

THE SHOALS

CHAMBER OF COMMERCE

YEAR IN REVIEW

2024 - 2025



MESSAGE FROM OUR PRESIDENT



Caitlin Burns, President

In November, I will celebrate my tenth year with the Shoals Chamber of Commerce. What a wonderful (almost) decade it's been serving my home and its unique business community. I have had the blessing of working alongside the very best staff, Board members, and community leaders to encourage the Shoals to its highest level of collaboration and cooperation. I am particularly proud of the staff that works alongside me to expand our impact in the areas of Workforce Programming and Advocacy, recognizing that aspirational outcomes are possible, but only with collaborate effort. We continue to be a platform for communication on a variety of issues affecting the Shoals and, as advocates for the region, we are uniquely positioned to do

so. We will continue to listen to our membership and respond to their needs, regardless of their location, size, or industry. We are grateful for the generosity of each and every one of our members and the selflessness of our community partners in making our work possible.

The Shoals Chamber staff is humbled by the opportunity that we have to serve, advocate for, and shine a spotlight on our community and those businesses and people that make it a truly special place. Each day, we work to promote our mission of “Enhancing the economic vitality of the Shoals through advocacy, connection, and education.”

On behalf of Ally, Alyssa, Deondre, Randy, Sam, and Stephanie, THANK YOU for your investment with the Shoals Chamber! We are incredibly thankful for the opportunity to serve you, your businesses, and our community.

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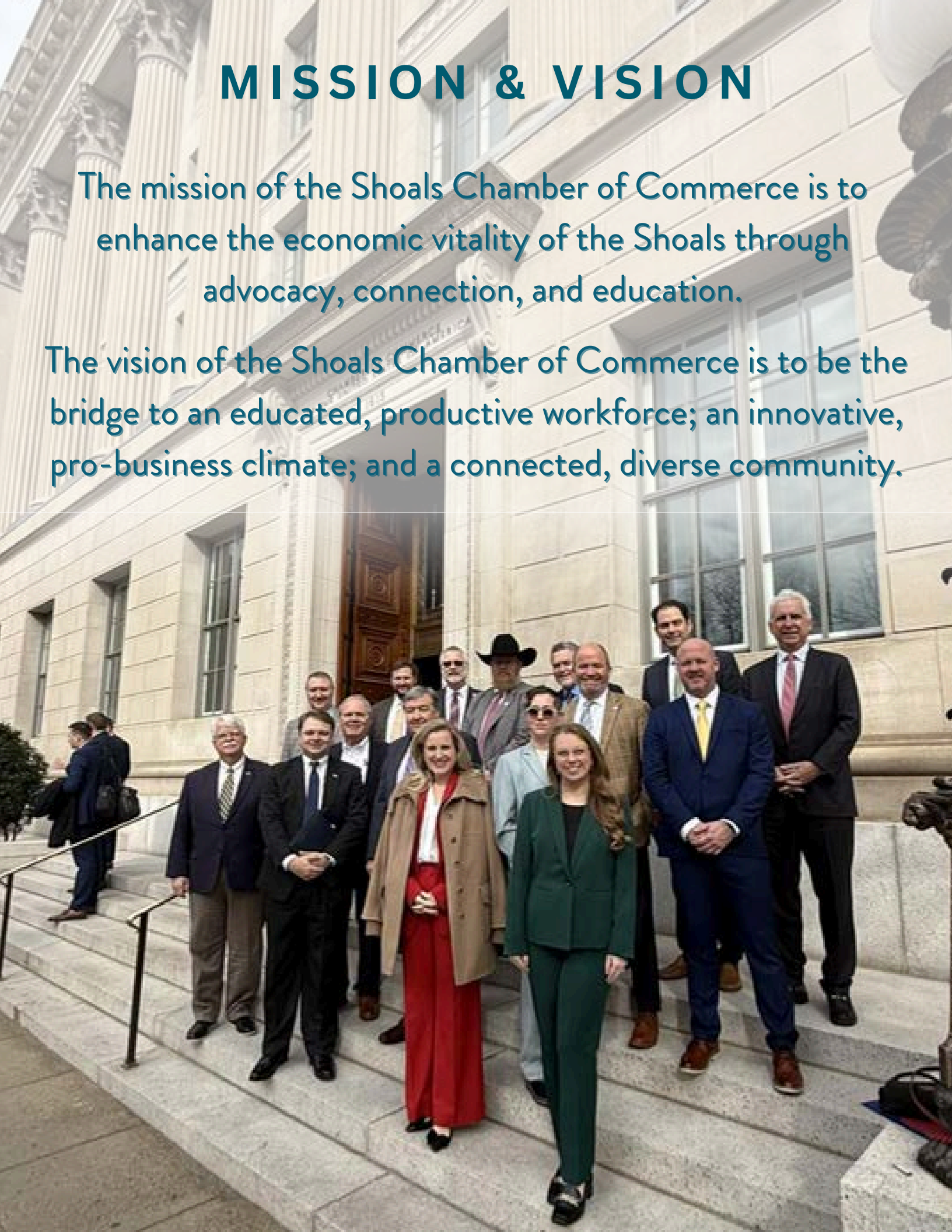


**LEADERSHIP
SHOALS**

MISSION & VISION

The mission of the Shoals Chamber of Commerce is to enhance the economic vitality of the Shoals through advocacy, connection, and education.

The vision of the Shoals Chamber of Commerce is to be the bridge to an educated, productive workforce; an innovative, pro-business climate; and a connected, diverse community.



BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Ashley Morrow (Chair), The Shoppe at Coldwater
Chris Estave (Chair-Elect), First Metro Bank
Greg Taylor (2nd Chair-Elect), CB&S Bank
Kyle Buchanan (Immediate Past Chairman), Helen Keller Hospital
Heather Wright, Alabama Small Business Development Center Network
Roger Williams, Patterson, Prince & Associates

BOARD OF DIRECTORS

Janice Pride, Bank Independent
Dr. Doug Barrett, UNA
Penny Camp, Bank Independent
Kristen McCaney, TASUS
Dr. Crystal Reed, Northwest Shoals Community College
Alex Ruggles, Martin, Inc.
Chip Wicker, Preferred Home Health
Dr. Kyrel Buchanan, Sanoa Consulting
Jill Harper, Create Architects
Burt Helton, Shoals Scholar Dollars
Wade Baker, Champy's & Southern Grocery
Stuart Ausborn, Party Pros USA

Anna Underwood, Colbert County Schools
Justin Bishop, Pounders & Associates
Dr. Jeff Goodwin, Northwest Shoals Community College
Mary McDuffa, Florence Electricity Department
Emily Stutts, Coldwell Banker/Pinnacle Properties
Jeremy Jackson, Florence City Schools
Larry Saatkamp, North American Lighting
Dean Donnell, Marriott Shoals
Adam Burchell, Johnson, Paseur and Medley
Jerry Groce, Easter Seals of Northwest Alabama
Divya Naidu, Cardiovascular Institute of the Shoals
Penny Westmoreland, Helen Keller Hospital



MEMBERSHIP



Dr. Randy Pettus

Director of Membership & Retention

120 
New Chamber Members

43 
Ribbon Cuttings

790 
Peak Membership Count

86% 
Yearly Retention Rate



Deondre Hampton

Operations & Membership Specialist

EDUCATION & WORKFORCE



Stephanie Newland

Vice-President of Workforce Initiatives

Classroom to Careers – UNA

119 graduating Seniors participated in local business and industry tours including Blockchain Tek, Shoals Business Incubator, Linamar, and North American Lighting. These tours prepared the soon-to-be teachers to talk about job opportunities throughout the Shoals with their students.



Classroom to Careers – Summer

Thirty-two educators from across Northwest Alabama toured seventeen local businesses, including Renaissance Shoals Resort & Spa, TVA Hydro Plant, Lockheed Martin, NAL, Project XYZ, SBI, and Helen Keller Hospital. They also experienced twelve career technical programs at Northwest Shoals Community College. With the knowledge gained about local careers in industry and technology, over 7,000 local students annually will have access to teachers and counselors who can guide them to the career that is right for them.



Shoals Chamber Teacher of the Month

343 nominations were received for outstanding educators from across the Shoals. Of the nominees, 20 were selected as Shoals Chamber Teachers of the Month.

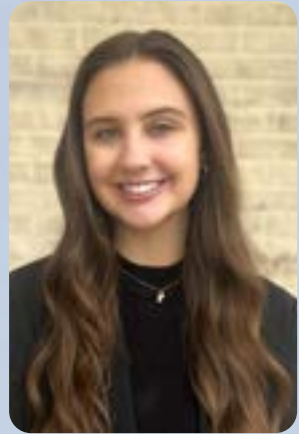


EVENTS & ENGAGEMENT



Alyssa Crow

Director of Events & Engagement



Ally LeMaster

Communications & Community
Engagement Coordinator

WE HOSTED OVER 2,000 ATTENDEES
AT 18 CHAMBER EVENTS



WE REACHED OVER 17,000
FOLLOWERS ON SOCIAL MEDIA



BUSINESS ADVOCACY



Sam Mashburn

Director of Business Advocacy

This year the Shoals Chamber celebrated several advocacy accomplishments the organization has been building towards for several years. Key accomplishments included coordinating local support for a \$23 million DOD grant for Constellium's Direct Chill aluminum casting center. A project worth over \$64 million that will create 50 new jobs.

Additionally, the Chamber was awarded a \$20,000 grant from Innovate Alabama to support Shoals Shift. In doing so, we joined the Innovate Alabama Network and gained access to new resources for future grants for programs aimed at supporting local entrepreneurs. The Chamber served as a regional host site for the National Civics Bee, strengthening its ties to workforce development and advocacy while connecting with new student populations. Hosting key figures such as Senator Britt and Congressman Aderholt further engaged the Chamber's members, and advocacy-driven initiatives resulted in another year of increased non-dues revenue, reflecting the growing value members place in these programs.

12



**Days meeting with Lawmakers
in Montgomery and Washington**



16



**State and Federal lawmakers
we engaged with on behalf of our members**



528



**Members who attended
an Advocacy Event**



\$63,875



**In non-dues revenue connected to
advocacy programs (up 25.24% from 2023)**

LEADERSHIP SHOALS



Leadership Shoals, Class 35

28 class members from 22 Chamber member organizations

Nine days of community awareness, business advocacy,
local and state government education, as well as leadership
development and training.

SHOALS CHAMBER INVESTORS

VISIONARY PARTNERS (\$20,000+)

Bank Independent
City of Florence
Northwest-Shoals Community College

MISSION INVESTORS (\$10,000+)

Helen Keller Hospital
University of North Alabama
CB&S Bank
North American Lighting, Inc.
Linamar Corporation
Blockchain Tek LLC

VITALITY INVESTORS (\$5,000+)

American Wholesale Book Company
Bigbee Steel Buildings, Inc.
Listerhill Credit Union
Patterson, Prince and Associates, PC
Regions Bank
TVA
Martin, Inc.

First Metro Bank
First Southern Bank
City of Muscle Shoals
Flexco Corporation
Essity Professional Hygiene North America, LLC
FirstBank
Kith Kitchens, LLC

ADVOCATE INVESTORS (\$2,000+)

Abroms & Associates, PC
B.H. Craig Construction Co, Inc.
Buffalo Rock
Florence Gas & Water / Wastewater Department
Coca-Cola Bottling Company United
Long-Lewis Of the Shoals, Florence
E.S. Robbins Corporation
Renaissance Shoals Conference Center
Hovater Construction Company
JT Ray Company
Johnson Contractors, Inc.
Alabama Land Services, Inc.
Lewis Electric Supply Co., Inc.
Long-Lewis Of the Shoals
North Alabama Gas District
Printers & Stationers, Inc.
Constellium
Southwire
Pounders & Associates, Inc.
Sheffield Utilities
Valley Credit Union
Milner Rushing Discount Drugs

City of Tuscumbia
Singing River Dentistry - Helton Florence
Mitchell - Hollingsworth Nursing &
Rehabilitation Center
Renaissance Shoals Resort
B Electric, Inc.
Renaissance Shoals Spa
Renaissance Shoals Resort, 360 Grille
Restaurant
Party Pros USA
Peoples Trust Bank
United Community Bank
HPS North America
CREATE Architects, Inc
Singing River Dentistry - Tuscumbia
Tasus Corporation
The Long-Lewis Foundation
Medical Associates of the Shoals, PC
Cloud Financial, Inc.
Singing River Dentistry - Florence
Singing River Dentistry - Muscle Shoals
Treehouse Children's Dentistry - Tuscumbia
Preferred Home Health

Shoals Hospice
Dentons Sirote PC
TMT America
PROJECTXYZ Muscle Shoals
Morgan Stanley Wealth Management
Coldwater Seed & Supply
ENT Center of Northwest Alabama
Lockheed Martin Corporation
Treehouse Children's Dentistry - Killen
Singing River Dentistry - Russellville
Morell Engineering, Inc.
Grayson Carter and Son Contracting, Inc.
Breathe & Brew
Renaissance Shoals Resort, Swampers Bar &
Grille
Long-Lewis Chevrolet of the Shoals
AE Shoals
CG Jones, LLC
Med Spa of the Shoals
Express Care of the Shoals, Urgent Care
Medical Associates Greenhill
Medical Associates Cloverdale Road
United Lumber & Reman LLC



**YOU
CAN**

**ACHIEVE
YOUR DREAMS**

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COMMUNITY COLLEGE



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invested
in YOU.**

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CITY OF
FLORENCE

THANK YOU FLORENCE BUSINESSES



**INVESTING IN OUR
COMMUNITY**



**PROMOTING NEW
DEVELOPMENT**



**CREATING JOBS &
ECONOMIC GROWTH**



Mayor Andrew Betterton and
the Florence City Council



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To our *Members*,

Thank you to each and every one of you for your unwavering dedication and support to our Chamber and its mission. Your membership dues and contributions directly support the Chamber's efforts to provide valuable resources, programs, and services to our members and the broader community. Whether it's offering educational programs, advocating for your business, or organizing community events, your support enables us to fulfill our mission of enhancing the economic vitality of the Shoals through advocacy, connection, and education.

Sincerely,

Your Shoals Chamber Staff