

CHAMBER CONNECTIONS



ST. JOHNS COUNTY
CHAMBER OF COMMERCE
Ponte Vedra Beach Division

After Hours @ THE PLAYERS
presented by:



ST. JOHNS COUNTY
CHAMBER OF COMMERCE



Ponte Vedra Recorder

March 2020

MESSAGE FROM THE PRESIDENT/CEO



Isabelle Renault
President/CEO
St. Johns County
Chamber of Commerce

Dear members,
As we adapt to the daily changes that COVID-19 brings to our lives, one constant more critically important than ever is your need to be informed and provided with relevant and helpful tools to navigate this challenging time. Added to that is the novelty of receiving this service in a safe, effective but non-social setting.

For these reasons the St. Johns County Chamber of Commerce is temporarily shifting all of our in-person educational and networking events (council meetings, division meetings and ribbon cuttings) to online-based videos with topics relevant to our current situation, including interviews with community leaders and new business

owners as well as webinars with local business experts representing various Chamber councils, divisions and membership.

We have scheduled the following interviews/webinars to help you answer critical questions, such as:

- What should employers and employees know about work from home arrangements?
- How does local government respond in times of unprecedented crisis?
- What should I know about applying for the Florida Emergency Bridge Loan?
- What services does Flagler Health+ have available for employers to share with their employees?
- How can you quickly establish your business online and provide your services

and product through e-commerce sales?

We have begun recording educational interviews. After each recording, we will email you a link to the content. We will also upload these videos to the Membership Information Center (MIC). Moving forward, we will offer some of these interviews/webinars live.

If there are specific topics you would like us to address, please email Cathy Newman at Cathy.newman@sjcchamber.com

We will update you when regularly scheduled in-person council and division meetings, networking events, board meetings and other in-person activities will resume.

Stay informed.

Former Jacksonville Mayor John Delaney to headline upcoming EDC Breakfast

John Delaney has agreed to speak to Chamber members at the next Economic Development Council meeting. Originally scheduled for April 17, the Chamber is rescheduling the event to follow public guidelines due to the coronavirus pandemic. The Chamber will notify members of the rescheduled date, and the new date will also be posted on the Cham-

ber's website.

Delaney will share his insights from his experience as mayor of Jacksonville, president of the University of North Florida and his current projects.

Admission cost is \$40 for St. Johns County Chamber members at an Economic Development Council level of membership and \$65 for

non-Economic Development Council members. Non-chamber members may call the Chamber office at (904) 829-5681 to register.

To find out more about the St. Johns County Chamber of Commerce or to become a member visit www.sjcchamber.com, call (904) 829-5681 or find it on Facebook at www.facebook.com/sjcchamber.



John Delaney

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Source: *Real Value of Joining a Local Chamber of Commerce*
Shapiro Group, 2012.

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MESSAGE FROM THE DIRECTOR



Karen Everett
 Director PVB Division,
 St. Johns County
 Chamber of Commerce

their menus and phone numbers on their website and request curb service/drive up/hand over. Many are providing gift cards — buy them now for future use or gift them.

Your Chamber of Commerce and local government are coordinating messages and will stay in touch with social media and email. For now, three recommendations:

- If your business is impacted by COVID-19 virus, enter your information on the state’s database. Small businesses should complete the state’s Business Damage Assessment Survey. The survey is administered by the Florida Department of Economic Opportunity (DEO) and responses will assist officials determine the extent of impact and need for federal and state disaster assistance.

- Consider applying for the Florida Emergency Bridge Loan Program for Small Businesses. Governor Ron DeSantis activated the program on March 16 and short-term, interest free loans can be provided to businesses that experienced economic injury from COVID-19. The

application period began March 17 and runs through May 8, 2020. Small business owners with two to 100 employees located in Florida affected by COVID-19 can apply for short-term loans up to \$50,000.

These loans are interest-free for up to one year and are designed to bridge the gap to either federal SBA loans or commercially available loans. DEO will work with every borrower to ensure that repayment of the loan isn’t an overwhelming burden. To be eligible, a business must have been established prior to March 9, 2020 and demonstrate economic impacts as a result of COVID-19.

For more information on the program, visit www.floridadisasterloan.org. For questions regarding the Emergency Bridge Loan Program, contact the Florida Small Business Development Center Network at 866-737-7232 or email Disaster@FloridaSBDC.org. The phone line will be answered during regular business hours; all voice mails and emails will be responded to within 24 hours.

- In addition to the Florida Emergency

Bridge Loan Program, the U.S. Small Business Administration (SBA) has activated its Economic Injury Disaster Loan (EIDL) program for businesses throughout Florida impacted by COVID-19.

This program can provide up to \$2 million to help eligible small businesses, small agricultural cooperatives, and most private nonprofit organizations meet financial obligations and operating expenses that could have been met should the pandemic not have occurred.

Visit the SBA Disaster Assistance website and submit your application today at <https://disasterloan.sba.gov/ela/>. The website includes information on how to contact the customer service team who can answer any disaster-related application questions. You can also reach out to the SBA resource partners for application assistance. SBA Resource Partners information can be obtained on the SBA website at www.sba.gov/local-assistance/find/.

In the meantime, stay safe and look out for each other.

We are in uncharted waters. Guidelines are being put into place to keep us safe, so follow them, stay informed and be healthy.

That said, these guidelines are expected to severely impact our local economy. Please patronize our local businesses offering delivery and take-out. Look for

UPCOMING EVENTS

Due to the coronavirus crisis, the SJC Chamber, Ponte Vedra Beach Division's events for the month of April and May have been canceled or rescheduled. The chamber anticipates hosting a Before Hours, After Hours and Luncheon each month and a Member Appreciation Event in May.

MAY EVENTS: SAVE THE DATE

PVB Division Member Appreciation Awards

Date/Time: Wednesday, May 20

Location: Sawgrass Beach Club

9797 Summer Place,
 Ponte Vedra Beach, FL 32082

Info: Join us for PVB Division’s most anticipated signature event of the year! We return with our Annual Membership Appreciation Awards. Join us as we honor our members that make our little piece of paradise a great place to live, work and play.

Host: Sawgrass Country Club

For more information or to register, visit www.sjcchamber.com, or call the Ponte Vedra Beach Division office at (904) 285-2004.

Coming up in Connections...

The remainder of this section looks back at Ponte Vedra Beach Division events that have taken place since the beginning of the new year.

From “Before Hours” and “After Hours” events to “Chamber at Noon” luncheons, the Recorder will help Chamber members and friends reminisce about what has been a busy last few months.

The section also includes summaries of special events, including After Hours at THE PLAYERS and ribbon-cutting ceremonies.



Corinne Howard (right), marketing director of Ponte Vedra Plastic Surgery, talks with guests during a Before Hours event for the SJC Chamber-PVB Division on Jan. 15.



Karen Everett, Dr. Erika Hamer and Isabelle Renault

Photos by Susan Griffin

Ponte Vedra Plastic Surgery-Nocatee hosts Before Hours

Ponte Vedra Plastic Surgery-Nocatee hosted a Before Hours event for the St. Johns County Chamber of Commerce-PVB Division on Jan. 15.

Chamber members and guests enjoyed a little breakfast, networking and conversation before heading to work. Attendees also received \$25 off skincare services.

Ponte Vedra Plastic Surgery-Nocatee is a state-of-the-art facility located in The Town Plaza Offices at Nocatee.

THE PLAYERS Championship has 'something for everybody'

By Christine Rodenbaugh

Jared Rice, vice president PGA TOUR and executive director THE PLAYERS Championship, presented an update on the 2020 edition of THE PLAYERS Championship during the St. Johns County Chamber of Commerce Ponte Vedra Beach Division joint luncheon with the Jax Chamber Beaches Division on Jan. 22. The two Chamber groups combine meetings quarterly to network and share information. The January meeting was at the Casa Marina Hotel and Restaurant in Jacksonville Beach, sponsored by Fields Auto Group.

Rice said planning began 18 months ago for the 2020 tournament, scheduled March 12 to 15.

"Just 47 days to go," he said at the luncheon. There is a convenient countdown clock on the tournament website at theplayers.com.

Some of the changes for the 2019 tournament were a new trophy, the new Jack Nicklaus boardwalk entry, new brand-specific theme music and the controversial move from May to March.

"The numbers show the move to March was a success," Rice said.

Of the 200,000 Tuesday through Saturday tickets for the 2019 event, 67% were purchased outside the local five-county region. March 2019 was the all-time busiest March for Jacksonville International Airport, and the area hotel occupancy rate averaged 88%. The goal is to be considered a "bucket list" destination.

Rice highlighted some of the 2020 tournament plans and improvements.

Fans can watch every shot live. The tournament has installed in-ground fiber optic cable around every hole and will double its videographer staff to stream every shot live. A new partnership with Discovery Networks will stream tournament action to 86 foreign countries through subscription. Further, TPC on Jan. 22 announced a relationship with Facebook Watch.

There will be no printed tickets. All tickets will be mobile and all tickets will be day-specific.

"This is important from a service perspective," Rice said. "We need to know when you're coming."

The tournament draws capacity crowds on peak days. Daily Stadium Passes range from \$25 to \$70. All active duty, military retirees, military reserve, National Guard and military spouses, along with dependents, can claim complimentary tickets online. College students can purchase a discounted Thursday through Sunday pass for \$55. Admission for kids 15 and younger is free when accompanied by a properly credentialed adult.



ABOVE: The St. Johns County Chamber of Commerce Ponte Vedra Beach Division hosted a joint luncheon with the Jax Chamber Beaches Division on Jan. 22. Gracie Simendinger, BEAM; (from left) Karen Everett, SJC Chamber – PVB Division director; Tierney Anderson, Fields Auto Group; Gloria Dongara, PVB Division board chair; Jared Rice, vice president PGA TOUR and executive director THE PLAYERS Championship; Jackie Smith, Jax Chamber Beaches Division board chair; Kathy Sutton, Jax Chamber Beaches Division; Isabelle Renault, SJC Chamber president and CEO.

LEFT: Guests listen to Rice's speech during the Chamber luncheon.

Photos by Christine Rodenbaugh

"The spirit of this [youth admission] program is we want kids and families to come out and enjoy the sport," Rice said.

To better serve guests, day-specific parking passes are also required. Four or more in one vehicle can still park for free, but only with a day-specific pass.

THE PLAYERS Championship is more than a sporting event that draws worldwide attention to Northeast Florida. In 2019 alone, the tournament had a \$9.25 million chari-

table impact. Since the tournament's inception, more than \$100 million has directly supported nonprofit organizations in Baker, Clay, Duval, Nassau and St. Johns counties.

Rice encourages locals to attend the 2020 event and see improvements made to the fan experience during the last eight years, including ease of entry, more diverse food and beverage offerings and revamped spectator venues.

"There's something for everybody, whether you're a sports fan, foodie or a family," Rice said.



A ribbon-cutting celebration and Chamber After Hours event was held Jan. 29 at Aesthetix Plus Medical Spa.

Photo by Susan Griffin

Aesthetix Plus Medical Spa holds ribbon cutting, After Hours event

Aesthetix Plus Medical Spa held a ribbon-cutting celebration and hosted an After Hours event for the St. Johns County Chamber of Commerce, PVB Division, on Jan. 29.

Attendees enjoyed the networking event and met other business owners in the area during the After Hours. Aesthetix Plus Medical Spa is located at 486 Town Plaza Ave., Suite 420, in Ponte Vedra.

Chamber's EDC Breakfast keynote topic focuses on Nocatee



Photos by Susan Griffin
St. Johns County Chamber of Commerce President Isabelle Renault (from left), PARC Group Community Development Director Maurice "Mo" Rudolph, Advanced Disposal VP of Marketing and Communications Mark Nighbor, owner of Ponte Wellness Center Dr. Erika Hamer and U.S. Rep. John Rutherford.



Rudolph and Randy Bradley, VP of Northrop Grumman



Bonnie Hayflick and Carol Maurer

PARC Group Community Development Director Maurice "Mo" Rudolph discussed the impact the Nocatee community has had upon St. Johns County and the Northeast Florida region at a St. Johns County Chamber of Commerce Economic Development Council meeting Jan. 31.

Addressing a full ballroom at the Renaissance Resort at the World Golf Village, Rudolph shared his insights relating to the continued success of the Nocatee community and development throughout St. Johns County. The fourth best-selling community for the last decade, Nocatee has become a competitor in the national home market, Rudolph said. He contributed Nocatee's success to a strong collaboration between St. Johns County government, local builders, real estate agents, financial institutions and other related businesses.

Rudolph announced the PARC Group's plans to complete an extension of Pine Island Road connecting Nocatee to U.S. 1 in the second quarter of 2021. A new K-8 school is also planned to be completed in the second quarter of 2021 and open for the 2021-2022 school year. He also discussed commercial development in the Nocatee community, including the new Park Place One at Nocatee office complex by VanTrust and a third office building on the west side of Nocatee Parkway.

Chamber President and CEO Isabelle Renault said, "Nocatee is changing at a rapid pace and it was time for the Chamber to provide an update to its members. Mo's presentation was informative and gave our members a good perspective on the continued growth in St. Johns County. His presentation was made available for review by our EDC members in the Member Information Center of our website under Resources."

To find out more about the St. Johns County Chamber of Commerce or to become a member visit www.sjcchamber.com or call (904) 829-5681.



Rep. John Rutherford and Director of St. Johns County Chamber, PVB Division Karen Everett.



Rudolph discusses Nocatee's growth with guests at the EDC breakfast Jan. 31.

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ABOVE: Sentosa Beachwalk holds a Before Hours event for Chamber members to network and enjoy breakfast Feb. 5.

RIGHT: Gloria Dongara, Joy Andrews, Brad Bradley, Hunter Conrad and Andrew Holfinger

Photos by Susan Griffin



Sentosa Beachwalk hosts Before Hours event for Chamber

Sentosa Beachwalk hosted a Before Hours event for the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce on Feb. 5.

The event provided local business professionals the chance to network with each other and enjoy breakfast and conversation before work.

Sentosa Beachwalk is a new luxury apartment community located at 64 Sentosa Drive in St. Johns.



Dr. Erika Hamer and Barb Savage



John Rutkowski, Michael Schmitz and Ali Walker

Chamber at Noon focuses on helping businesses gain more attention

Jay Owen of Design Extensions Marketing Agency was the keynote speaker at the St. Johns County Chamber Ponte Vedra Beach Division's Chamber at Noon luncheon on Feb. 12 at Ruth's Chris Steak House in Ponte Vedra Beach.

Owen's topic of discussion was "Using Story to Get Attention and Acquire

Customers," which explored ways of getting attention for your business in today's marketplace and "explore how the power of story can be used to capture attention, focus it on the customers' needs, and convert them into a customers."

The Chamber at Noon event was sponsored by Fields Auto Group.



Photos by Susan Griffin

ABOVE: Jay Owen of Design Extensions Marketing Agency speaks to attendees at the Chamber at Noon luncheon Feb. 12 at Ruth's Chris Steak House.



Gloria Dongara and Daniel Lewis



Photos by Susan Griffin

ABOVE: Karen Everett and Cindy Bishop

LEFT: Representatives of The Morgan Company pose for a photo during a Chamber After Hours event.

The Morgan Company hosts Chamber After Hours event

The Morgan Company hosted an "After Hours" event for the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce on Feb. 19.

Attendees networked among Chamber members and guests, as well as enjoyed beverages and snacks. The Morgan Company also held prize giveaways and had one of its top suppliers showcase top apparel and promo products.



Photos provided by St. Johns County Chamber, PVB Division

Dr. Megan N. Scott Carlton of Palm Valley Eye Care & Surgeons speaks to attendees at the Chamber Before Hours event March 4.



Dr. Scott with employees of Palm Valley Eye Care & Surgeons



K.C. Padget, Dr. Erika Hamer and Dr. Robert Karol

Palm Valley Eye Care & Surgeons hosts Chamber Before Hours

Palm Valley Eye Care & Surgeons hosted a Before Hours event for the Ponte Vedra Beach Division of the St. Johns County Chamber of Commerce on March 4.

Attendees enjoyed a little breakfast and

conversation and networking before heading to work.

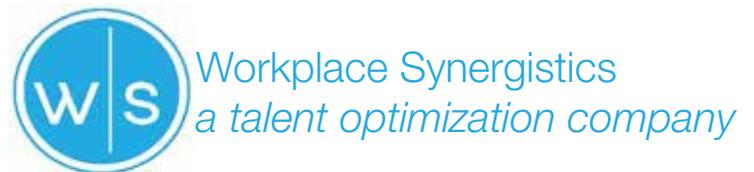
Palm Valley Eye Care & Surgeons provides comprehensive eye care and is located at 151 Sawgrass Corners Drive, Suite 208, in Ponte Vedra Beach.

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Chamber holds After Hours at THE PLAYERS



Photos by Susan Griffin

Alyson Cannady and Tracey Pearson

More than 700 Northeast Florida business leaders attended After Hours at THE PLAYERS on March 5 at Stadium Village at THE PLAYERS Stadium Course at TPC Sawgrass.

The St. Johns County Chamber of Commerce, in partnership with the JAX Chamber, hosted members and guests for an evening of complimentary refreshments and networking.

The Ponte Vedra Recorder was a proud sponsor of the event.



The Ponte Vedra Recorder booth



Sawgrass events booth



Karly Coryell and Karina Coryell of Trasca & Co Eatery



Ruth's Chris Steakhouse booth



Art and Kat Wildblood



Kelly Bost and Nancy Russell

Dog boarding and daycare facility opens in Sawgrass

By Amber Lake

The Sawgrass Pet Resort hosted an open house to a packed crowd on March 6 and 7. The 5,000 square-foot facility provides dog daycare, boarding and training, among other services.

Kate Wagner, owner of the Sawgrass Pet Resort, said she was excited to see so many Ponte Vedra Beach residents come out to show support for her new business.

"It's so exciting because we are locals and we live here," Wagner said. "Everyone has been texting and telling me they are so happy we are here. It's been wild."

Wagner founded the Sawgrass Pet Resort after seeing a lack of available boarding facilities in the area. Due to her work running the Grayter Good Weimaraner Rescue, Wagner has established rela-

tions with the Humane Society, S.A.F.E Pet Rescue and Florida Urgent Rescue (F.U.R.).

Wagner said that what she is most excited for is the ability to host organizations like these for charity and community events.

"We have a seasoned staff of professionals in the industry," Wagner said. "I am going to focus on doing the altruistic stuff. Quarterly adoptions, football nights and Round Up for Rescues."

In addition to providing boarding, hosting events, daycare and training, the resort will offer dog reiki and Pawsitively Delectable locally made, all-natural dog treats. Currently the facility is accepting registration for dog boarding and daycare. Visit sawgrasspetresort.com to fill out an online registration form or for more information.



ABOVE: Representatives of Sawgrass Pet Resort and the SJC Chamber Of Commerce, Ponte Vedra Beach Division hold a ribbon-cutting ceremony March 6.

Photo by Chris Gillyard



LEFT: Daniel O'Connell, Christina Dorman, Marquis Pickett, Sawgrass Pet Resort owner Kate Wagner, Griffin Nietling and Hailey Fisher

Photo by Ed Johnson