



Flagler Tiger Bay Club
Board of Directors
Annual Members
Report

AUGUST 26, 2021



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1 Overview

Pursuant to Flagler Tiger Bay Clubs 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 Flagler Tiger Bay Clubs Annual Report to its members for fiscal year ended July 31, 2021.

Overall, we are pleased to report that despite the COVID-19 Pandemic the health of Flagler Tiger Bay Club is excellent. Our membership grew by 18% during the pandemic. We achieved our Scholarship fund raising goal providing \$21,000 in Scholarships to deserving Flagler County seniors through the Flagler County Education Foundation. Our balance sheet is in excellent shape. Flagler Tiger Bay Club hosted three local candidates' forums, two being virtual and one hybrid with an average of over 4,300 viewers, listeners, and live audience participants per program.

Flagler Tiger Bay Club continually produced high quality programming throughout the pandemic by bringing the same quality of speakers and topics as with our live programs before the pandemic. As an organization we believe and are constantly told that we are providing a vital role in the community through our non-partisan ship, civility, education, speakers and topics.

2 Financials

Flagler Tiger Bay Club had a solid financial year despite COVID-19 impacts. The Board reduced all membership fees last year because in person meetings with luncheons were suspended. Program sponsorship dollars were raised off setting much of the costs associated with our public virtual programs.

Flagler Tiger Bay Club experienced minimal infrastructure costs in moving to virtual programs. Our ability to attract and retain 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.

Flagler Tiger Bay Club continued its giving and community support programs raising over \$23,000 in scholarship funds and awarding \$21,000 in scholarships through the Flagler County Education Foundation. The remaining balance in scholarship funds will be applied to this fiscal year's scholarship drive.

We closed this fiscal year with cash on hand of a little over \$18,000. This will help us accomplish next year's objectives in hopefully bringing in even a higher quality name recognizable speaker to support one or more objectives such as our scholarship drive.



2.1 Income Statement

Flagler Tiger Bay Club
Statement of Income & Expenses
For the Year Ended July 31, 2021
(Unaudited)

Income	
Membership Income	\$21,835
Donation	400
Special Events Funding	9,425
Total Income	<u>31,660</u>
Expenses	
Contract Services	1,862
Executive Director fee	2,850
Software expense	2,965
Advertising & Promotion	833
Credit Card Processing Fees	798
Insurance - Liability, D and O	1,070
Social Media Marketing	1,250
Sponsored Membership Expense	900
Special Events Expenses	12,921
Miscellaneous	2,862
Total Operations	<u>28,311</u>
Net Ordinary Income	3,349
Other Income/Expense	
Scholarship Program Receipts	23,225
Other Income	2,818
	<u>26,043</u>
Scholarship Program Expense	21,000
Other Expense	4,425
	<u>25,425</u>
Net Other Income/Expense	<u>618</u>
Net Income	<u><u>\$3,967</u></u>



2.2 Balance Sheet

**Flagler Tiger Bay Club
 Statement of Financial Position
 As of July 31, 2021
 (Unaudited)**

Assets	
Cash	\$18,837
Undeposited Funds	100
Total Assets	18,937
Liabilities and Equity	
Equity	
Retained Earnings	18,937
Total Liabilities & Equity	\$18,937

3 Membership

Membership Levels	Active			
	8/1/2020	7/30/2021	Diff #	Diff %
Individual	85	75	-10	-12%
Siberian	0	0	0	0
Bengal	5	6	+1	+20%
Corbett	16	22	+6	+37%
Young Tiger	11	29	+18	+164%
Young Executive	0	7	+7	+1000%
Flagler Totals	119	139	+21	18%
Affiliate (Volusia)		114		
Grand Total		254		



Overall membership grew at 18% last fiscal year. We had a slight decline in individual members. Declines in membership were a result of the COVID 19 pandemic based upon membership surveys. Net new memberships offset losses. We launched a new membership category, Young Executives, last fiscal year. This is targeted at ages 37 and below. This membership category is in line with our mission of developing the next generation of leaders and is a logical category bridge extension from our Young Tiger Program. The biggest net number gainer in membership categories was our Young Tiger Program.

4 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 outside bookkeeper are both CPA's.

Flagler Tiger Bay Club, through its strategic relationship with Bethune-Cookman University, has upper class internships in place that augment our information technology capabilities. In fact, our website is now being administered by our intern Austin Wall a soon to be senior in computer science and website design and construction.

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.

Our speaker recruitment team is best in class delivering high quality regional, statewide, and national speakers. We now have speakers contacting us to speak to our organization.

Our public programs particularly our candidate forums have generated high praise within the community for the service we provide the community and voters. Our forums generate a listening and viewing audience from 3,000 – 5,000 people.

We have a position opening for a part-time Executive Director (ED). Filling the position of ED is essential to our next phase of growth and continuity of operations. We plan on filling that position in this coming fiscal year.

5 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. The speakers committee has for the most part exceeded that objective.

The committee is also tasked with maintaining a list of ready to go plan B speakers for emergency last minute cancellations. Plan B speakers are the same quality and caliber as the intended speaker. The Speakers Committee flawlessly executed plan B last year turning around a complete program and new promotion in less than 10 calendar days. Our Plan B speaker was one of the most highly attended of all our webinars.

The Speaker’s Committee is currently booking speakers for 2022.

6 Scholarship Committee

SCHOLARSHIP Awardees
 from Flagler Palm Coast
 High School &
 Matanzas High School

- Reilly Maresca - \$4, 000
- Brianna Whitfield - \$4,000
- Jessica Slusarz - \$4,000
- Hope Singleton - \$4,000
- Lovie Haley and Young Tiger - \$5,000







7 Governance Committee

The Governance Committee was quite busy last fiscal year as we navigated COVID pandemic issues related to our return of face-to-face meetings and our next phase in Board elections. With the pandemic, we like many organizations were faced with decisions and actions none of us had experienced before. Although the pandemic is not over yet, the Governance Committee along with the Board provided the steady hands to help navigate through these difficult times.

8 Marketing and Membership Committee

Marketing and membership had a very busy year. There has been lots of messaging, membership and community assessments, and development of new technical core competencies a lot on the fly, programing, and coordination. The net result is our membership grew by 18% during the pandemic

so far. We launched a weekly e-newsletter, Tiger Tuesday that has an open rate of 42% which is double industry standards for success. Tiger Tuesday's mailing list is about 500 people with its open rate of 42% that means our readership is about 150% of membership.

Marketing has developed great media partnerships and fully embraced livestreaming technologies that has led to 3,000 to 5000 people listening and viewing to our public events and candidate forums while an in person live candidate forum might yield an audience size of 125 to 150 people in Flagler County. Flagler Tiger Bay Clubs Palm Coast Mayoral Special Election forum generated 188 guests at the live forum plus another 3,800 people on live stream through YouTube, Facebook live, our website and simulcasting through Flagler Broadcasting WNZF Talk Radio. Flagler Tiger Bay Club hosted and/or participated in seven public forums last year.

Our public relations team has done by, any standards, an excellent job in media relations getting our message and programs out to the community.

Finally, one positive from the pandemic and zoom is that we have been able to create and store program content accessible to our members on our website. Whether it is a program you missed or just want to go back and review the comments a speaker made. We review the number of viewers of our content following our candidate forums. The number of viewers after the forums are double to triple the number of people during the forums. Also, several media outlets have tied their stories with links to our recorded content.

9 Events Committee

All but one of our events last year were virtual. The Events Committee was very busy staying in contact with our venues negotiating contracts for our return to in person meetings and events. Our August 2021 Social by the Sea is a result of all of the planning and monitoring activities for the Event Committee last year.

10 Meetings and Programs

10.1 Telecom Speakers Series



Flagler Tiger Bay Club
2020-21 Speaker & Lecture Series

Joe York
President
AT&T Florida, Puerto Rico & U.S.
Virgin Islands
Speaker Topic: The Next Technology
Disruption: 5G

August 19, 2020
11:00 am – 1:00 pm

AT&T



Flagler Tiger Bay Club
2020-21 Speaker & Lecture Series

Dave Aronberg
State Attorney for the 15th Judicial
Circuit
Speaker Topic: Where is Florida's
Criminal Justice system headed?

September 16, 2020
11:30 am – 1:00 pm



**Flagler Tiger Bay Club
 2020-21 Speaker & Lecture Series**



Steven Schale
 Florida Political Strategist,
 2008 Obama Campaign Florida
 State Director

Speaker Topic: Forecasting the 2020
 Elections and the Impact on Public
 Policy.

October 21, 2020
 11:30 am – 1:00 pm



**Flagler Tiger Bay Club
 2020-21 Speaker & Lecture Series**



Matthew Corrigan
 Dean, College of Arts & Sciences
 Professor of Political Science &
 Public Administration
 University of North Florida

Speaker Topic: Post-Election 2020
 analysis and the effects on public
 policy

UNF University of North Florida

November 18, 2020
 11:30 am – 1:00 pm



**Flagler Tiger Bay Club
 2020-21 Speaker & Lecture Series**



Alice Stewart
 CNN Political Commentator

Speaker Topic: Biggest Impact -
 Party, Politicians and Policy Issues
 for 2021 & 2022.

CNN

December 9, 2020
 5:30 – 8:00 pm



**2021 National & State Legislative Agenda
 Impact on Flagler & Volusia Counties**
a free, live town hall

Wednesday, January 13, 7 - 8 p.m.



U.S. Rep. Michael Waltz
 Republican, Florida 9th District



Sen. Travis Hutson
 Republican, Florida Senate 7th District



Rep. Paul Renner
 Republican, Florida House 24th District

Sponsored by




Breakout live on
www.flaglertigerbay.com Spectrum 492 WNFZ 94.9 FM / 1550 AM Facebook Live

2021 Speaker Series



State Rep. Chris Latvala (R - Pinellas), Chair of the House Education & Employment Committee, will speak with us about the major issues involved with Florida's education system and policies on the eve of the 2021 general session of the Florida Legislature.

**Wednesday, February 17
 12:15 - 1:00**

Register at www.FlaglerTigerBayClub.com



**Flagler Tiger Bay Club
 2021 Speaker Series**




Dr. Jerry Parrish
 Chief Economist and Director of Research,
 Florida Chamber Foundation

**FLORIDA
 CHAMBER**


MARCH 17, 2021
 12:00 - 1:00 PM

**Flagler Tiger Bay Club
 2021 Speaker Series**



Clay Henderson
 Former Executive Director, Institute for
 Water and Environmental Resilience at
 George Mason University

APRIL 21, 2021
 12:00 - 1:00 PM



Flagler Tiger Bay Club Speaker Series

**Trends & Opportunities
 in the Economic Recovery**



Kevin Lynsok
 Head of Plant Science Strategic Solutions
 Lead Portfolio Manager for
 Growth Strategies
 Morgan Stanley



Dan Skelly
 Head of Market Research & Strategy
 Deputy Managing Director
 Morgan Stanley

Now that we seem to be stepping down the threat of COVID-19, how is our economic recovery shaping up? In this free-reading Zoom-attended, we'll look at how the markets might respond to infrastructure spend, the increasing national debt, fluctuating energy prices, growth in international trade, and a host of other issues that are sure to impact your pocketbook. In a reprise of last year's outstanding discussion, two leading experts in financial planning and investments from Morgan Stanley will share their insights into how the recovery is looking today.

**Wednesday, May 19
 12 - 1 p.m.**

Flagler Tiger Bay Club members
 Register online at www.FlaglerTigerBayClub.com





10.2 Young Executives Speakers Series



10.3 Young Tigers Speakers Series



10.4 Flagler Tiger Bay Club Candidate Forums

Flagler Tiger Bay Club hosted three local candidate forums last year with an average audience of 4,390 people. The following subsections are the forms done and the attendance results.



10.4.1 September 23rd and 24th 2020 Candidates Forum Results

Platform	County Commission/Sheriff	Palm Coast Mayoral/City Council
Views or Listeners	9/23/2020	9/24/2020
Flagler Broadcast Mobile App	222	379
WNZF Radio (Average time slot)	3500	3500
Flagler County Face Book	202	135
Flagler County YouTube		
Flagler County Cable Channel		
Flagler Tiger Bay Face Book	806	272
Flagler Tiger Bay YouTube		
Flagler Tiger Bay Club website	82	38
Total	4812	4324

10.4.2 June 23rd, 2021, Palm Coast Mayoral Special Elections Forum Results

Palm Coast Mayoral Forum - June 23, 2021	
Results	
Audience Type	Count
Forum Live Guests	188
WNZF Radio	2051
YouTube	1300
Website	363
Facebook	133
Total	4035

10.5 Florida Tiger Bay Clubs Webinars and Programs

Flagler Tiger Bay Club has participated in and local hosted five webinar forums with the statewide organization. The recordings of those forums are on the Flagler Tiger Bay Club website under past events. Flagler Tiger Bay Club utilizes analytic tools to capture Flagler audience participation results.

10.5.1 Florida Tiger Bay Clubs Election Series 2020

FLORIDA TIGER BAY CLUBS ELECTION SERIES | 2020

Join us for the live forums here:
<https://www.flaglertigerbayclub.com>
<https://www.facebook.com/FlaglerTigerBayClub>

Only Tiger Bay Club members may ask questions.
 Consider joining today!
<https://www.flaglertigerbayclub.com/become-a-member>

AMENDMENT 3: "TOP TWO PRIMARY" SYSTEM
 FRIDAY, OCTOBER 9TH | 12:00 PM - 1:00 PM
 GUESTS INCLUDE:
 Jason Altmire, former Congressman
 Senator Joe Gruters, Republican Party of Florida
 Terrie Rizzo, Democratic Party of Florida
 Glenn Burhans, Jr., Esq., All Voters Vote

THE PRESIDENTIAL RACE
 FRIDAY, OCTOBER 16TH | 12:00 PM - 1:00 PM
 GUESTS INCLUDE:
 Congressman Matt Gaetz
 Congresswoman Val Demings

AMENDMENT 2: MINIMUM WAGE
 FRIDAY, OCTOBER 23RD | 12:00 PM - 1:00 PM
 GUESTS INCLUDE:
 John Morgan, Morgan & Morgan
 Representative from Amendment 2 Hurts You

ELECTION WRAP UP
 THURSDAY, NOVEMBER 12TH | 12:00 PM - 1:00 PM
 WITH SPECIAL GUESTS:
 Dr. Susan MacManus and more!

Logos for various Tiger Bay Clubs: Flagler, Seminole, Volusia, Orange, Brevard, Duval, Alachua, Santa Fe, Putnam, Clay, St. Johns, Leon, Gadsden, Franklin, Madison, Washington, Jefferson, DuSable, and others.

↳ Flagler Tiger Bay Club alone reported and documented over 16K viewers and listeners.

10.5.2 March 25, 2021 An Insider's look at Florida Politics

The flyer is a collage of images and text. At the top left is the Florida Tiger Bay Club logo. To its right are three speaker portraits: David Jolly (Former Congressman, NPA), Frank Terraferma (Republican Political Strategist), and Steve Schale (Democratic Political Strategist). Below these is a large blue box with white text: 'An Insider's Look at the State of Political Parties in Florida', 'March 25th at Noon', and 'Hosted by Yvonne Fry, President of the Florida Tiger Bay Club'. At the bottom right are logos for 'Proud Sponsors' Bethune-Cookman University and Statecraft Digital. At the very bottom, it says 'Watch live on Florida Tiger Bay Club's Facebook page, @FloridaTigerBayClub'.

11 Florida Tiger Bay Club (Florida Association of Tiger Bay Clubs)

Flagler Tiger Bay Club was actively involved in the reformation of Florida Tiger Bay Club, the statewide association of Tiger Bay Clubs. There are sixteen Tiger Bay Clubs across the State of Florida. The clubs have a combined membership of close to 3,000. The mission of the association is to provide a mechanism for Tiger Bay Clubs to:

- ✓ Collaborate on statewide programs leveraging combined club strengths and capabilities producing programs not easily done by any one club
- ✓ Share best practices
- ✓ Help clubs grow
- ✓ Provide a statewide speakers bureau

Each club has two members on the association's Board of Directors. Flagler's Board representatives are Greg Davis and Walker Douglas. Additionally Greg Davis is an Executive Officer and 1st Vice President.



12 Plans and Priorities

The foremost plan and priority for the new fiscal year is the COVID-19 virus, restart and sustain our face-to-face meetings. We continue to follow CDC guidance as best we can. We do not have control over certain elements such as facility venue rules and personal behavior. We also do not have control over the risk assessment our speakers make particularly today with the Delta Variant. The safety and health of our members and guests are the utmost priority and we continue to listen to you.

Additionally, we are exploring our ability, capabilities, and cost to move towards hybrid meetings. Hybrid meetings are a combination of live meetings with live links so members can view from home. This also allows us to continue to create content for our website for our members.