

Tom Snogles

Director of Illumination



Bring Dreams to Light!



2026 Small Business Leader of the Year Nominee



Part I

Table Of Contents

PART I

Application

Part II

History & Philosophy

Management

Growth

Innovativeness & Response to Adversity &

Competition

Leadership & Community Contribution

Addendum

Biography

Statement of Merit

Letters of Recommendations

Google Reviews

Photos

Small Business Leader of the Year Digital Packet and Interview Application



Part I:

1. Name: Tom Snogles Title: Director of Illumination/Owner
2. Company: Twinkle Nights
3. Business Phone: 844-820-4613 Email: tom@twinklenights.com
4. Business Address: 1033 Edgewood Ave S, #2, Jacksonville, FL 32205 - New Address _____
5. Are you a member of the JAX Chamber? Yes No
6. Your business is a Corporation Partnership Proprietorship
7. Year company established: 2018
8. Percentage of the business which you own: 100%
9. Industry Type: Financial Manufacturing Real Estate Health Care Services
 Technology Retail Other (specify) Events/Home Service/Christmas
10. Give a brief description of your company's products and/or services. Event support, Lighting(Christmas, shows, events), Event Rentals
11. Number of outlets or offices: 2
12. Is the company headquartered in Jacksonville? Yes No
13. Gross annual revenue: less than \$1 million \$1-5 million
14. Number of employees: 1-25 26-50 51-100 more than 100
15. List Business/Trade/Professional and Civic/Service Associations and Positions held:
Owner - Twinkle Nights & Sun Power Lawn Care
BNI Hurricanes - Secretary Treasurer
Three Rivers Council - Membership Chair
Murray Hill Preservation Association - Revitalization Chair | Murray Hill-O-Ween Committee
16. Honors/Awards Received: _____
JAX Bridges - Cohort 17
Favorite Local Outdoor Lighting Company, Gainesville - Twinkle Nights 2023 and 2024
Best Lit House - Client Neighborhood in Yulee

Small Business Leader of the Year

I have reviewed this application and confirm that all information given is correct:

Signature: _____

Tom Snogles

Date: 12/12/2025

Part II

History & Philosophy

The dream of Twinkle Nights started in 2018 as Gainesville Holiday Lights, stemming from a lawn care business in Gainesville, FL. Quickly, I realized I had found something I could build a thriving business around. In 2020 we changed our name to Twinkle Nights with ambition to launch in Ocala, The Villages, Jacksonville, and St. Augustine. This would take us far and wide exploring new markets that we had but heard of. To boost our launch we became an affiliate with We Hang Christmas Lights, and still hold the affiliate seat. Then the adventure began.

Our current office and warehouse is nestled in the Jacksonville neighborhood of Murray Hill, opposite Axe Champs, and next to Timed Exercise.

As I am writing this, it is the beginning of December 2025 and we're nearly done with our Christmas lighting season. We've expanded to more HOA's throughout predominantly Duval and St. John's counties, kept call outs to a minimum by supporting team leads throughout the season, and everyone is incredibly optimistic to build on what we've learned to make 2026 an incredible year for us all. Let's do this!

Twinkle Nights - Bring Dreams To Light

Vision

We light up lives, year-round.

Twinkle Nights exists to create joyful, artful, and safe lighting experiences that bring people together at homes, venues, public spaces, and community events across North Florida and beyond. From dazzling holiday displays to elegant landscape and architectural lighting, wedding & event lighting, and thoughtfully equipped tent rentals, we turn ordinary places into memories-in-the-making.

Core Values

To build a solid house, I have implemented a culture of ROCKS within my business.

- R**esponsibility - We carry out our roles with dedication and accountability, stand behind our actions and decisions, and reliably meet or exceed every expectation.
- O**wnership - Proud of the work, proactive in the approach, precise in the finish. We complete tasks efficiently and to the highest standard, building a culture of excellence for clients and teammates.
- C**ommunication - Listen deeply. Over-communicate. Never assume. We foster an environment where we actively listen and speak clearly; we ask instead of assuming, confirm next steps, document decisions, and deliver.
- K**nowledge - We are experts in our craft and we keep getting better. We actively pursue new knowledge, skills, and insights relevant to our roles.
- S**ervice - Service starts inside. We serve each other with quick responses, clear handoffs, and help before it's asked. We share context, step in when a teammate is stretched, and give credit freely.

Part II

Management



Jacksonville is experiencing an exciting period of growth, and the next three years are full of opportunity. My focus will be on building new partnerships and strengthening the ones we already have. To support this, I am committed to developing a solid, knowledgeable, and focused team that complements the great leaders I currently work alongside at Twinkle Nights. My natural management techniques include servant leadership, strategic planning, operational systems, partnership development, team coaching, and brand reputation management. Over the next three years, I will continue to refine these strengths while hiring and training in areas where additional expertise is needed.

Implementing clear processes across every area of the business is vital. Standardizing our operations will allow our team to work confidently and consistently, freeing me to focus on long-term planning and growth. As the leader evolves, the business evolves with me, and the speed of the team is always the speed of the leader.

I've built a culture where communication is immediate and supportive. No one is alone in solving problems. At the end of every meeting, I remind my team: "If you ever need anything, please reach out." That mindset of collaboration, responsiveness, and accountability, will guide our growth and our contribution to Jacksonville over the next three years.



Part II

Growth

I've grown Twinkle Nights from within, promoting people who believe in our vision of turning ordinary places into memories-in-the-making. Delegating key responsibilities has allowed me to develop professionally while coaching key personnel who elevate our customer experience every day. We now operate with a seasonal team of 12+ employees, a significant increase from our early years.

The last two years brought major challenges. Launching Winter Wonderland Gainesville in 2023 was an ambitious move that nearly wiped us out, but the experience sharpened our decision-making and strengthened our internal processes. Even during this difficult period, we maintained revenue levels, increased our average ticket value, preserved jobs, and became a more united and focused team.

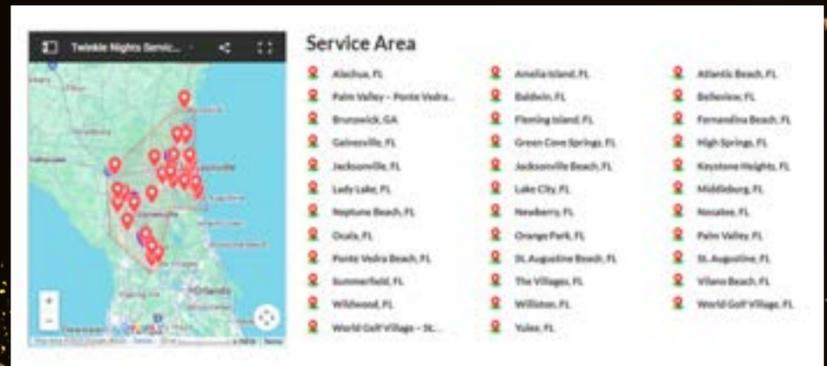
Twinkle Nights remained stable throughout 2023 to 2024, and in 2025 we experienced meaningful growth. Some of our biggest wins included:

- Gaining traction in the wedding and event rental market, with bookings secured into spring 2026.
- Elevating Edgewood in Murray Hill with lighting for the entire holiday season, improving visibility and community engagement.
- Decorating The Royal Princess for the Light Boat Parade and Holiday River Fest, expanding our presence in major regional events.
- Expanding our scope of work with our largest commercial accounts, deepening long-term partnerships and increasing revenue per client.

We also expanded our service footprint into new cities, establishing Twinkle Nights as a multi-location, multi-service lighting company serving Gainesville, Jacksonville, Ocala, St. Augustine, The Villages, and surrounding areas.

The reasons behind this growth are clear: investing in people, refining our systems, improving customer experience, and strengthening partnerships. My role in this growth has been to set the vision, build the team, create the processes, and lead with consistency and resilience. When the business was tested, I adjusted our strategy, protected our employees, and rebuilt momentum through relationships and operational focus.

Twinkle Nights is now positioned for sustainable expansion, supported by a stronger team, a broader market presence, and a clear leadership path forward.



Part II

Innovativeness & Response to Adversity & Competition

Innovation is essential to staying ahead. If you aren't moving forward, you're drifting backward. At Twinkle Nights, we innovate continuously through employee feedback, peer masterminds, and constant process review. Every callout or issue is documented and discussed with photos and video so the entire team learns. We track key KPIs across all positions to catch leading indicators early. We also invest in national tradeshows and industry networking so we can learn from other markets and implement best practices that keep us competitive.

One of our biggest challenges came from an ambitious idea: Winter Wonderland Gainesville, a 15-day Christmas light show we launched in 2023 and 2024. With limited event experience, we studied hard, visited tradeshows, asked experts... and still struggled. The event consumed resources, stretched our capabilities, and nearly overwhelmed us. But the lessons were invaluable:

- Events require highly specialized planning
- Professional rigging and safety are non-negotiable
- Innovation must be paired with scalability

**Rather than quit,
we reinvented ourselves.**



We repurposed the event's tents, tables, chairs, heaters, and infrastructure into a wedding and business event rental service, opening an entirely new revenue stream for Twinkle Nights. The Christmas-specific attractions are being repackaged and rented to other organizations, including the Putnam County Festival of Lights 2025. In 2026, we will launch new interactive attractions, such as Frosty the Showman, further diversifying our offerings.

Staff training was another challenge. Seasonal work makes consistency difficult, so we expanded our landscape lighting and event rental services to keep key team members year-round. This stabilization has dramatically improved training, quality, and leadership development ahead of each Christmas season.

Our response to competition is rooted in collaboration, not conflict. Working in three connected industries, events, Christmas lighting, and landscape lighting, creates opportunities to partner with businesses that might otherwise be competitors. For example, we recently supplied Christmas materials to one of Jacksonville's largest event companies to help them meet a deadline. Helping others succeed strengthens our network, expands our influence, and builds long-term trust.

My philosophy is simple:
If I help enough people get what they want, I'll eventually get what I want.
And what do I want right now?
To install a HUGE commercial Christmas tree, and we're well on our way.

Part II

Leadership & Community

Contribution

Community involvement is my favorite part of being a business owner. I love using my skills, resources, and connections to lift others up, strengthen neighborhoods, and bring people together. For me, leadership isn't limited to running a business, it's about showing up for the community and helping it grow in meaningful ways.

Community Events & Volunteer Contributions

Provided lighting for The Royal Princess during the Jacksonville Light Boat Parade, helping enhance one of the city's signature holiday traditions.



Created a "Christmas in July" experience for the Jacksonville Sharks in 2024, bringing festive excitement to their summer fan celebration.



Donated a Yeti character and snow machine to support Cody of Pro Care Lawn and Pest, to help him earn 3rd place in the Green Cove Springs Christmas Parade.



Illuminated the lamp posts along Edgewood Avenue in Murray Hill for Murray Hill-O-Ween and throughout the holiday season, contributing to neighborhood pride and vibrancy.



Volunteered with NEXTUp JAX and the Murray Hill Preservation Association (MHPA) on trash pick-ups and beautification efforts.



Neighborhood & Small Business Support

Serve on the Board of the Murray Hill Preservation Association (MHPA).

Organize and host the Murray Hill Business Showcase, a monthly event highlighting and uplifting local business owners (returning February 2026).

Partnered with Axe Champs during the Hill-O-Ween parade, coordinating a group of ten Viking-themed participants to draw attention and customers to a fellow small business.

Leadership Roles in Professional & Trade Associations

Membership Chair for Three Rivers Council, helping new members feel welcomed, connected, and informed.

Secretary-Treasurer for BNI Hurricanes, supporting chapter growth, accountability, and member success.



Addendum

Biography

I grew up in England to an American Yankee father who worked on oil rigs across the world and a British mother who helped with the initial Ibuprofen testing. My first business had no name and involved me selling candy and chocolate to other 13-year-old kids, because we had no access to such things during morning break at school. Then at 19, I became a sole-proprietor private gardener, honing my trade at Sparsholt Agricultural College in England.

I moved to the United States at 23, in 2007, because I wanted to learn to ride Western horses and eventually settled in Gainesville, Florida.

In 2014, after a few years in the aviation industry and earning my pilot's license, I founded Sun Power Lawn Care, an all-electric lawn care service in Gainesville. I joined a Business Network International chapter where I took every leadership position and training offered. I wanted to learn how to network, build upon a natural skill set, and become a stronger leader.

In 2018, after having to lay off staff during the winter, we started offering Christmas lights. After one season, I was hooked.

I now reside in Jacksonville... we've grown. During the holiday season, we operate with a team of 12 or more staff, all focused on bringing the best Christmas possible to local families, neighbors, and the community.

To this day, every time I see Christmas lights, I love it. For me, it's a connection. Even if it's one small strand wrapped clumsily, it's a reminder that we're all connected. Whoever put those lights out put them out for everyone. It's a subtle way to bring people together and lift them up.



Addendum

Statement of Merit

I've always wanted to build. As a business leader and entrepreneur, I sometimes wonder if I go about life the hard way, but that's simply how I'm wired. I'm driven to test boundaries, explore the unknown, and create something better than what existed before.

As the Three Rivers Council nominee, I already feel a duty to represent the businesses in my area with professionalism and a genuine eagerness to serve. Not just Chamber members, every business. Expanding that responsibility to all small businesses in Jacksonville would be an honor, and it is a responsibility I do not take lightly.

If awarded the Jacksonville Chamber Small Business Leader of the Year, I will give the appointment my all. Small businesses often grow organically within tight communities, and one connection can elevate them, create jobs, and help founders realize their dreams.

Collaboration is at the core of my leadership. My network training, partnership experience, and opportunistic outlook make me a strong fit for this role. It is always my goal to connect others and help elevate them professionally, especially those willing to take the leap into business ownership. When someone takes that plunge, we should be there to support them.

Take George with Axe Champs in Murray Hill. I've known him for less than a year, yet we've already worked side by side on the Hill-O-Ween parade and are partnering to help bring him new business. These stories matter. We need to spotlight small business owners, share their journeys, and encourage our community to visit, invest, and support them.

I want to advocate for people like George.

I'm right for this role because people find it easy to connect with me, I have a proven track record of building relationships, and I have grown a business that now operates across multiple cities in Florida.

I will also use this position to highlight my love for Jacksonville and the opportunities it has created for my business. Florida, and especially Jacksonville, is a fantastic place to build and grow. I believe in this city, and I want others to experience the same success I have found here.

Addendum

Letters of Recommendation

Christian Evangelista
Senior Business Consultant
Florida SBDC at the University of North Florida
Jacksonville, FL, 32224

December 11, 2025

Jacksonville Chamber Small Business Leader of the Year – Tom Snogles

To the Jacksonville Chamber Small Business Leader of the Year Selection Committee,

It is my pleasure to recommend Tom Snogles, owner of Twinkle Nights, for the 2026 Small Business Leader of the Year award. In my work with Tom through BNI, I have witnessed his exceptional leadership, professionalism, and unwavering commitment to our business community.

Tom is a veteran BNI member with more than seven years of participation and service. BNI is built on accountability, trust, and performance, qualities Tom consistently demonstrates. Referrals within our chapter are earned through reliability and quality work, and Tom has continually received referrals from myself, fellow members, and even their families and neighbors. His strong reputation speaks volumes.

Remaining in a chapter for seven years is an achievement in itself, but being asked to serve in leadership roles reflects the high level of confidence our members have in him. Tom's integrity, communication, and dedication make him not just an excellent BNI partner but an invaluable member of the local business community.

Twinkle Nights does more than install Christmas lighting, Tom helps bring joy, connection, and community spirit to Northeast Florida. He brings businesses and people together, and I fully expect our partnership to continue growing in the years ahead.

For these reasons, I am honored to support his nomination for Small Business Leader of the Year.

Warm regards,

Christian Evangelista
Senior Business Consultant
Florida SBDC at the University of North Florida



To Whom It May Concern,

I am truly honored to write this letter in support of Tom Snogles for Business Leader of the Year. Working for him hasn't just been a job for me — it has been an experience that has shaped who I am professionally and personally.

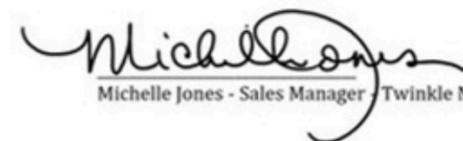
From the very beginning, what stood out to me was his team-focused heart. He doesn't just run a business; he builds a place where people feel included, valued, and trusted. He invites us into the process, encourages ideas, and treats his team like partners, not employees. He figures out what we each do really well and then puts the right people in the right places. That kind of leadership is rare, and it is a big part of why I choose to stay with his team.

I have learned more from him than I ever expected. He has a mind for business that still amazes me — he sees things before they happen, thinks five steps ahead, and somehow makes the impossible look manageable. But what impresses me just as much is his work ethic. I have always been someone who works hard, but he matches that drive and then pushes me to grow in ways I didn't know I needed. He brings out the best in me.

What really means the most, though, is that he cares. He cares about the business, of course, but he also cares about the people who help build it. He cares about his community, and he shows up with honesty, passion, and integrity every single day. When your leader works like that, it inspires you to rise to the occasion — and that is exactly what he does for our whole team.

It is not only easy to work for him — it's meaningful. I am proud to be part of his team, and I'm proud to support him for this award. He deserves it more than anyone I know.

Sincerely,


Michelle Jones - Sales Manager Twinkle Nights

Addendum

Letters of Recommendation



12/9/2025

Dear SBLV selection committee,

I would like to nominate **Tom Snogles**, owner of Twinkle Nights, for the JAX Chamber's Small Business Leader of the Year. This nomination comes from a friend and fellow entrepreneur who has watched Tom put his heart, his time, and his whole self into his business and into this community.

What stands out most about Tom is the way he treats people by not just meeting them but by truly connecting with them. Whether it's customers, other small business owners, neighbors, or anyone who crosses his path, Tom makes you feel like you matter. He's the type of person who shows up, supports others, and brings people together without ever expecting anything back. That spirit is exactly what the Chamber means when it talks about building relationships and strengthening our business community.

I've had the privilege of seeing Twinkle Nights grow from something small into a company that has made a huge difference around Jacksonville. But the growth that impresses me the most is the growth in the people around him. Tom takes the time to mentor his team, encourage other entrepreneurs, and share what he's learned along the way. He is constantly finding ways to improve, innovate, and raise the bar without ever losing the integrity that got him started.

Tom helps this city prosper in ways that aren't always seen. He donates his time, his resources, and his talents to nonprofits, schools, and community causes. He takes care of the people around him. He wants this city to succeed, and he contributes to that success every day. Tom is one of the most genuine, hardworking, and community-minded people I know. He represents the Chamber's mission because he lives it every day!

Jacksonville is a better and brighter place because of him, and I'm proud to call him a friend. For all these reasons, I truly believe Tom Snogles deserves to be recognized as the JAX Chamber's Small Business Leader of the Year.

Thank you,

Tina Sauvage

Office: 904-357-0477

www.JaxTours.com

"Revitalizing Jacksonville, One Story at a Time!"



Thomas Beukelman
2825 NW 104th Court, Unit D
Gainesville, FL 32606
10 December 2025

To Whom It May Concern:

For three years, starting in 2010, Tom Snogles worked as a volunteer in the Civil Air Patrol, the Auxiliary Branch of the Air Force. He was assigned as the Aircraft Maintenance Officer in the Gainesville Squadron reporting to me, the Squadron Commander. In addition, he took great interest in the Cadet Program in the Squadron, demonstrating outstanding leadership of both the cadets and the senior officers. He proved a valuable asset to the Squadron as a mentor to several cadets.

He went on to start his own business, Sun Power Lawn Care. He introduced the innovative practice of using all electric equipment, powered by the sun, adopting sustainable and eco-friendly lawn care best practices.

Since 2014, I, as Administrator for a group of condominiums, have had the pleasure of using Sun Power Lawn Care to care for and maintain the condominium association's lawn and landscape. I and the condominium owners have enjoyed the quiet, fume-free care provided by Tom's all-electric operation. The employees that Tom manages are knowledgeable, efficient, courteous and do an outstanding job of keeping the condominiums looking neat and smart.

While I have known him, Tom Snogles has provided great services to our nation and our community, both as a valuable member of a national volunteer organization, and as a business professional utilizing innovative sustainability practices, leadership and management. I proudly recommend Tom for the Small Business Leader of the Year.

Thomas Beukelman

A handwritten signature in black ink that reads "Tom Beukelman".

Addendum

Online Reviews



 **Emma Wojcik**
Local Guide · 19 reviews · 2 photos

★★★★★ 2 weeks ago **NEW**

They did an outstanding job with lights and draping for my wedding. I was in awe of how they transformed our venue. Such a pleasure to work with!!

 **Jamie Sarnowski**
3 reviews

★★★★★ 8 months ago

We LOVE this team, and they do an incredible job with the lights. We always get compliments from neighbors, and they make it so easy!

 **Alan Pickert**
4 reviews

★★★★★ 11 months ago

I would highly recommend Twinkle Lights. I put out close to 8,000 lights a year and my wife made me stop getting on the roof so hired Twinkle. This is year 3 — very responsive if there is a problem. They did a great job on the roof.

 **Newton Townhome**
1 review

★★★★★ a year ago

We used Twinkle Nights for the first time last year and it was the first year in 3 years of using different companies that residents were super happy with the decorations. The quality of material used is superb and stays fresh throughout the entire time. The bows don't fade or sag. Michelle Jones is awesome and will assist you with planning and any little request that comes up. She really made this whole process a breeze for me.

 **Lori Grube**
5 reviews · 2 photos

★★★★★ Edited 2 years ago

We were very pleased with Twinkle Nights Holiday Light's design and installation! The lights and display were beautiful and just what we envisioned. The timing was just what we expected for both installation and removal. We had issues with the lights on one tree—they stopped working but they came out quickly and restrung them and we had no further issues. We can't wait to see what else we can do next year!

 **Nathalie Williams**
7 reviews · 2 photos

★★★★★ 3 years ago

We cannot speak more highly of Twinkle Nights. From our very first interaction, they've been amazing. Their customer service is incredible and their team sent us the loveliest holiday gift. Most importantly, we love our lights! They did a wonderful job and made it all stress free. The crew was professional and accommodating! We will definitely use them in the years to come!



 **Lily Pollard**
2 reviews

★★★★★ 4 years ago

I couldn't be more thrilled with my decision to use Twinkle Nights to transform our home for the holidays. From start to finish, it was a seamless experience. The "Disney World"-level quality and perfectionist care that is put into the final product is worth every penny. Will come back year after year! Thank you, Tom!!



Addendum

Photos I



Leadership Top 3
BNI Hurricanes



The Thomas Center Christmas
Event, Gainesville



Glass Factory
Open House
Partnership



Winter Wonderland - Gainesville 2023



Our Viking Warband
with Float



Sawgrass Entrance



KYNEX Inc Firework
Display Partnership



Hill-O-Ween
Promo Video



On The Roof
Keeping Things
Moving



2025 Our Town Favorites
For Lighting And Lawn
Businesses, Gainesville



2024 Our Town Favorite
Outdoor Lighting Service

Addendum

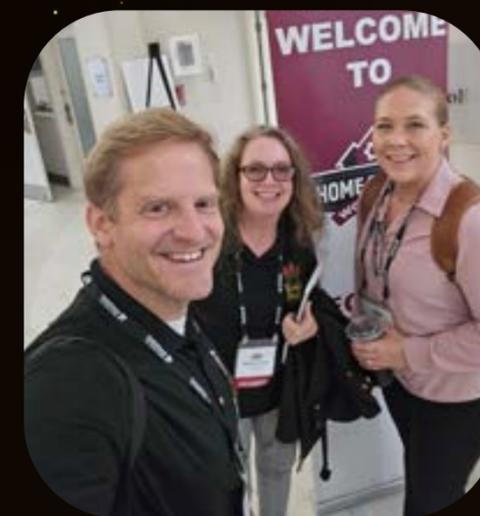
Photos II



Lake City Residence



Silver Leaf Towers



Leadership Team at
Light It Up Conference



Old Murray Hill Office on Cassat



Sign We Built For
Jekyll Island



Gainesville Residence



Ocala Christmas
Parade



Landscape Up-lights



Mandarin Residence



San Marco Residence



End of Season Exhaustion

Thank You For Your Attention

Thank you for taking the time to review my application and for considering me for this year's Small Business Leader of the Year. Jacksonville has given me more than I ever expected, and it's a privilege to give back through my work, my partnerships, and my community involvement. I'm excited for what the future holds and grateful for the chance to continue serving this incredible city.

TwinkleNights.com

