a company or organization that demonstrates a broad supplier network and extends support to increase opportunities for the minority-owned business community.

SEMINARS

Business-to-Business Procurement Forums

The Small Business Development Department worked with the Mobile Airport Authority to hold three Opportunities Forums for the Mobile Airport Terminal Development Project. Local companies learned what the upcoming bid packages included and were introduced to project officials, airport personnel, project managers and prime contractors.

T.H.R.I.V.E. Emerging Leaders Reimagined

For the eighth year, the U.S. Small Business Administration selected Mobile to hold the seven-month executive entrepreneurial training program to provide established business leaders and entrepreneurs with tools, knowledge and access to help accelerate business growth. Nineteen small business leaders graduated from the renowned program.

Blueprint for Capital

This 10-week program serves the small business market beyond the startup stage. These business owners analyzed the financial aspects of their companies and identified the resources, infrastructure, capability needs and challenges to growth preparing them to compete for capital and contracts.

Google Workshops

SBD held a three-part Google Master Class Marketing series to help companies learn how to use Google products: customer focused marketing techniques, setup an e-commerce website to sell online and use Google analytics.

Small Business Success Survey

SBD conducted the annual small business success survey to understand business needs and how the Chamber can best provide services to provide value that leads to success and growth for small businesses.

Expo Exhibitor Workshop

Leading up to the Chamber's 2024 Business Expo, SBD held free exhibitor training workshops. These workshops provided exhibitors and potential exhibitors with tips, techniques and strategies to get the most out of their Expo investment.

Capital Readiness Boot Camp

This three-week program, presented by experts in the fields of finance, banking and capital, addressed:

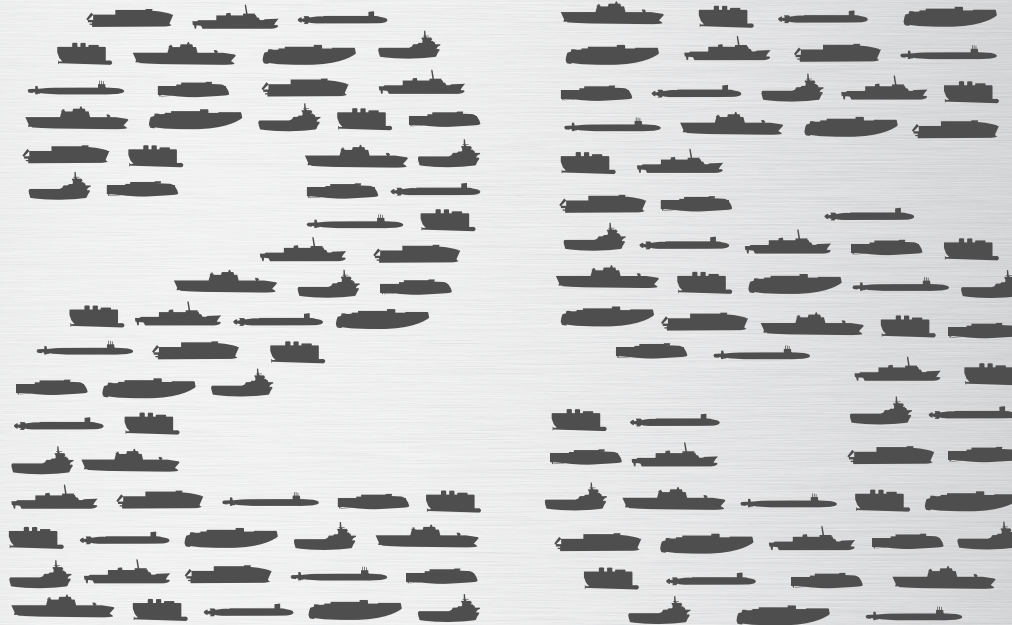
- Financial Business Recordkeeping: The Guide to Organized Success
- Cash Flow Mastery: Secrets to Working Capital Management
- Smart Banking and Credit: Your Financial Power

Companies worked on their business and financial capacity and readiness, defining capital needs and access to funding opportunities.



EXECUTIVE ROUNDTABLE

AUSTAL USA CELEBRATING 25 YEARS OF INNOVATION IN MOBILE



For 25 years, Austal USA has built success in Mobile through advanced manufacturing, proven processes, and a highly skilled workforce. Backed by strong ties with the Mobile community, Austal USA's state-of-the-art facility continues to deliver innovative solutions for our warfighters and drive growth in the region.







COMMUNITY DEVELOPMENT

The Mobile Chamber's Community Development team continued to execute, manage and raise funds to support a variety of programs that promote the Chamber and Chamber Foundation's strategic initiatives of workforce education, workforce transportation, workforce housing, recreation and entertainment and downtown revitalization.

In 2024, the Community Development team achieved significant milestones to drive economic growth and workforce development. They launched MobileCAN!, a partnership with the University of South Alabama Melton Center and Innovation Portal, designed to help business owners become capital-ready through a series of twelve targeted programs and events; introduced MoGo Rideshare, an innovative workforce transportation pilot program; and conducted studies on transportation, childcare and community engagement to drive workforce and economic development along the Gulf Coast.

The team also successfully applied for the Chamber Foundation's admittance to the Innovate Alabama Network, securing a \$20,000 award; formed a Downtown Stakeholders Group; and continued to pursue federal, state and local grants to support strategic initiatives.

These achievements underscore the Chamber's dedication to fostering innovation, collaboration and economic resilience across the Mobile area.

2024 HIGHLIGHTS

Gulf Coast Chambers Network (GCCN)

Continued to lead a coalition of six chambers to submit an EDA Recompete Plan grant, execute the Recompete Strategy Development Grant and complete three community-based studies in Alabama, Louisiana and Mississippi.

Innovate Alabama Network Designation

The Chamber Foundation was admitted to this network which connects communities, nonprofits and higher education institutions across Alabama that are fostering innovation in their own backyard.

MobileCAN!

Provided services to 200+ entrepreneurs and small business owners – raising more than \$2 million in capital.

MoGo Rideshare

Launched workforce microtransit pilot and provided 12,000+ rides to 680 riders in a 22-mile radius in only 10 months.

State Small Business Credit Initiative (SSBCI) Technical Assistance Providers

The MobileCAN! partnership is serving as one of only two technical assistance providers working alongside SBDC to connect entrepreneurs to the SSBCI funding opportunity in the state of Alabama. These include LendAL and InvestAL.

Blueprint for Capital: Led by the Small Business Development team, a nine-week cohort program hosted by the Chamber during which CEOs work with subject matter experts to create a three-year growth plan and prepare for capital and contracts.

CAMP (Capital Access Mentorship Program): A one-on-one financial mentorship program to help small business owners get capital for business growth and expansion.

Capital Readiness Bootcamp: A three-session program at the Chamber that provides information and tools to help business owners and entrepreneurs increase capacity and better manage day-to-day operations that lead to growth.

MoneyFest: A one-day annual symposium hosted by Innovation Portal that focuses on capital, featuring breakout sessions about different types of funding, insights from founders and access to funding experts.

TechAcademy: An eight-week program at Innovation Portal that introduces business founders to technology solutions that help scale their business.

Idea Accelerator: An Innovation Portal 90-day program that provides resources to entrepreneurs who want to experiment with a business idea.

Portal Fund RISE: A 10-week program at Innovation Portal to support the growth of underrepresented founders with high-potential business ideas.

Real Advice Mentoring Program (RAMP): A team-based mentoring program built to help entrepreneurs find support and strategy as they grow their business.

Minority Business Accelerator: A nine-week program at the University of South Alabama Melton Center for small established businesses to develop customers, products/services and a growth plan.

Minority Business Development: A nine-week program at the University of South Alabama Melton Center designed for entrepreneurs in the conceptual idea stage and newly created companies where participants will learn about customer discovery, market research, legal, financial and business planning.

MobileCAN! MBDA Grant

In 2024, the Mobile Area Chamber Foundation expanded its efforts to support entrepreneurs and small business owners through the Mobile Capital Access Network (MobileCAN!), funded by a \$2.8 million grant from the Minority Business Development Agency (MBDA). MobileCAN! provides programs, services and events that build capital readiness and address three core needs: capacity building, access to capital and access to networks.

Brand Development

To effectively promote these opportunities, the Community Development and Small Business Development teams along with the Innovation Portal and the University of South Alabama Melton Center, developed a cohesive brand identity for MobileCAN!, including a new logo, website and dedicated social media pages. These tools serve as key platforms to highlight MobileCAN! programs, services and events.

To learn more about these programs and services, please visit www.mobilecan.org



MobileCAN! 1st YEAR SCORECARD

217
BUSINESS OWNERS
ENROLLED IN PROGRAMS

98
NETWORKING
EVENTS

\$2,110,000
IN CAPITAL RAISED BY
PARTICIPATING ENTREPRENEURS

POSSIBILITIES

KEY



There are infinite possibilities for what a redeveloped Avenue can be. In engaging with these possibilities, we must honor the Avenue and use it as a guide. The Avenue showed us what a thriving community can be. In looking to the future and its boundless opportunities, we should not forget the past, the people, or the purpose. We invite you to share.

WHAT DOES THE AVENUE LOOK LIKE TO YOU?



BY THE NUMBERS

January – December 2024

148

**Business Owners
Served**

420

Referrals Made

TOP 4 NEEDS OF BUSINESS OWNERS

1. Business planning
(56%)
2. Access to capital
(35%)
3. Marketing support
(26%)
4. Networking
opportunities
(25%)

BUSINESS NAVIGATION SERVICES

2024 marked a pivotal year of expansion for the Chamber's Business Navigation Services, strengthening its role as a trusted resource for Mobile's entrepreneurs.

Since its launch in 2022, this program has provided essential one-on-one guidance to small business owners, helping them navigate challenges, identify opportunities, and achieve sustainable growth. Barbara Peters, the program's inaugural business development navigator, successfully connected entrepreneurs to critical resources while identifying key programmatic gaps in the entrepreneurial ecosystem.

With the support of the MBDA grant and Mobile County, the service scaled in 2024 with the addition of a second navigator, Shana Jordan. Together, Barbara and Shana provide direct counseling, strategic connections and ongoing support to local small businesses. A unique feature of the program is its data-driven approach—by gathering insights from business owners, we can identify emerging needs and design tailored programs to address them.

Building on these insights, the Chamber is reshaping and enhancing existing programs. By aligning resources with identified business needs, the Chamber is delivering targeted, high-impact solutions that drive long-term success across the region.

As a newly designated Innovate Alabama Network partner, the Chamber's business development navigators also play a key role in connecting entrepreneurs to SSBCI programs, InvestAL and LendAL. Additionally, the MobileCAN! partnership is one of only two technical assistance providers for SSBCI in Alabama, offering the expertise and guidance needed to access this critical funding.

Further expanding our reach, Barbara Peters represented the Mobile Chamber at Innovate Alabama's Sloss Tech, participating in two panel discussions and continuing to champion initiatives that fuel entrepreneurial success across the state.



A meeting with a business development navigator provides invaluable support to business owners in several key ways:

Guidance and Resource Connections: Receive advice and connections to help create strategies and solve pressing business challenges. With access to a network of more than 50 resources across the state, the Mobile Chamber business development navigators can connect business owners to the right solutions to support business growth.

Access to MobileCAN! Programs: Business development navigators serve as your entry point into MobileCAN! programs. They can recommend the most suitable programs for your needs and guide you through the application process.

Connections to SSBCI: Learn about LendAL and InvestAL funding through the State Small Business Credit Initiative (SSBCI) and gain insights on how to position your business to potentially become eligible for these opportunities.

Ongoing Support at Every Stage: Whether starting with an idea or scaling, the business development navigators offer continuous support to help you navigate roadblocks and answer questions.



MoGo 1st YEAR SCORECARD

12,000

RIDES

680

RIDERS

96.3%

OF RIDERS GAVE A 5-STAR RATING

MoGo Rideshare Microtransit Pilot

In 2024, the Mobile Chamber partnered with Via to launch MoGo Rideshare, a pilot program designed to improve access to job and training opportunities in Mobile. This app-based, on-demand rideshare service operates within a designated zone, offering free rides to certain employers and training locations, while other rides cost just \$1.25 during the pilot phase.

MoGo has delivered more than 12,000 rides to 680 riders. Many of these riders have become regular users of the service, with feedback demonstrating high levels of satisfaction. Ridership has increased 4x since its launch and cost per ride has reduced by 70%. An impressive 96.3% of riders have given the service a 5-star rating, highlighting its positive impact on the community.

In the first year of the pilot, several key changes were made to enhance the service and increase its efficiency for riders using it to commute to work:

- **Adding Transfer Zones:** The GM&O bus stop and the SWAPTE facility have been added as "transfer zones". These locations allow people living outside the service zone easy access to MoGo's service area. The GM&O bus stop is connected to WAVE bus routes, while SWAPTE offers parking or drop-off options for riders who need a ride to their destination.
- **Expanding the Service Zone:** An increase from 17-square miles to 22-square miles added more places for riders to access, including key locations like the Bishop State Carver campus, SWAPTE and the Mobile Area Education Foundation (MAEF).
- **Adding Non-Work Points of Interest:** To enhance convenience for riders, MoGo included popular non-work locations like Walmart, Costco and the Shoppes at Bel Air. This allows riders to run errands on their way home from work, adding more value to the service.
- **Adjusting Operational Hours:** The hours of operation were shifted to better accommodate morning work schedules, making it easier for riders to use the service for their daily commutes.

These changes reflect a commitment to adapting to the needs of riders and improving service efficiency as the pilot program progresses.

This pilot was funded by the Alabama Department of Transportation with a Carbon Reduction Grant, with local funding from the Community Foundation of South Alabama, the City of Mobile, the Blue Cross Blue Shield Caring Foundation and the Alabama Power Foundation.



Scan to download the
MoGo Rideshare app.
city.ridewithvia.com/mogo



GCCN Recompete Strategy Grant

The Gulf Coast Chambers Coalition (GCCN) is a strategic alliance composed of six chambers representing regions across Alabama, Mississippi and Louisiana. Led by the Mobile Chamber, the GCCN was formed to submit an application for the Economic Development Administration (EDA) Recompete Pilot Program. This program focuses on addressing persistent economic distress and fostering long-term, comprehensive economic development and job creation in areas with a significant prime-age (25 to 54 years) employment gap.

With more than 560 total applications received, Recompete was a highly competitive program. GCCN was selected as one of 22 Phase 1 Finalists, securing one of the 24 Strategy Development Grants offered. Through this award the GCCN completed community listing studies, workforce transportation studies and a childcare strategies report to identify and address barriers to jobs in training.



Admittance to the Innovate Alabama Network

In addition to providing statewide assistance for SSBCI Technical Assistance, the community development team successfully applied for the Chamber Foundation's entry to the Innovate Alabama Network.

The Innovate Alabama Network has three primary areas of focus: expanding access to capital, developing and retaining talent and enhancing outdoor recreation and lifestyle. As one of the 112 designees across the state, this distinction highlights the Chamber's commitment to fostering innovation in programming and creating pathways for accessing capital to support the growth of small businesses and entrepreneurs in Mobile.

With this designation, the Chamber Foundation was awarded \$20,000 to fund programs, training and networking events that directly support the success of Mobile's small business community and entrepreneurial ecosystem.

Pictured: State Representative Danny Garrett; Dr. Michael Chambers, University of South Alabama; Abe Harper, Mobile Chamber board member and Harper Technologies; Laura O'Connor, Mobile Chamber vice president of community development; Todd Greer, Innovation Portal and Innovator of the Year award winner; Bill Poole director of the Alabama Department of Finance.

Collaboration

Networking

Security

Cloud

Data Center

YOU'VE GOT YOUR BUSINESS. WE'VE GOT YOUR BACK.

Your organization is here to win. So why go it alone? With C Spire, you get technology solutions to grow, protect and make your business run even better. Partnered with the world's leading tech providers. Backed by more than 200 I.T. engineers. And always here to help you execute with confidence.

C Spire. Inspired by you.

cspire.com/business



MEMBERSHIP

The Mobile Chamber's impact is driven by its members, who are shaping the future of the Mobile area. Through various events, programs and initiatives, members have expanded their businesses, assumed leadership roles in the community, mentored one another and contributed to the region's growth and success.

With more than 1,600 members representing nearly 103,000 employees, the Chamber's membership spans entrepreneurs, small business owners, mid-sized companies and large corporations, all working together to foster a thriving business environment.





MEMBERSHIP IN 2024

1,646
MEMBER COMPANIES

102,844
EMPLOYEES REPRESENTED
BY MEMBER COMPANIES

281
NEW MEMBERS IN 2024

135
NETWORKING EVENTS

5,850
INDIVIDUALS ATTENDED
NETWORKING EVENTS

73
RIBBON CUTTINGS

CHAMBER AMBASSADORS

Member volunteers serve as ambassadors for the Mobile Chamber and work to enhance member relations. Ambassadors meet bi-monthly and attend scheduled networking events, member grand openings and ribbon cuttings.

The 2024 program was chaired by Susan Bruner, Lamar Advertising Company of Mobile Inc. and sponsored by E.N. Bisso & Son, Inc.



2024 AMBASSADORS

Michelle Ard

E.N. Bisso & Son, Inc.

Linda Austin

Alabama Credit Union

Whitney Brickner

ITAC Solutions

Susan Bruner

Lamar Advertising Company of Mobile, Inc.

Kimberly Coleman

Kimberly Coleman – State Farm

Jacey Curington

Sam Winter & Company, Inc.

Torrian Davis

All In Credit Union – Downtowner

Kimberly Garber

VSC Fire & Security, Inc.

John Garrett, CFP

Edward Jones

Karyl Hanisch

Renaissance Mobile Riverview Plaza Hotel

Cecily Harper

Harper Technologies LLC

Jourdan Henderson

Stone Ridge at Somerby Park Apartment Homes

Gus Ruiz-Hernandez

Union Home Mortgage

Austin Key

Arrow Exterminators, Inc.

Marylee Kilday

The SSI Group LLC

Harrison Kirkland

Norton Lilly International

Missy Lynam

iHeartMEDIA Mobile

Dorothy May

Heartbeat CPR LLP

Phillip Moore

AHI Corporate Housing

Megan Murdock

*Hampton Inn & Suites
Providence Park/Airport*

Dave Nelson

Cyclone 365

Brent Ray

WKRG-TV

Wynona Rogers

Wynona's Insurance Agency

Ron Sivak

Mobile Bay Real Producers

Michelle Tice

Cobbs Allen

Donna Turner

*Southeast Toyota Finance
(World Omni Financial Corp.)*

Chase Webster

Dauphin Island Beach Rentals

Alycia Young

Boys & Girls Clubs of South Alabama Inc.

MEMBERSHIP PROGRAMS

Business After Hours networking events are held throughout the year at various Mobile Chamber member locations. They provide host businesses the opportunity to highlight their business, services and facilities to the local business community while giving Chamber members a chance to connect and network in a relaxed setting. As one of our most popular events, Business After Hours is free for members who register ahead of time.

The Business Expo is Mobile's premier business-to-business trade show, offering members a platform to promote and market their companies. Exhibitors feature the latest products, services, business resources, giveaways and samples of food and beverages. The 2024 Business Expo was well-attended with 200 vendor booths.

Member Appreciation Day is an annual event dedicated to honoring and thanking Chamber members, volunteers, investors and supporters. Held each spring, this catered gathering attracts more than 300 members and is a must-attend celebration. With no cost for registered members, the event offers a fantastic opportunity to network while enjoying food, drinks and live music in a fun atmosphere.

Coffee with the Chamber offers a casual networking opportunity for Mobile Chamber members and guests, perfect for starting your day on the way to the office. These are held throughout the year, showcasing different sponsor locations, with free admission for registered members.

The Chamber Classic Golf Tournament is an annual event hosted at the Robert Trent Jones Golf Trail at Magnolia Grove. Attracting company presidents, CEOs and representatives, it provides a unique opportunity to entertain clients and customers with a day on the course. The event starts with breakfast at the clubhouse, followed by a shotgun start for the scramble-style tournament.

Networking at Noon is a quarterly luncheon that offers Chamber members the chance to showcase their business to an engaged audience and establish follow-up connections during the same event.



Chamber Classic Golf Tournament

RIBBON CUTTINGS

One of the most exciting events for a business, whether new or existing, is celebrating a grand opening, a new location or a recent expansion. The Mobile Chamber recognizes that these events are a great way to promote a business.

Ribbon cuttings bring customers to the location where products and services can be showcased and valuable relationships can be built. The Chamber works alongside members on these events. The full membership is invited to attend, meet the owners and support their efforts.

73 RIBBON CUTTINGS AND GRAND OPENINGS IN 2024

JANUARY

- The University Pig
- Aspen Dental
- Hungry Howie's
- deMaiz Taco Cantina

FEBRUARY

- Pearce Bespoke
- Continental Commissary Kitchen
- Angie's Sweet Dough & Decorations
- Atlas Industrial Outsourcing/ TWIC Enrollment Center
- The Floor Trader Outlet
- Edward Jones Investments
- Fast Pace Health Urgent Care
- Southern Sweets Bakery
- Ralph & Kacoo's

MARCH

- All Season Storage
- Vintage Vagabond
- Pokemoto
- Pinnacle Fencing
- Healthy Balance Body Fitness
- CGI
- Chart Industries

APRIL

- Naturallie Graced Massage Therapy & Body Works
- Handyman Connection
- Graze Craze
- The Bite
- Veterans Recovery Resources
- Faulkner Building Dedication
- Clarity Wealth Solutions

MAY

- Penton's Bistro & the King Bleu Corner Bar
- Berry's Liquidation Discount Shopping Stop
- Mason Hills Farm
- Clear Path Restoration
- EcoWild Outdoor Expo
- N. Harvell Men's Custom Clothier
- Sean Crimmins Professional RV Consultant
- Life Psychiatry
- Synovus – Bienville Square
- Paul Davis Restoration
- Southern Style Studios

JUNE

- Fleming Physical Therapy
- The Sticky Rooster
- ASMS E.O. Wilson Science Research Center
- Port City Medical
- ARCO Design Build

JULY

- Heavenly Pies Pizzeria
- Crumbl Cookies
- 7 Studios
- Port City Floats
- Confidence Skills

AUGUST

- Arcpoint Labs
- Le Moyne's Chophouse
- PLT Food Hall
- Legacy Real Estate & Development
- Gracie Humaita Mobile
- Paris Ace Cottage Hill

SEPTEMBER

- Benpak
- Quick Roofing, LLC
- Burger King – Springhill Avenue

OCTOBER

- Goosehead Insurance
- Jedson Engineering
- The Frenchmen
- HomeRN Mobile Bay
- The Good Feet Store
- The Heron Head Spa & Aesthetics
- Hampton Inn
- Jubilee Auto
- First National Bank & Trust

NOVEMBER

- The Hatch at the Haberdasher
- C Spire
- HealthActions Physical Therapy
- Griffin Realty

DECEMBER

- Birdon America, Inc.
- D-BAT Mobile
- VEYER and Simpson Strong-Tie



CHAMBER CHASE

The Mobile Chamber's Chamber Chase campaign is a multi-week, total resource campaign in which volunteers and staff recruit new members, secure sponsorships for Chamber events and obtain goods and services to help the Chamber continue its mission.

The 2024 Chamber Chase campaign was a huge success and exceeded its \$1 million goal. It was led by Teresa Williamson of Roberts Brothers.





CHAMBER CHASE VOLUNTEERS 2024

Erica Maize
Alabama Power

Adrienne Johnson
Alabama Power

Torrian Davis
All In Credit Union

Kirsten Davis
Arkema

Danielle Little
BankPlus

Sherry Coker
BankPlus

Wendy Turner
BankPlus

Hutch Thompson
BankPlus

Kay Williams
Blue Cross and Blue
Shield of Alabama

Nichole Edwards
Blue Cross and Blue
Shield of Alabama

Daly Pollman
Blue Cross and Blue
Shield of Alabama

Marcus Neto
Blue Fish

James Alexander
Cadence Bank

Janet Johnson
Century Bank

Carita Koen
Growth Alliance Task
Force

Mark Spivey
Hancock Whitney
Bank

Kimberly Coleman
Kimberly Coleman –
State Farm

Sarah McAleer
McAleer's Office
Furniture

Jenny Klein
McAleer's Office
Furniture

Melissa Cross
McAleer's Office
Furniture

Karyl Hanisch
Chamber Ambassadors

Julye Jenkins
Regions Bank

Bruner Binion
Regions Bank

Rachel New
River Bank & Trust

Ann Akridge
Roberts Brothers, Inc.

Sara Roberts
Roberts Brothers, Inc.

Bernadette Windle
Roberts Brothers, Inc.

Garrett Powe
ServisFirst Bank

Morgan Kennedy
ServisFirst Bank

Harris Oswalt
Spire

George Hunter
Spire

BJ Griswold
Trustmark National
Bank

Linda Faulkner
Evonik Industries

Sadie Cox
Yellowhammer

CHAMBER CHASE 2024 SCORECARD

\$1.1+
MILLION
RAISED

23
TEAMS

26
MEMBER COMPANIES

34
CAMPAIGN VOLUNTEERS

20
VOLUNTEERS WHO ARE
CEOs/PRESIDENTS



A legacy of leadership

Throughout history, our Tribe has produced strong, resilient leaders, from Lynn McGhee to today's Chair & CEO Stephanie A. Bryan and the Poarch Creek Tribal Council.

Along with the Tribal Council leaders of past and present, each has led with not only a vision for current challenges, but with an eye toward fostering leadership in others—ensuring more growth and opportunity for the future.

Learn more at poarchcreekindians.org

Front: Buford Rolin, Stephanie Bryan, Fred McGhee, and Eddie Tullis.
Back: Calvin McGhee, Kent McGhee, Houston McGhee, Fred Walker.



ALABAMA NATIVES.
ALABAMA NEIGHBORS.



2024 COMMUNICATIONS HIGHLIGHTS

SOCIAL MEDIA

41,430

FOLLOWERS

6% INCREASE FROM 2023
ACROSS ALL PLATFORMS

3,055,720

IMPRESSIONS

381,360

ENGAGEMENTS

175,890

POST LINK CLICKS

MOBILECHAMBER.COM

108,403

WEBSITE VISITORS

247,617

PAGE VIEWS

THEBUSINESSVIEW.COM

74,446

WEBSITE VISITORS

140,978

PAGE VIEWS

**Launched 01/01/24*

COMMUNICATIONS

The Mobile Chamber is dedicated to increasing brand awareness, maximizing engagement and creating valuable business development opportunities for members. The communications team plays a vital role in connecting with diverse audiences, including Chamber members, prospective members, elected officials, the community and the media.

The Mobile Chamber continuously embrace digital advancements to expand visibility and better support Chamber members.

NEW IN 2024!



TheBusinessView.com

In its first full year, TheBusinessView.com became the go-to digital hub for business news in the Mobile region. The Chamber's news site showcases local business success stories, major economic developments and industry trends.

With a focus on engagement and accessibility, the Chamber expanded storytelling with timely updates, in-depth articles and multimedia content. These efforts boosted business visibility, strengthened community ties and enriched the local business landscape.

SCAN TO VIEW THEBUSINESSVIEW.COM



Mobile Matters Podcast

In 2024, the Mobile Chamber launched the Mobile Matters podcast, offering a fresh and engaging way to highlight stories shaping Mobile's business landscape. Through in-depth conversations with industry leaders, entrepreneurs and key decision-makers, Mobile Matters has provided valuable insights into economic growth, innovation and the people driving progress in our region.

By leveraging digital platforms, the Chamber is making business news more accessible. The podcast has helped amplify the Mobile Chamber's mission, giving businesses a voice and fostering deeper connections within the community.



SCAN TO LISTEN TO THE LATEST
EPISODE OF MOBILE MATTERS





PUBLIC RELATIONS HIGHLIGHTS

7,000+
NEWSLETTER
SUBSCRIBERS

43%
AVERAGE
OPEN RATE

64
AVERAGE POSITIVE NEWS
MENTIONS/MONTH

The Business View Weekly

The Business View Weekly is the Mobile Chamber's digital newsletter, delivering the latest business news, economic updates and Chamber events straight to your inbox every week.

With more than 7,000 subscribers and a 43% average open rate, The Business View Weekly highlights opportunities to connect and grow. Whether it's breaking news, upcoming events or exclusive Chamber insights, this newsletter ensures you stay up to date on what matters most in Mobile's business landscape.

Membership Matters Newsletter

The Membership Matters newsletter from President & CEO Bradley Byrne delivers key updates on the Mobile Chamber's advocacy efforts and business developments every Friday. This direct communication keeps members informed on economic trends and state and federal policy changes, reinforcing our commitment to supporting Mobile's business community and keeping members engaged and empowered.

Public Relations

The Mobile Chamber's public relations efforts amplify economic growth and advocacy initiatives. Averaging 64 positive news mentions a month, the Chamber crafts compelling stories and strategically positions the Chamber as the voice of business in Mobile. Through press releases, media outreach and storytelling, the Chamber provides members and initiatives the visibility and recognition they deserve.

Chamber Insider – Mobile Bay Magazine

The Chamber Insider articles in Mobile Bay Magazine highlight the Chamber's impact on business and economic growth. Each month, the communications team share insights on key initiatives, industry trends and member achievements.

This strategic partnership enhances the Chamber's reach beyond the business community, promoting Mobile's thriving economic climate to a broader audience each month.



Chamber Travel

Leave the planning to us.

INCLUDED IN EVERY TRIP:

Guided Excursions

Luxurious Accommodations

Most Meals

Wine and Beer

Airfare

Learn about this year's travel opportunities
at MobileChamberTravel.com



AWARD RECIPIENTS

Throughout the year, the Mobile Chamber presents awards recognizing outstanding businesses and individuals who have made memorable contributions to the good of the community.

Eagle Awards

For 27 years, the Mobile Chamber has celebrated the accomplishments of local outstanding minority-owned businesses featuring the coveted Eagle Awards.

The 2024 Eagle Award recipients are:

- Easy Heating & Cooling
- The Excelsior Band
- Small's Mortuary and Cremation Services – Hall of Fame Winner (3-time Eagle Award winner)

Below: The 2024 Eagle Award winners pictured with the keynote speaker Cheryl Grace founding CEO of Powerful Penny LLC. From left to right: Cheryl Grace; C.J. Small owner of Small's Mortuary and Cremation Services; Gretta and Enoch Smith, owners of Easy Heating and Cooling; Hosea London, leader/manager for The Excelsior Band; Melissa Horton, vice president of Business Development at JESCO, Inc.



2024 SMALL BUSINESS OF THE YEAR

MERRILL P. THOMAS CO., INC.

COMMERCIAL REAL ESTATE

In 2024, the Mobile Chamber reimagined its tradition of recognizing a Small Business of the Year. Each month, a finalist was selected and awarded \$500. The celebration culminated at the inaugural Small Business of the Year Awards Luncheon, where the overall winner was announced and received a \$10,000 prize.

The 2024 Small Business of the Year winner was **Merrill P. Thomas Co., Inc. Commercial Real Estate.**

The 2024 Small Business of the Year cash awards were made possible by the Barkin Family Fund and Stoic Equity Partners.

SMALL BUSINESS OF THE YEAR

FINALISTS

- Bama Pest Control
- Harvey and Thomas Orthodontics
- J Hunt Enterprises
- Keith Air Conditioning
- Kimberly Coleman – State Farm
- Kloud 7, LLC
- L.A. Fotographee
- Merrill P. Thomas Co., Inc.
- Rock & Roll Offs, LLC
- Small's Mortuary and Cremation Services Inc.
- Southern View Media



MANUFACTURER OF THE YEAR DC SAFETY



INNOVATOR OF THE YEAR MASTER BOAT BUILDERS



FREIDA G. MAISEL BUSINESSWOMAN OF THE YEAR AWARD FREIDA G. MAISEL



**Elliot Maisel accepting the Inaugural Freida Maisel Business Woman of the Year award in honor of his mother, the late Freida G. Maisel.*

ALFRED F. DELCHAMPS AWARD JOCKO POTTS



Chamber Chase



Top Volunteer

Melissa Cross

McAler's Office Furniture

Top Team

McAler's Office Furniture

Most New Members

Carita Koen

Growth Alliance Task Force

Rookie of the Year

Sara Roberts

Roberts Brothers, Inc.

GENERAL GARY COOPER OUTSTANDING SERVICE AWARD LT. COL. BARROW



AMBASSADOR OF THE YEAR SUSAN BRUNER





Lorna Gurley, Marques Ivy, Brianna Miller, Steve Rockwell, Nate Sommer, Kelly Reynolds, Chris Reynolds

ONE TEAM *TRUE ORIGINALS*

After more than 100 years of building relationships throughout Louisiana, Texas, and Mississippi, Origin Bank is excited to serve the Mobile community. From personal and business banking to commercial lending and treasury management services, our trusted advisors provide personalized service and solutions tailored to fit your unique financial needs.

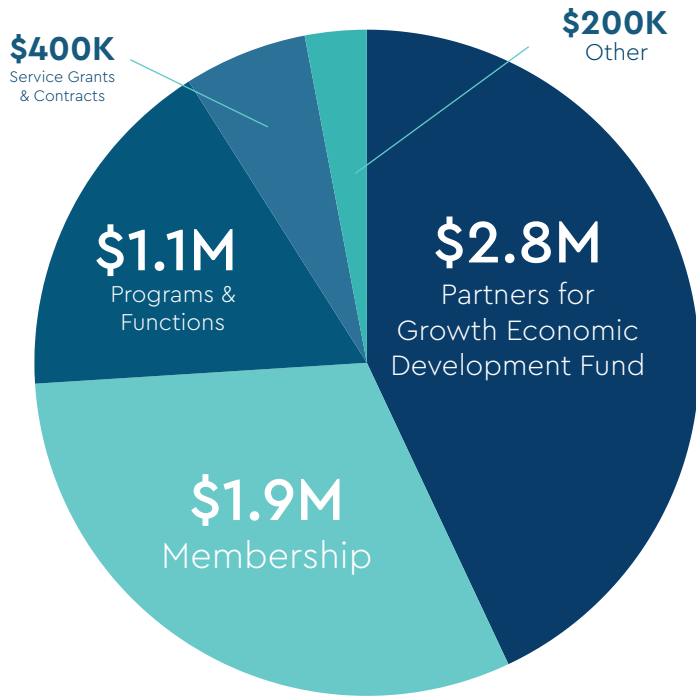
Every great relationship has an Origin story. Stop by and start yours today!

3700 Dauphin Street, Suite B – Mobile, AL 36608

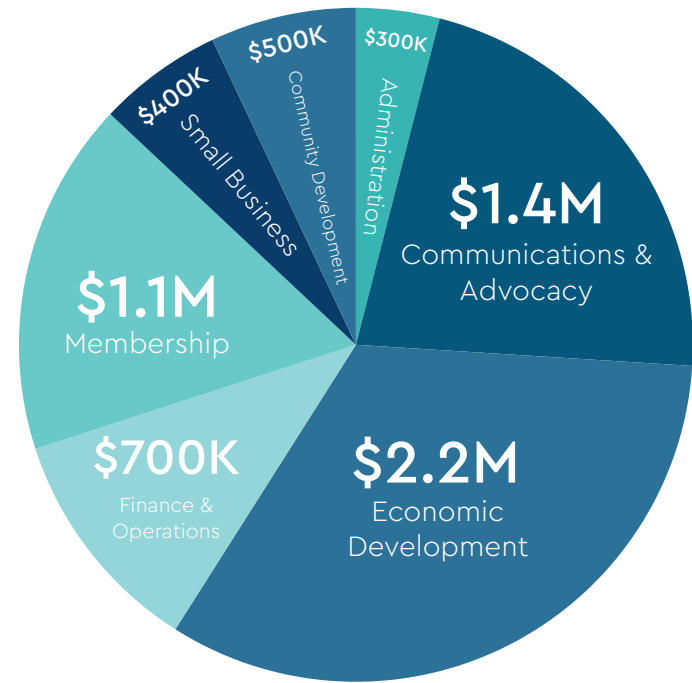


FINANCIAL MANAGEMENT

2024 REVENUE



2024 EXPENSES



2024 STATEMENT OF FINANCIAL POSITION

TOTAL ASSETS	\$2.5M
TOTAL LIABILITIES	\$1.5M
TOTAL FUND BALANCE	\$1M
TOTAL LIABILITIES & FUND BALANCE	\$2.5M

2024 STATEMENT OF ACTIVITIES

TOTAL REVENUE	\$6.4M
TOTAL EXPENSES	\$6.6M
TOTAL REVENUE OVER EXPENSES	(\$0.2)M

**The financial information provided above is unaudited. The 2024 audited financial statements prepared and certified by an independent certified public accountant were not available at the time of printing.*

STAFF ACCOLADES

Talent Development and Attraction Manager Abbey Huguley was selected to participate in the 10th cohort of the U.S. Chamber of Commerce Foundation's premiere business leadership program. The Business Leads Fellowship Program trains and equips leaders from state and local chambers of commerce, economic development agencies and trade associations with resources, access to experts and a network of peers to build their capacity to address the most pressing education and workforce challenges.

Research Manager Tyler Walsh and **Economic Development Coordinator Liv Griffiths** graduated from Auburn University's Government & Economic Development Institute's Intensive Economic Development Training Course, a 2-week in-depth look at economic development best practices and successes in Alabama.

Marketing Manager BessMorgan Baluyut was a member of the Connect Mobile Class of 2024. Connect Mobile is a program of Mobile United connecting young leaders in the Mobile area through networking and a community engagement project. The class of 2024 worked with local nonprofit Rebuilding Together of South Alabama to develop a tool-share program in the community.

Communications Director Denise Curtis completed Leadership Mobile, a program designed to seek, train and empower leaders who are committed to supporting and leading community growth and progress through networking and collaborative problem solving.

Senior Account Executive Jackie Hecker was elected Membership Director for Mobile Sunset Rotary Club.

Vice President of Communications and Advocacy Nancy Hewston was presented the Alabama Chambers Distinguished Service Award. The award was presented in recognition of leadership to the chamber of commerce profession for 14 years of service to the chamber industry.

Talent Development and Attraction Manager Abbey Huguley and **Director of Workforce Development Kellie Snodgrass** accepted the Mobile County Public Schools, Learning Leading Award for Outstanding Business Partner on behalf of Mobile Chamber's Economic Development Team at the Learning Leading Awards.

Vice President of Economic Development David Rodgers CECD was named to Mobile Bay Magazine's 40 Under 40 list in 2024.

The **Mobile Chamber had 100% staff participation** with the United Way annual fundraising campaign as well as the United Way Day of Caring at Victory Health Partners. In September 2024, the United Way of Southwest Alabama awarded the Mobile Chamber an Outstanding Campaign Award recognizing the 2023 United Way Employee Giving Campaign.



CHAMBER STAFF

Bradley Byrne
President and CEO

Mel'isa Morel
*Executive Assistant to the President
and CEO*

COMMUNICATIONS AND ADVOCACY

Nancy Hewston
*Vice President of Communications
and Advocacy*

Denise Curtis
Director of Communications

Layton Little
Director of Government Affairs

Brooke McIngvale McWhorter
Director of Programs and Events

BessMorgan Baluyut
Marketing Manager

Cody Tavernier
Digital Media Manager

Carolyn Wilson
*Communications and Advocacy
Coordinator*

COMMUNITY DEVELOPMENT

Laura O'Connor
Vice President of Community Development

Barbara Peters
Director of Navigation Services

Shana Jordan
Business Development Navigator

Lauren Pennington
Program and Operations Coordinator

ECONOMIC DEVELOPMENT

David Rodgers, CEcD
Vice President of Economic Development

Kayla Byrne
Director of Business Development

Kellie Snodgrass
Director of Workforce Development

Abbey Huguley
Talent Development and Attraction Manager

Jennifer Richburg
Project Manager

Jennifer Tremayne
Existing Industry Manager

Tyler F. Walsh
Research Manager

Olivia Griffiths
Economic Development Coordinator

FINANCE AND OPERATIONS

Michi Lunceford, CPA
Chief Financial & Operating Officer

Chani Rider
Controller

Abby Turberville
Accounting Manager

Alicia Spizzirri
Human Resources & Operations Generalist

Hope Bush-Collins
Building Custodian

Grant Carrera
Security Guard

MEMBERSHIP

Michael Galvin
Senior Vice President of Member Engagement

Zistine Mones
Director of Membership

Jackie Hecker
Senior Account Executive

Gary Grady Jr.
Account Executive

Jaylen Yates
Membership Coordinator

Odetta Stutts
Director of First Impressions

SMALL BUSINESS DEVELOPMENT

Darrell Randle
Vice President of Small Business Development

Danette Richards
Senior Director of Small Business Development

Brenda Rembert
Small Business Administrative Assistant

Celebrating our 10th Anniversary in 2025!



**Transforming your space
begins at our place**

FASTSIGNS[®]

Serving Mobile and Baldwin Counties

WE'RE YOUR KEY TO A TURNKEY WORKFORCE

**Providing workforce solutions to the
Gulf Coast for over 10 years**

AAA USA is a leading workforce solutions, advanced contract assembly and aftermarket services solutions company specializing in aerospace, ground transportation, industrial, and marine industries. With over 1,300+ employees in the Americas, and \$300+ million in global revenue, we have a rich history and strong reputation for innovation.

AAA USA is part of both Daher Services Group and DRAKKAR Aerospace & Ground Transportation's ecosystems.



**AAA USA IS THE PARTNER YOU CAN TRUST TO
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**OUTSTANDING WORK/
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**PROJECT MANAGEMENT
SERVICES**



**TECHNICAL WORKFORCE
SOLUTIONS**



**ENGINEERING
SUPPORT**



**MOBILE RESPONSE
TEAMS**