

2024

ANNUAL REPORT





We look back on 2024 with delight and a sense of achievement, as we celebrate a historic election, reflect on community engagement through top-tier experiences and take pride in offering data-driven thought leadership through local, national and international speakers of acclaim.

The mission of the Winter Park Chamber of Commerce is to convene people and ideas for the benefit of our businesses and community, which we demonstrated throughout the year. From introducing Winter PAC, an affiliated political committee of the Chamber, to launching a state-of-the-art website upgrade to our continued advocacy of arts funding, parking code revisions and diversity in leadership, we dedicated ourselves to serving our members and community and offering top-tier experiences.

We continue to be grateful to the community for all it does to support the Chamber as we strive to be the No. 1 resource for business owners, and we look forward to a productive 2025.



Betsy Gardner, IOM
President and CEO

Betsy



Carroll Hanley Goggin
Chair, 2024 Board of Directors

Carroll Hanley Goggin

Painting by R. Ross 2022

Reflections on 2024



Membership

789

Total Members

175

New Members

69

Trustee Members



36

Ribbon Cuttings

2,000+

Average Views on Instagram

Directory Views

336,900

2024

246,000

2023

37% Increase from 2023





Connections

310 Park South

Café Don Juan

Hilton Garden Inn Winter Park

Bloom Cafe at the Sheraton Orlando North

Chuan Fu

Cocina 214

Springhill Suites Winter Park

An Tobar Irish Pub

Fleming's Prime Steakhouse & Wine Bar

Chuy's Winter Park

AJ Chocolate House

Alexander's Chef Services



Restaurant and Retail

Affinity Group

An expansion of the Park Avenue Merchants Association, the **Restaurant & Retail Affinity Group**, was established to better support restaurant and retail businesses across our membership through expert speakers, strategy sessions and unique resources.

Meeting quarterly, attendees network and collaborate with the other 140+ Winter Park area restaurant and retail business owners in our membership.

Brand Strategy & Development

Phil Pallen, Phil Pallen Collective

Talent Recruitment & Retention

Kristy Swegheimer, Redbrick Insights

Employee Benefit Options

Fringe Benefit Plans

Paid Social Media Strategy

Carlisle & Co





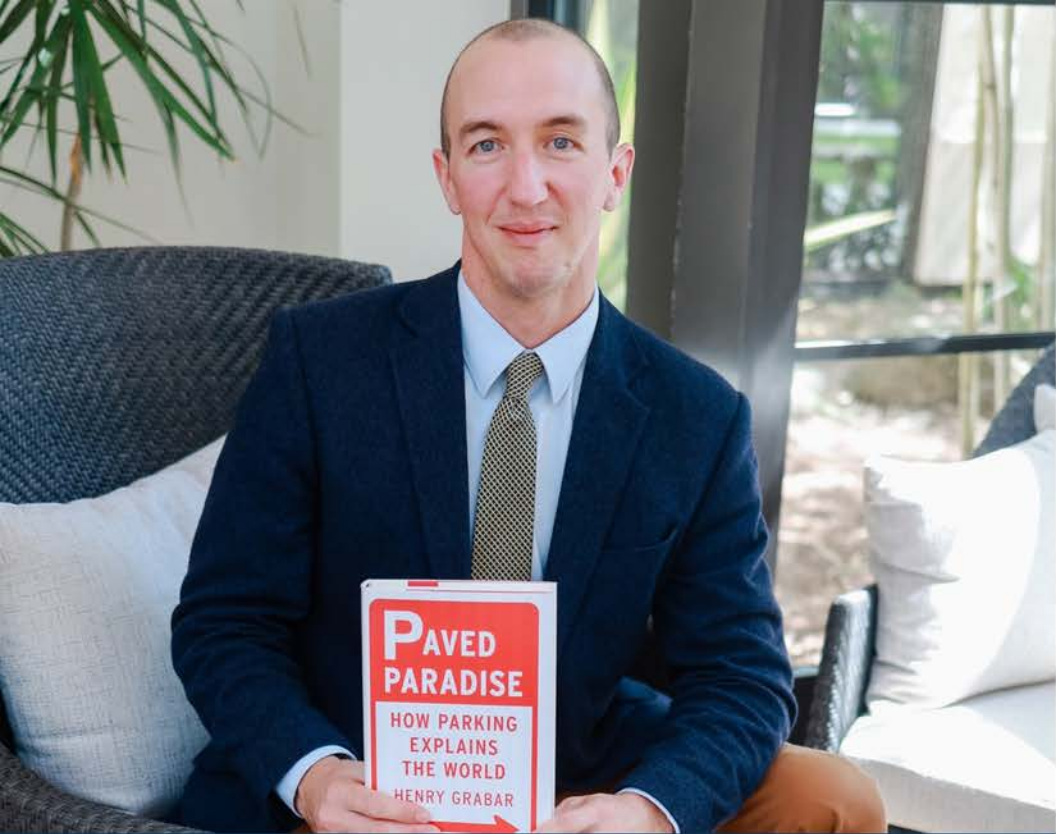
18%

of Winter Park's economy is
Arts and Culture

9:1

return rate on every dollar
invested in arts and culture

In 2024, we took our **sixth** delegation of business leaders, city officials and art ambassadors to Tallahassee to advocate for the full funding of the Florida Department of State's Arts & Culture matching grant program.



Parking Reform

*Henry Grabar, 2023 Outlook Speaker
Harvard Fellow, International Journalist*

For the first time in decades, Winter Park's parking code was updated. This is great news for our businesses as we celebrate the revision of outdated codes that kept us tethered to our cars and put unnecessary strain on our planet and aesthetics. This reform was sparked by the Chamber's initiative to bring the thought leadership of Henry Grabar, a Harvard Fellow and internationally recognized parking code expert, to our community in 2023.

WINTER PARK PROSPERITY SCORECARD

The Winter Park Prosperity Scorecard is a framework to strategically deliver more broad-based prosperity models to our community. Extensive surveying resulted in a digital scorecard that measures sustainability, children in poverty, affordable housing and diversity, to name a few. Launched in 2022, it continues to highlight why we need to be focused on being future ready.

Shared and Sourced By:





Endorsed by Winter PAC

A Political Committee Affiliated with the
Winter Park Chamber of Commerce

Inspired by the Winter Park Prosperity Scorecard, Winter Park Chamber's Board of Directors unanimously voted to form a political committee.

Winter PAC, a separate but aligned political committee, was launched in 2024 to support candidates and engage decision-makers using the Winter Park Prosperity Scorecard.

Winter PAC's first endorsement went to

Craig Russell, who became the first black city commissioner in more than 100 years. Endorsed based on his alignment to the Scorecard, our community was proud to have helped elect Russell, a leader with his finger on the pulse of Winter Park's most pressing needs. In addition to Winter PAC, Russell had the support of the Chamber Board of Directors and Leadership Winter Park.

While the organizations are affiliated and aligned in the tenets of the Chamber's Prosperity Scorecard, Winter PAC and the Chamber are separate entities with separate bank accounts and independent boards of directors.



Events

170,000+

Annual Attendees

65+

Events



86,000

Votes

9,000

Voters

50

Categories



**BEST OF
WINTER PARK**



Despite happening just days after Hurricane Milton hit Florida, we forged ahead with the festival and hosted more than 120 artists - remarkable given that all are from our state and some of their cities were hit hard.

It speaks to the Chamber's resilience and agility that we were able to move forward with the event and to the artists' respect for this premier arts festival. We are grateful for our partnership with the City's Parks & Recreation department, whose cleanup efforts made it safe and possible to host the festival.

100,000+
Attendees

120+
Artists

14
Live Performances



Lydia Gardner
Citizen of the Year
Mark
Leggett



Founder of Arthur's Catering and Events





Elizabeth Dvorak

Founder and CEO of Workscapes

WOMEN of
INFLUENCE

W of

LIFETIME ACHIEVEMENT

Hattie Wolfe

*Business Owner and Philanthropist
Principal at Wolfe-Rizor Interiors*





Good Morning

Winter Park



Winter Park Professional Women



Betsy Gardner
President & CEO
Winter Park Chamber
of Commerce



Kristy Swegheimer
Founder
Redbrick Insights



Maryann Barry
CEO
Girl Scouts of Citrus



Jason Edwards
Managing Partner
Edward Financial
Services



Rinat Halon-Neal
Photographer/Owner
Rinat Halon Photography



Lisa Lyons
Owner
Lisa Lyons
Events & Etiquette



Greer Johnson
Founder &
Managing Director
Carlisle & Co.



Heather Miller
Director of
Organic & Paid Search
Carlisle & Co.



**Siegel's
Winter Park**



Cami Miller
Owner
Cami Monet



Thor Falk
Founder
Winter Park
PRIDE Project



Nasser Weaver
President
Homespun Digital



Bessie Seeley
Founder &
Principal Designer
Kardinia Interior Design



Hilary Stalder Stern
President
Stalder Construction



Tom LaCroix
Leadership Coach,
Business Consultant



Hon. Sheila DeCiccio
Mayor of Winter Park



Sam Stark
VP of External Affairs
Rollins College



John Brown
TV Journalist & Author
Fox 35



Justin Birmele
CEO
AdventHealth
Winter Park



Emily Williams
Be on Park,
Clementine, The Grove,
Z Properties



Cami Miller
Owner
Cami Monet



**Dr. Ana Cuesta
Fernandez**
Oncology Physician
Orlando Health
Women's Institute



Annie Thorton
Owner
SIMPLY CHEESE



Pam Brandon
Award Winning Author

Meet The Expert



Damien Madsen
Senior Vice President/
Managing Director
Harbert Realty Services



Gus Malzahn
Head Football Coach
University of
Central Florida



Tim Lesnick
Cofounder & Owner
Trova

LEGISLATIVE UPDATE



Senator
Jason Brodeur



Representative
LaVon Bracy Davis



Representative
Anna V. Eskamani



Representative
David Smith

Hannibal Square Panel



Andrew Irvin
Moderator
Irvin & Irvin



Ansley Butts
Monkee's of
Winter Park



Nathalie Starkey
Orthopedic
Rehabilitation Center



Pragasen Ramiah
AllState



Reggie Jones
West & Kennedy Barbershop

WPO



Sam Monger

*2024 Winter Park Outlook Speaker
Oxford Educated Economist, Vision Centered Land Use*

Stepping in with the kind of thought leadership that asks the big questions: “Who is this place for, and what do they want?” He explained how place-based impact investing can help solve our attainable housing crisis.



Learn more about
Monger's strategies on the
Talk of the Town Podcast





1,250+

Graduates

24

Alumni Engagement
Opportunities

1,150+

Alumni Event Attendees



Expanded Professional Development Series

99.9%

of Leadership Winter Park Alumni would recommend this program to a friend or colleague.

- Leveraging AI in the Workplace
- Net Promoter Score
- Emotional Intelligence
- Human-Centered Design Thinking



\$33,259

Raised during Legacy Fund
Day of Giving

211

Donors

38.8% increase from 2023

Class 32

Most Generous Class

\$25,657

Raised through the Annual
Pancake Breakfast

720

Meals Donated

20.4% increase from 2023

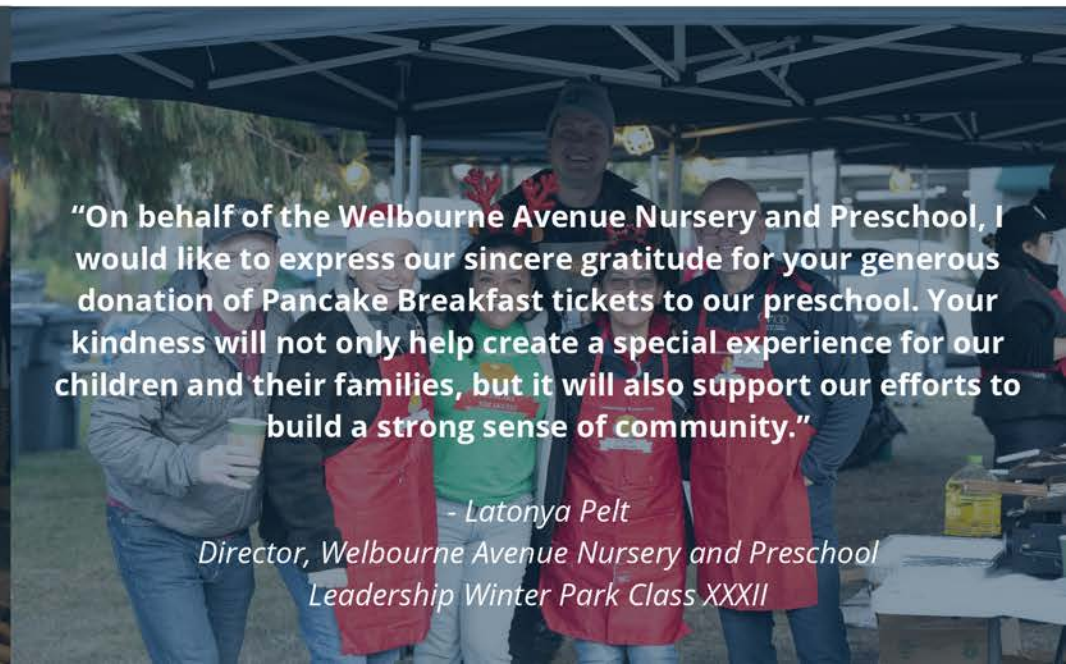
Class 34

Record Setting Meals Donated



"It's really important to help the youth and others in the community to better understand where they live, work and play. Donating to the Legacy Fund is an easy way to help people that might otherwise not be exposed to all that's going on."

*- Lou Nimkoff
Partner, Brio Properties
Leadership Winter Park Class XVIII*



"On behalf of the Welbourne Avenue Nursery and Preschool, I would like to express our sincere gratitude for your generous donation of Pancake Breakfast tickets to our preschool. Your kindness will not only help create a special experience for our children and their families, but it will also support our efforts to build a strong sense of community."

*- Latonya Pelt
Director, Welbourne Avenue Nursery and Preschool
Leadership Winter Park Class XXXII*

YOUTH LEADERS

WINTER PARK



60+
Participants

10
High Schools Represented

8
Full Scholarships

60
Partial Scholarships

RE LAUNCH

CAREER REENTRY FOR PROFESSIONAL WOMEN



150+
Graduates

6
States



38,500+

Social Media Followers

18,000+

Newsletter Subscribers



Communications

Launched a New Website

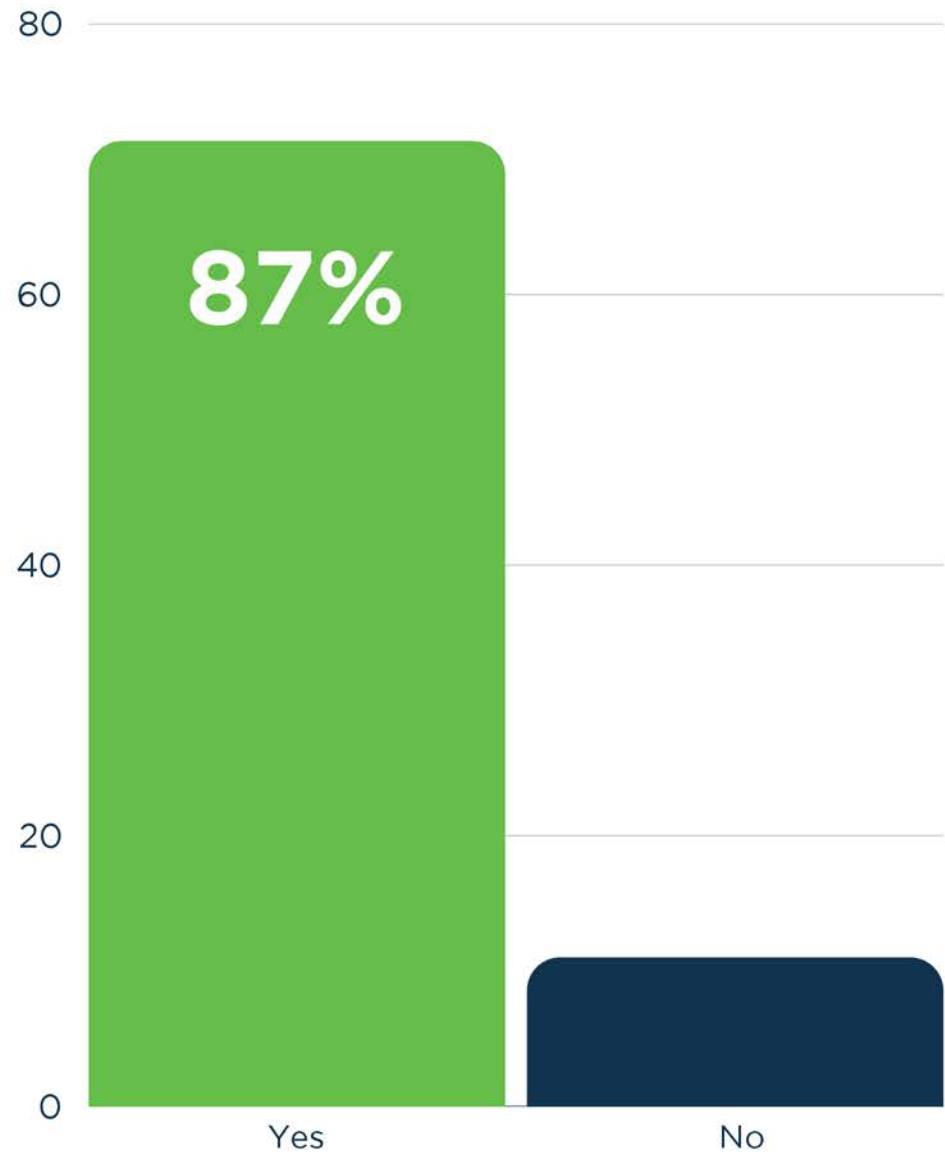


Improved

SEO, User Experience & Advertising Opportunities



Have our efforts to support our member businesses in 2024 been successful?

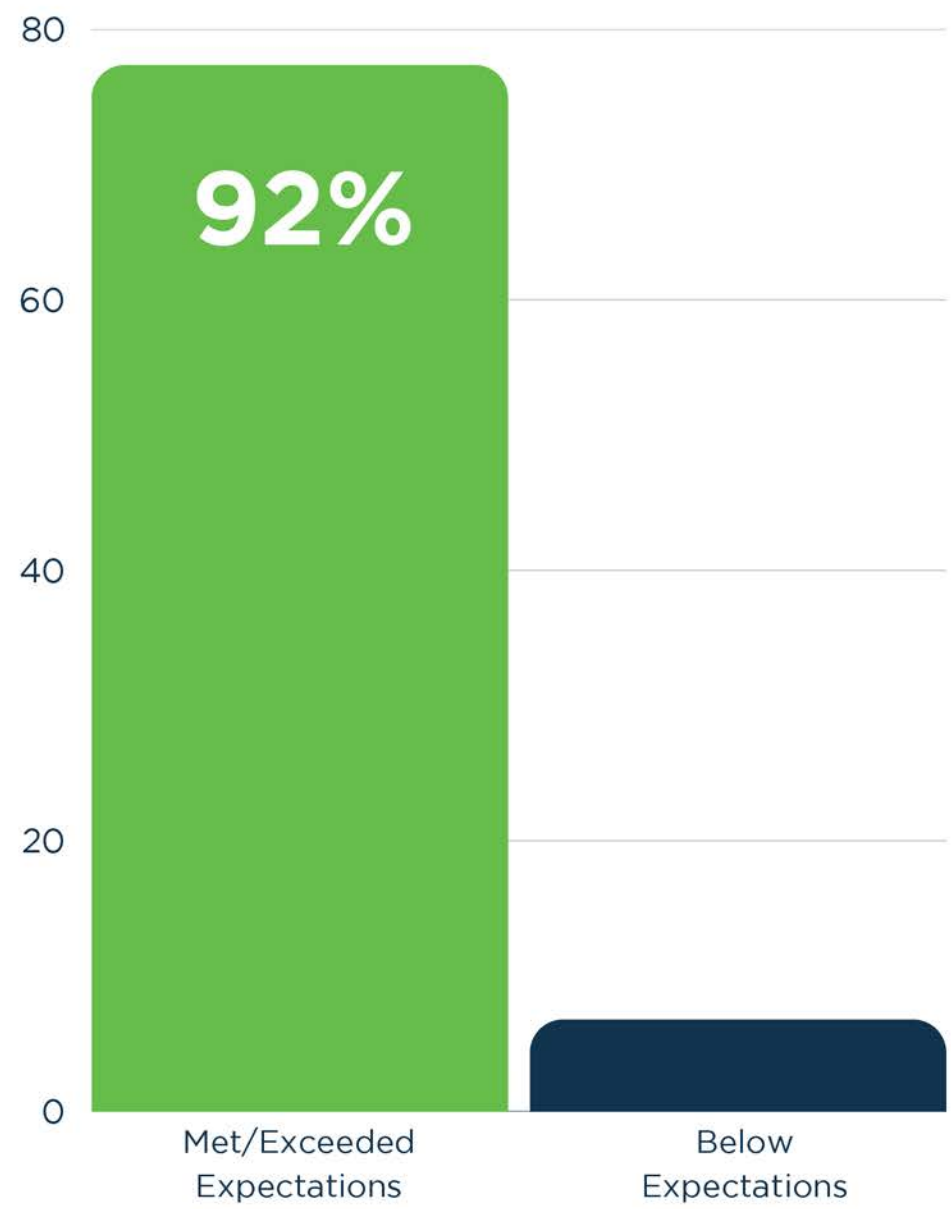


N=82



End-of-Year Survey

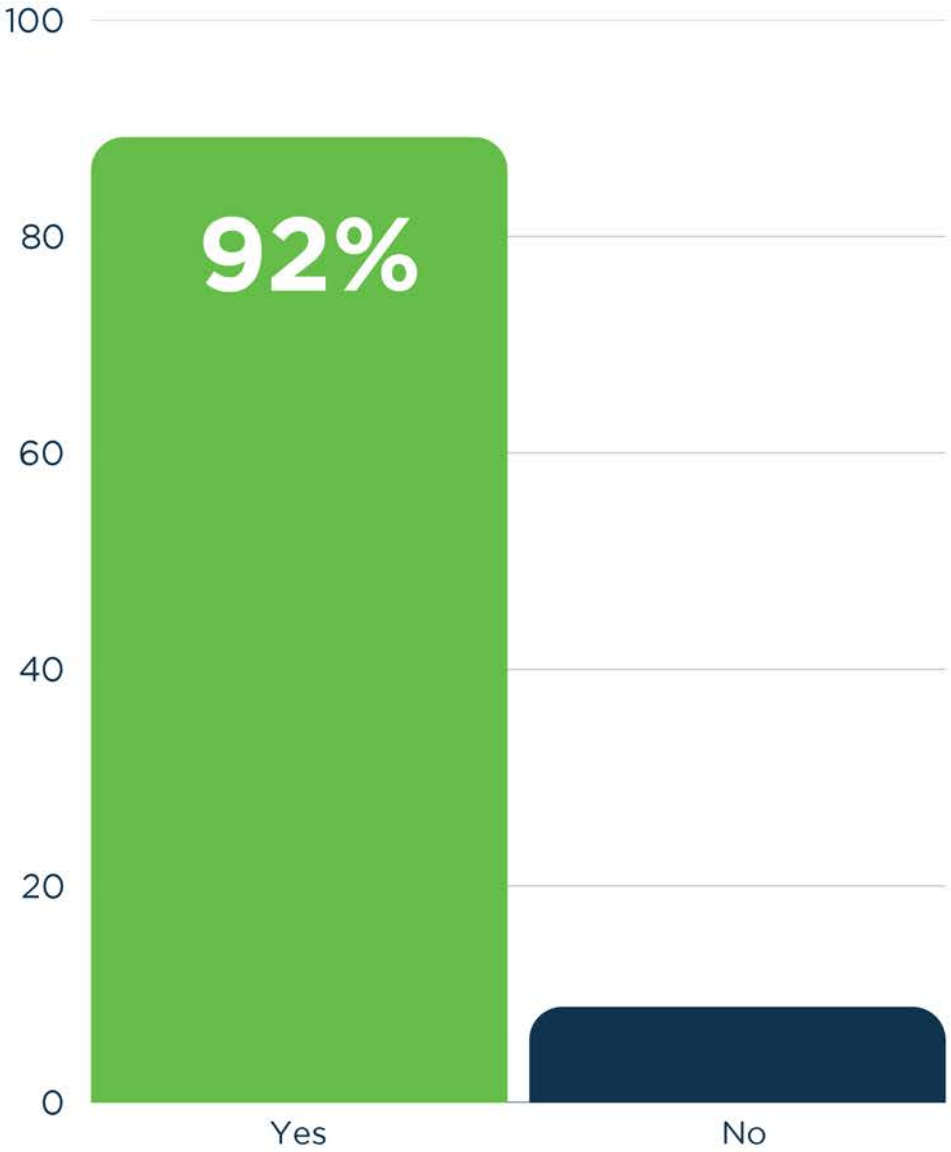
How would you describe your experiences at our 100+ events and programs?



N=85



Have you found our communication relevant, informative and engaging?



N=98

End-of-Year Survey



What were the top member benefits in 2024?

Networking

Advocacy

Events & Programs

Community Involvement

Communications

Transforming Businesses Through Extraordinary Resources

End-of-Year Survey