



Navigating Today
While Thriving
and
Building
Sustainable
Success

2022 Annual Report



First Florida
CREDIT UNION
Enriching People Every Day.®



Chairman's and President/CEO's Report

Our Annual Report theme, "Navigating Today While Thriving and Building Sustainable Success," appropriately summarizes all 2022 entailed. Despite post-pandemic and economic challenges, it was a successful year for First Florida Credit Union.

In 2022, we surpassed 60,000 members and experienced our strongest year in lending yet, with \$378 million in loans to members. A significant percentage of our loans came from organic growth. Additional loan growth came from third-party lending programs.

Assets grew by \$67 million to a total of \$1.39 billion in 2022. Our net loan portfolio grew by \$179.9 million. Our loans to members increased by \$176.6 million. We ended the year with a strong net worth ratio of 12.27%, well above the 7%, which the National Credit Union Association considers a well-capitalized credit union. The net worth ratio measures the capital strength of a credit union (retained earnings divided by total assets). A strong capital position allows our credit union to continue to invest in projects that provide value to you, our membership.

A portion of our growth came from a successful merger with the Jacksonville Postal & Professional Credit Union. On October 1, we welcomed 2,600 new members and almost \$47 million in assets to First Florida. The merger also provided First Florida with another convenient branch location at 1820 Rogero Road, Jacksonville, FL. As an added bonus, we welcomed six new employees to our team.

In addition to a successful merger, First Florida also underwent a debit and credit card conversion, introducing new contactless cards to our members. All First Florida cards underwent a complete redesign and now offer an added layer of security with Tap-to-Pay technology. Our team delivered a seamless conversion without interruption to our members, a benchmark we always strive to achieve.

During 2022, we also launched First Florida Rewards, a new and enhanced rewards program formally known as Extra Awards. Members with our Diamond Rewards Visa® Credit Card and Rewards Checking Debit Card gained valuable perks such as Fuel With Points, where members redeem points for fuel at the pump at participating gas stations. We also added Pay With Points, where members pay for their purchases with points through a 1-click redemption process. Members are engaging with these added features and enjoying the new website and an expanded rewards catalog.

Members also noticed enhancements to their digital banking services. In late August, we introduced an update to Online Banking and the Mobile Banking App featuring a cleaner design and easy navigation to key features that help members accomplish their day-to-day banking needs. The new release piggybacked off our new Card Controls App also released earlier in the year. The Card Controls App is a great companion to the Mobile Banking App, allowing members to notify First Florida of upcoming travel, set card notifications, and more.

In the past, when a member completed an interaction with First Florida, we would mail them a member satisfaction survey. This year, we added online surveys to make providing feedback more convenient for the member and to increase First Florida's opportunity for process improvement.

We invest in our members' experience because we want them to be excited about their membership benefits and spread the word to their friends and family. To make it easier for members to invite others to share in the experience, we upgraded our Member Referral Program, where members can now invite their friends and family by email and



social media to join First Florida. We still offer members an excellent incentive for referring new members, but now that process is simplified. On the backend, the automated program removes the manual work for our team. It was a win-win all around.

In an update of our physical locations, we relocated our Southpoint Branch to 6622 Southpoint Dr. S., Ste. 100, Jacksonville, FL. The new site offers an improved branch layout and increases First Florida's brand exposure with significant signage along two major roadways in Jacksonville.

In November, First Florida opened a new branch at Durbin Creek Crossing in St. Johns County, located at 279 Harper Lane. Members have another full-service branch nearby with a coin counter and 24-hour drive-up ATM services.

Along with our annual charitable contributions, we continued our partnership with Action News Jax Family Focus in a community initiative to improve lives throughout Northeast Florida. We were honored to participate in programs for Tenikka's Books for Kids, Spring into Action Blood Drive, Military Appreciation, and the Action News Holiday Toy Drive.

Though we accomplished a great deal in 2022, the year wasn't without its challenges for staff and the credit union. Being a service industry, we were affected by illness-related absences and finding qualified applicants to fill vacancies. As a result, we standardized our hours of operation across all branches for greater service consistency. Nonetheless, at every turn, our employees stepped up and ensured our members were well taken care of and their needs were met.

Despite those challenges, we were once again recognized by Florida Trend magazine for the ninth year as one of the **Best Companies to Work For in Florida**. We consider this a great honor as the recognition is awarded based on direct feedback from First Florida employees. Creating an environment where employees thrive returns tenfold to the credit union and the members.

Our success as a credit union continues to be tied to our ability to adjust, shift, and all the other adjectives that can be connected to "change." I'm proud to say that our team has risen to the occasion outstandingly through these changing times, and there is no more we could ask for in a team.

As we look forward to 2023, we know we will continue to see inflation, rising interest rates, staffing challenges, supply chain issues, and new situations we can't always foresee. However, as a team, credit union, and organization, we stand ready to help our members work through these times. We will accomplish our goals and objectives, continue to grow, and thrive together. We feel confident about providing the support and resources our members need despite any challenges to come.

On behalf of the Board of Directors, Senior Management Team, and our employees, please accept our sincere appreciation for your membership and trust in us.

Respectfully Submitted,

Jonathan R. Lyon, Chairman

Respectfully Submitted,

Brent E. Lister, President/CEO





Treasurer's Report

First Florida is a financial cooperative existing for our members' financial well-being. We believe anyone can be financially successful with the right tools and resources.

We provide value to our members as a financially strong credit union that can demonstrate a financial return on members' investments. In 2022, First Florida experienced growth and financial progress in key areas. As a result, we maintained a strong net worth position (12.27%) essential to the financial soundness of the credit union.

In 2022, members continued to utilize us for their borrowing needs. We disbursed \$378 million in loans, resulting in an outstanding net loan portfolio of \$847.6 million. Net income for the year was \$7.5 million. In addition, we distributed approximately \$3.7 million to members in interest/dividends on savings, money markets, and certificate accounts.

We look forward to finding more ways to bring value to the membership and thrive together.

Respectfully Submitted — *Richard M. Hood, Treasurer*

Credit Manager's Report

First Florida provides reliable loan products and valuable services to meet members' needs along their journey. In 2022, we experienced positive loan growth, ending with a total loan portfolio of \$857 million.

We disbursed \$378 million in loans. \$142 million of the loans disbursed were in the form of new and used vehicle loans, while \$76 million were comprised of lines of credit, holiday loans, and other unsecured credit.

First Florida assisted members with convenient and affordable financing solutions throughout the home-buying process. Of the \$378 million in disbursed loans, \$70 million was comprised of first mortgages.

As we go into the next year, we will continue to provide reliable and valuable loan products to meet members' needs at every step of their journey.

Respectfully Submitted — *Joey Carpenter, EVP/Operations*

Audit Committee's Report

The audit committee reports that all First Florida records of operation are in favorable order and sound financial condition. The committee, comprised of three directors and two associate directors, ensures that management and operations are functioning professionally within the framework of state laws and the policies set forth by the Board of Directors. The committee also ensures that internal accounting procedures comply with generally accepted accounting principles. An independent certified public accounting firm works closely with the committee.

Respectfully Submitted — *Dean Willis, Audit Committee Chairman*



Balance Sheet

	2022	2021
ASSETS		
Net Loans	\$847,613,313	\$667,675,995
Cash	\$6,773,578	\$5,509,391
Investments	\$469,251,184	\$589,762,854
Fixed Assets	\$29,682,501	\$28,249,214
Other Assets	\$32,799,348	\$27,872,591
Total Assets	\$1,386,119,924	\$1,319,070,045

LIABILITIES/EQUITY		
Savings/Deposits	\$800,857,956	\$761,621,866
Certificates (term deposits)	\$283,243,542	\$268,859,880
Reserves	\$129,381,742	\$159,238,153
Other Liabilities	\$172,636,684	\$129,350,146
Total Liabilities/Equity	\$1,386,119,924	\$1,319,070,045

STATEMENT OF OPERATIONS		
Income		
Interest on Loans	\$31,033,125	\$24,989,377
Credit Card Income	\$1,609,968	\$1,513,155
Investment Income	\$7,274,163	\$4,666,982
Other Income	\$8,460,904	\$11,483,722
Total Income	\$48,378,160	\$42,653,236

DISTRIBUTION OF INCOME		
Dividends/Interest	\$3,701,352	\$4,514,987
Operating Expenses	\$37,147,124	\$31,396,825
Net Income	\$7,529,684	\$6,741,424



Board of Directors

Jonathan R. Lyon	Chairman
Cornita A. Riley	Vice Chairman
Richard M. Hood	Treasurer
Sandra Magyar	Secretary
Robert L. Bull	Director
Ken Jones	Director
Nancy H. Meier	Director
Dean Willis	Director
Kyle Peters	Associate Director
June Scarlett	Associate Director

Management Team

Brent E. Lister	President/CEO
Joey Carpenter	EVP/Operations
Bradley A. Long	EVP/Finance
Michelle Troha	SVP/Marketing
Andrea Hurley	SVP/Risk Management
Joe Markley	SVP/Operations
Libby Polk	SVP/Administration
Tim Brown	SVP/Information Technology
Angela Garman	SVP/Audit and Project Management





2022 Accomplishments

- Completed a successful merger with Jacksonville Postal & Professional Credit Union
- Relocated our Southpoint Branch to 6622 Southpoint Dr. S., Ste. 100 in Jacksonville
- Opened a new branch at 279 Harper Lane in St. Johns County
- Named one of the Best Companies to Work For in Florida by Florida Trend magazine for the ninth year
- Maintained high levels of member satisfaction, as reflected in 2022 member satisfaction surveys



First Florida
CREDIT UNION

Enriching People Every Day.®

FirstFlorida.org

(800) 766-4328



Federally insured
by NCUA