



Flagler Tiger Bay Club
Board of Directors
2023 Annual
Members Report

AUGUST 17, 2023





Contents

1	Overview	2
2	Financials	3
2.1	Income Statement	4
2.2	Balance Sheet	5
3	Operational Review -	5
4	Speakers Committee	6
5	Scholarship Committee –	8
6	Governance Committee -	9
7	Marketing and Membership Committee –	9
8	Events Committee	10
9	Young Executives and Young Tigers Programs	11
10	Plans and Priorities	12
10.1	Leadership Change	12
10.2	Membership Program Review –	13
10.3	Enhancing Young Executive Program -	13
10.4	Candidate Forum	14
10.5	Revitalizing School Relationships Young Tiger Program	14

1 Overview

Pursuant to the Flagler Tiger Bay Club's By-laws, the Board of Directors shall prepare an annual report to its membership and provide at the Annual Meeting. In accordance with the by-laws the following is the Flagler Tiger Bay Club Annual Report to its members for fiscal year ended July 31, 2023.

We are pleased to report that the health of Flagler Tiger Bay Club is excellent. Amongst all membership categories, Flagler Tiger Bay's grew by 3%. Excluding Young Tigers we grew by 12%. Our growth was impacted by a Young Tiger membership decrease of 52%. The decrease in Young Tiger membership was due primarily to two factors.

- Both high schools and colleges were still being impacted by COVID regarding off campus activities for a good portion of the first ½ of the fiscal year.
- We fell behind in the advanced scheduling of speakers. Schools were not notified far enough in advance of speakers and topics to allow for the logistics in high school parental notifications and permissions to participate in off campus activities, nor the coordination and scheduling at the high school and university level with academic department heads to facilitate student selections.
- Change in administrative leadership at the high school level and not having existing relationships in place.

Flagler Tiger Bay Club's operational team facilitated and implemented the necessary corrective measures solving the advanced scheduling issues and bringing the process back on task.

Going into the 2022-2023 fiscal year there were two primary tasks that needed to be accomplished beyond our normal operational plan and tempo. The first task was to continue our recovery from the COVID impacts focusing on membership renewal and meeting participation. The second was developing and executing a transition plan that fulfilled one of our founding core commitments to rotate Presidential and Executive leadership to Democrats and/or NPA's.

We are pleased to report to our membership that task one has been mostly achieved. Our membership has grown in regular membership by 12% to our pre-COVID levels. Our meeting attendance rate is back above 100, with our last luncheon in June selling out. Hammock Dunes Club was at capacity during our June meeting with 128 registrants, with late registrants wait listed. The previous meeting was over 100 attendees, as well.

The second task, transition of leadership, is completed at this 2023 Annual Meeting. Our founding President, Greg Davis (R), is stepping down as President after five years in helping to establish, lead, and grow Flagler Tiger Bay Club. He has also decided to step off the Board of Directors so that in his words, "There will be no shadow hovering that will prevent or impair new leadership from taking Flagler Tiger Bay to the new heights it is destined to achieve." He further stated that "the new leadership has been fully trained, transitioned, and working as a team for the past several

months. They have been seamlessly running all aspects of Flagler Tiger Bay Club. They have my full support and confidence.”

The final step for the second task will be at the New Board Organizational meeting where a slate of Officers will be elected including Flagler Tiger Bay Club’s new President.

2 Financials

Fiscal year 2022-2023 was another solid financial year. On a cash accounting basis, we ended the year with a net income of \$7,940. Flagler Tiger Bay Club had a total net income of \$74,630. Our total operating expenses were \$66,090. We ended this fiscal year with \$23,193 cash on hand which was our total assets. Retained earnings for this fiscal year were also \$23,193.

Our ability to attract nationally known speakers with timely topics has helped generate pre and post news coverage lowering our promotional costs and building our reputational value in the community. Our weekly email newsletter, Tiger Tuesday, has continued its success with weekly subscribers of over four times our membership with an average open rate of 462%. This means that over two times the number of our members open and read our weekly newsletter. Each week our newsletters feature articles about Flagler Tiger Bay programs, activities, and membership updates with links to register for our programs. Tiger Tuesday provides great advertising value to our corporate members as they are recognized in every issue. Our financial risks are also minimized as we manage revenue and costs for every one of our programs and luncheons with detailed operational and marketing plans to ensure minimally a breakeven position on each program offering.

This past year we also had a number of Corporate Sponsors for a number of our events. Our Corporate partner support of a number of our programs has had an impact on the quality of programming received by our members, guests, and community offerings. A special thanks to all of our Corporate and individual members that donate each month to our Young Tiger Program which covers the cost of luncheons for our high school and college Young Tigers. We average 10 to 15 students plus their school chaperone at each of our monthly luncheons. Donations received cover the direct hard costs of the meals, not the overhead associated with conducting the program or operating Flagler Tiger Bay Club.

Flagler Tiger Bay Club continued its giving and community support programs raising scholarship funds and awarding \$12,000 in scholarships through the Flagler County Education Foundation. Scholarships were down from last year’s \$30,000 record breaking year due to the loss of two major donors. In the 2023/2024 fiscal year plans will be developed and executed to bring scholarship levels back and beyond previous levels.

We closed this fiscal year with cash on hand of just over \$23,000. (At this time, the club has fully prepaid for two event venues for scheduled programs in August and September.) This will help us accomplish next year’s objectives, including our scholarship drive.



2.1 Income Statement

Flagler Tiger Bay Club
Statement of Income & Expenses
For the Year Ended July 31, 2023 (Unaudited)

Income	
Membership Income	\$64,470
Donation	50
Special Events Funding	<u>10,110</u>
Total Income	74,630
Expenses	
Meeting Expenses	29,151
Contract Services	2,753
Executive Director fee	3,850
Office Supplies	3,996
Software Expense	2,820
Advertising & Promotion	2,057
Credit Card Processing Fees	2,713
Insurance - Liability, D and O	1,875
Social Media Marketing	500
Special Events Expenses	14,858
Miscellaneous	<u>1,517</u>
Total Operations	<u>66,090</u>
Net Ordinary Income	8,540
Other Income/Expense	
Scholarship Program Receipts	11,225
Other Income	<u>175</u>
	11,400
Scholarship Program Expense	<u>12,000</u>
	<u>12,000</u>
Net Other Income/Expense	<u>(600)</u>
Net Income	<u><u>\$7,940</u></u>



2.2 Balance Sheet

Flagler Tiger Bay Club
Statement of Financial Position
As of July 31, 2023 (Unaudited)

Assets		
Cash		\$23,193
Total Assets	<hr/>	<hr/> <u>23,193</u>
Liabilities and Equity		
Equity		
Retained Earnings		<hr/> 23,193
Total Liabilities & Equity		<hr/> <u>\$23,193</u>

3 Operational Review

Operationally, Flagler Tiger Bay has evolved into a mature organization. Documented systems and processes are in place for all phases of our organization. We have redundancy in skill sets with no single point of failure. Flagler Tiger Bay Club’s Treasurer and our external bookkeeper are both CPAs.

Our operational process for program development and delivery are very mature with detailed task and QA/QC plans for every program. There are mission statements, objectives, and measurable outputs for each program. After action reports are done on every program and presented to the Board of Directors. One of Flagler Tiger Bay Club’s operational mottos is, “It is always about getting better.”

The glue in Flagler Tiger Bay Club has always been Cheri Orr. Cheri is an Assistant Director at Bethune-Cookman University who brings her abundant talents and skills to the Flagler Tiger Bay Club. Besides being Recording Secretary, Cheri is Program Manager over all Tiger Bay Programs. Her organizational skills, program management skills, attention to details, resourcefulness, and quality oversight has made Flagler Tiger Bay Club who we are in quality programing.

Part of Flagler Tiger Bay Club’s secret sauce starts with our detailed task plans with our green, yellow, and red color task coding for task performance. No one wants to be red. They are reviewed every Monday morning at our 8:00 AM, ½ hour Zoom meeting for project status, priorities for the week, issue and problem identification, and corrective measures. Attending the meeting is usually the five key operational people that include the President, Program Manager, Marketing Committee Chair, Social Media and Promotional Media Lead (Danielle Anderson), Events

Committee Chair, and someone from the Speakers Committee. There is always an agenda and meeting notes are taken real time on screen and distributed five minutes after meeting close. This focused and results orientated approach is a big part of Flagler Tiger Bay Club's unparalleled success.

4 Speakers Committee

One of the strengths within Flagler Tiger Bay Club is our ability to recruit top speakers. One of our speaker committee objectives since day one is to have six months of confirmed speakers on an ongoing basis. Speakers are recommended to the Flagler Tiger Bay Club Board of Directors for approval. The Flagler Tiger Bay Club Board of Directors is made up equally of Democrats, Republicans, and No Party Affiliations (NPA's). To ensure balance and avoid biases speakers are determined by the Board of Directors. This has been Flagler Tiger Bay Club's process since inception and has worked extremely well.

The committee is also tasked with maintaining a list of ready to go plan B speakers for emergency last-minute cancellations. Plan B speakers must be the same quality and caliber as the scheduled speaker. The Speakers Committee is currently booking speakers for 2024.

The Flagler Tiger Bay Club hosted 11 speakers during the 2022-23 Speaker Series, starting in September 2022 with AdventHealth Central Florida President/CEO Dr. Audrey Gregory, culminating in the highest attended event of the season, on June 21, 2023 with Florida House Speaker, Paul Renner.

Among the 2022-23 season's speakers was Colin Johnson, who headlined the inaugural Flagler Tiger Bay After Dark event at Crave's Coastal Kitchen in Flagler Beach. A great success, the event was standing room only, and attendees expressed their enjoyment of both the speaker and the location.

Flagler Tiger Bay Club re-organized its speaker committee process towards the end of fiscal year 2022-2023. The re-organization has moved the speaker selection process back to a Board of Directors function. Selection of speakers is one of the most important tasks in Flagler Tiger Bay Club. The re-organization leverages the full capabilities of the Board and its resources in addition to streamlining the processes. In doing so, interestingly it has not lengthened our Board meetings, which is true to Flagler Tiger Bay Club form of one-hour long meetings.

We had an outstanding group of speakers in the 2022-2023 fiscal year. If you missed them, all but one video recording is available online at our website accessible only to our members for their viewing. This is one of many privileges of being a member of the Flagler Tiger Bay Club. The following is a list of our 2022-2023 fiscal year speakers:

SPEAKER SERIES



Fall 2022
Spring 2023



Dr. Audrey Gregory
President/CEO
AdventHealth Central FL



Kevin Guthrie
Florida Director of
Emergency Management



Dave Aronberg
State Attorney
15th Judicial Circuit



Claire Metz
News Anchor/Reporter
NBC/WESH 2



Tomas Lares
Founder, CEO
United Abolitionists



Jeff Terrell
SVP, Senior Analyst
Truist Bank

Flagler Tiger Bay Club is a nonpartisan club that caters to a diverse group of members. Our members have a keen interest in politics, things that affect politics, civic, and other current event issues that impact and shape our daily lives.

SPEAKER SERIES



Fall 2022
Spring 2023



Dr. Mark Martindale
Director, Whitney Lab for
Marine Bioscience UF



Ginger Delegal
Executive Director
FL Association of Counties



Lt. Gen Mark Hertling
National Security
Military Analyst CNN



FL Rep. Paul Renner
Florida Speaker of the
House of Representatives



Colin Johnson
Flagler Tiger Bay After
Dark - Maya Angelou



Coming Soon
Speaker Series
Fall 2023-Spring 2024

Flagler Tiger Bay Club is a nonpartisan club that caters to a diverse group of members. Our members have a keen interest in politics, things that affect politics, civic, and other current event issues that impact and shape our daily lives.

5 Scholarship Committee

Flagler Tiger Bay Club, in partnership with the Flagler County Education Foundation, awarded seven Tiger Bay scholarships to Flagler County Public Schools graduating seniors. Thanks to generous donations we were able to raise \$11,250 and award \$12,000 in scholarships. For the first time in the history of this program we did not meet our objectives. We are grateful for the contributions received, as were the five students who received scholarships this past spring.

The decrease in donations was due to the loss of two major donors who have continued their giving through other organizations.

Club Directors and Members participated in the hand delivery notification of scholarship awards to the homes of recipients. This ‘drive and surprise’ was developed by club member and former Executive Director of the Flagler County Education Foundation Joe Rizzo. Joe passed away in early 2022, a great loss to his family, the community, and this club.



6 Governance Committee

The Flagler Tiger Bay Club is incorporated as a 501(c)3 non-profit organization. Our Governance Committee ensures the club and the membership work within the legal guidelines required as we complete our mission of service to the community. There were no major Governance issues in fiscal year 2022-2023.

7 Marketing and Membership Committee

Marketing and membership had a busy and successful year. Overall, our membership grew 12%. Our Young Executives membership increased 40%, while our Young Tiger membership saw a decrease of 52%.

Marketing plays a crucial role in the success and sustainability of the Flagler Tiger Bay Club. Our Marketing Committee is focused on key areas that contribute to the overall success and impact of the organization. These areas include creating awareness and visibility, driving engagement, building trust, feedback and improvement, and adapting to a dynamic marketing landscape.

Our marketing strategy consists of various components that work together to achieve our overall objectives. These include our website, email marketing, texting campaigns, social media marketing, YouTube, and partnerships with local media outlets to broadcast our message and programs to the community.

Our popular weekly e-newsletter, Tiger Tuesday, has an average open rate of 46% with over 1,300 contacts in our email database. The industry average open rate is 34% according to current statistics from ConstantContact.

Flagler Tiger Bay Club provided world class speakers in fiscal year 2022-23. We had an average attendance rate of 90 members and guests for our meetings with the highest attendance being 128 for our season finale.



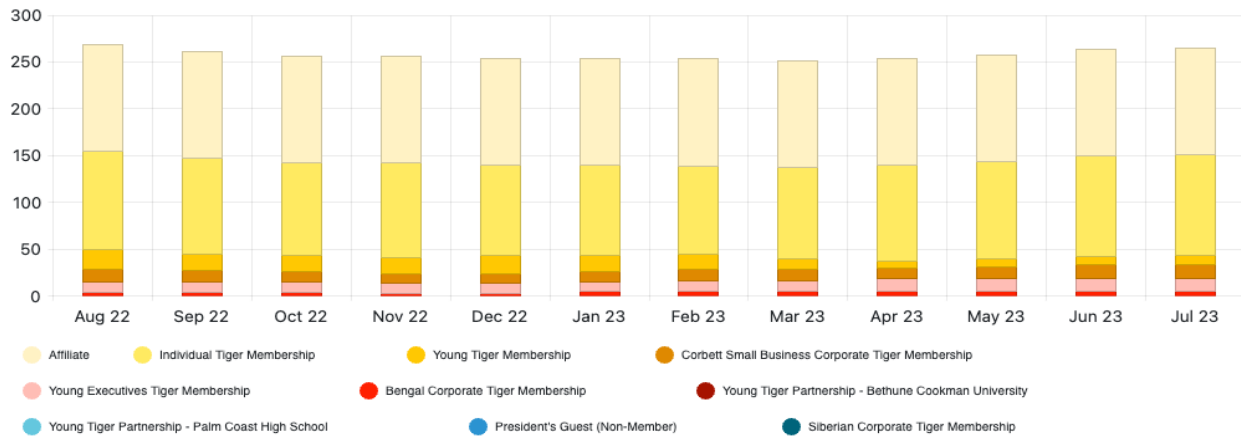
Membership	8/1/2022	7/31/2023	+/- Diff	% Diff
Affiliate	114	114	0	0%
Bengal Corporate	4	5	1	25%
Corbett Corporate	14	15	1	7%
Individual	100	109	9	9%
Young Executives	10	14	4	40%
Young Tiger	21	10	-11	-52%
Grand Total	263	267	4	2%

Membership	8/1/2022	7/31/2023	+/- Diff	% Diff
Bengal Corporate	4	5	1	25%
Corbett Corporate	14	15	1	7%
Individual	100	109	9	9%
Young Executives	10	14	4	40%
Young Tiger	21	10	-11	-52%
Grand Total	149	153	4	3%

*Excluding Affiliate

Membership	8/1/2022	7/31/2023	+/- Diff	% Diff
Bengal Corporate	4	5	1	25%
Corbett Corporate	14	15	1	7%
Individual	100	109	9	9%
Young Executives	10	14	4	40%
Grand Total	128	143	15	12%

*Excluding Affiliate & Young Tiger



8 Events Committee

Our Events Committee was very busy staying in contact with our venues negotiating contracts for our return to in-person meetings and events. They have venues identified up to a year in advance and are successful in negotiating fair pricing. The Events Committee as of this writing are in negotiations for event space for calendar year 2024. In addition to our luncheon meeting venue space will be negotiated for our candidate forum(s) and 2024 wine tasting event.

9 Young Executives and Young Tigers Programs

Young Executives

The Flagler Tiger Bay Club continues to be the leading civic organization for young professional engagement and development. Working with Sherri Dietrich as the Chair, Flagler Tiger Bay Club supported the inaugural FTBC Young Executives Meet & Greet Trivia Night at Tortugas Florida Kitchen & Bar in Flagler Beach on March 6, 2023, and the inaugural Flagler Tiger Bay After Dark event on April 26, 2023 at Crave's Coastal Kitchen in Flagler Beach.

Welcoming new and returning faces to the events, Flagler Tiger Bay Club is looking forward to expanding the Young Executives program during the 2023-2024 season.



Young Tigers

The Flagler Tiger Bay Club continues to be the leading civic organization for professional youth engagement in Flagler County, as well. Continuing to work with Flagler Schools and the Flagler County Education Foundation, students have made several meaningful connections with our luncheon keynote speakers across a broad spectrum of industries. Tiger Bay has successfully partnered with Bethune-Cookman to consistently bring students to luncheons, as well as Flagler Schools' dual enrolled students at Daytona State College. It is currently seeking to broaden its relationship with other colleges and universities across the region, allowing more students to network and actively participate in meaningful civic discussions with our distinguished speakers.

Flagler Tiger Bay Club will continue its commitment to engage and support the next generation of youth in Flagler County through sponsorship of student luncheon attendance, in addition to strengthening its partnerships with the Flagler County school district, colleges and universities.



10 Plans and Priorities

We have identified five critical plans and priorities for Fiscal year 2023-2024. Many plans are under way. Plans and priorities are as follows:

10.1 Leadership Change

August and September of 2023 will be the first leadership change at the Presidential level in Flagler Tiger Bay Club's history. Planning and organization for this change has been in process over the past two years. The new leadership team has been fully trained and functioning during the last six months of fiscal year 2022-2023. New leadership has been taking an active role with membership first practicing and now leading various operation engagements with membership, committees,

and the Board. Flagler Tiger Bay has transitioned from the founding personalities of the founders to the personality of the organization. An outstanding Board has been put in place with big visions, goals, and the ability to obtain those goals.

Gary Walsh, Secretary and Chair of the Governance Committee will be appointed acting President at the conclusion of the 2023 Annual Meeting. Mr. Walsh will guide the club temporarily through the September 6th Organizational Meeting where a slate of officers will be nominated and voted upon. At the conclusion of that vote the newly elected President will take charge and it is anticipated that Mr. Walsh will return to his Board Secretary position.

10.2 Membership Program Review

Flagler Tiger Bay club takes pride in its remarkable accomplishments during the last fiscal year, as reflected in the outstanding success of its ability to sustain membership numbers. That success can be attributed to a multifaceted approach that included engaging and informative speakers, and organizing events that encouraged personalized interactions with potential members. Leveraging the power of personal relationships, Flagler Tiger Bay Club members seek to amplify its message and attract diverse individuals. The Board of Directors sought to find members who are passionate about civic engagement and informed discourse. The dedication of the leadership team, coupled with the community's enthusiastic participation, culminated in a year of unprecedented growth and accomplishment for Flagler Tiger Bay Club.

10.3 Enhancing Young Executive Program

The Flagler Tiger Bay Club Young Executive Program provides young professionals with a platform for networking, learning, and civic engagement. To further enhance the program and maximize its impact in the upcoming cycle, here are some strategies that can be implemented:

1. **Interactive Workshops:** Workshops that encourage active participation and skill development. These workshops could cover areas such as leadership, public speaking, networking, and critical thinking, enabling Young Executives to enhance their professional skills.
2. **Young Executive Networking Event:** Host a unique event tailored to Young Executives, designed to facilitate networking and connection. This event could take the form of a themed mixer, or a guest speaker session, encouraging meaningful interactions.
3. **Ambassador Program:** Create an ambassador program where seasoned Young Executive members encourage other young professionals to join Flagler Tiger Bay Club. This not only fosters a sense of community but also offers newcomers insights from those who have already experienced the program.
4. **Welcome Committee:** Set up a welcoming committee responsible for ensuring new participants feel engaged and valued. This committee could provide information about the program, upcoming events and a Welcome Roar Packet.
5. **Feedback:** Establish regular meetings, either monthly or quarterly, where Young Executives convene to share feedback. This will help identify how we can continuously improve the program.

By implementing these strategies, the Flagler Tiger Bay Club Young Executive Program can take significant steps towards enriching the experience of its participants and contributing to their professional growth and community impact.

10.4 Candidate Forums

2024 will be a big general election year at the national, state, and local levels. For the past few election cycles, Flagler Tiger Bay Club has held general election candidate forums and has established its reputation in Flagler County as the premier forum, attracting over 5,000 in-person attendees, radio simulcast listeners, and live stream viewers per event. Flagler Tiger Bay Club has a winning formula playbook and plan for Candidate Forums. In September 2023 the Flagler Tiger Bay Club Board of Directors will appoint a Committee Chair to lead this effort and finalize its plans and facilities. A question the Board will need to consider is whether Tiger Bay should hold a candidate forum in the primaries, as that is where some local races are decided, or stay focused on the general elections.

10.5 Revitalizing School Relationships Young Tiger Program

Flagler Tiger Bay Club is deeply committed to nurturing the next generation of informed and engaged citizens through its innovative "Young Tiger" program. Recognizing the importance of involving young individuals in meaningful civic discussions, the organization has developed a comprehensive strategy to revitalize this program and amplify its impact. The revitalization plan encompasses targeted outreach to local schools and colleges, creating tailored content that resonates with young minds, and organizing speakers encouraging active participation and dialogue. By collaborating with educational institutions, Flagler Tiger Bay Club aims to introduce students to the world of politics, policy, and public affairs in an approachable and inspiring manner. Through mentorship opportunities, internship placements, and exposure to diverse perspectives, the Young Tiger program strives to empower the leaders of tomorrow and equip them with the knowledge and skills needed to contribute meaningfully to their communities and beyond. With a renewed focus on engaging young individuals, Flagler Tiger Bay Club is dedicated to fostering a culture of curiosity, critical thinking, and civic responsibility among future leaders.