

Chamber Update

Membership Survey: 624 Responses

18 Months and So. Much. Adaptation.

CARES Act Navigator Role

- More than 1,400 calls logged at the Chamber on CARES grants
- 400+ businesses visited on Business Walks
- Webinars, social media, presentations
- Called full Chamber membership three times in first several months

Trusted, Timely Information

- So many emails...
- RecoverManatee.com and #ManateeStrong
- More than 80,000 masks
- Executive Orders, PPP, EIDL, ERTC, CARES... even ZOOM

Today

Membership Holding Steady

- Membership is solid – new and retained
- Increased investment in Chairman's Circle
- Successful return to offering in-person events

We Are Still Learning a Lot

- Unique needs of the smallest businesses
- Opportunities to reach new segments
- Everything requires a Plan B, C, D, E...
- Communications still so important
- Meet people where they are



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Largest Chambers of Commerce in Tampa Bay

Ranked by Member firms

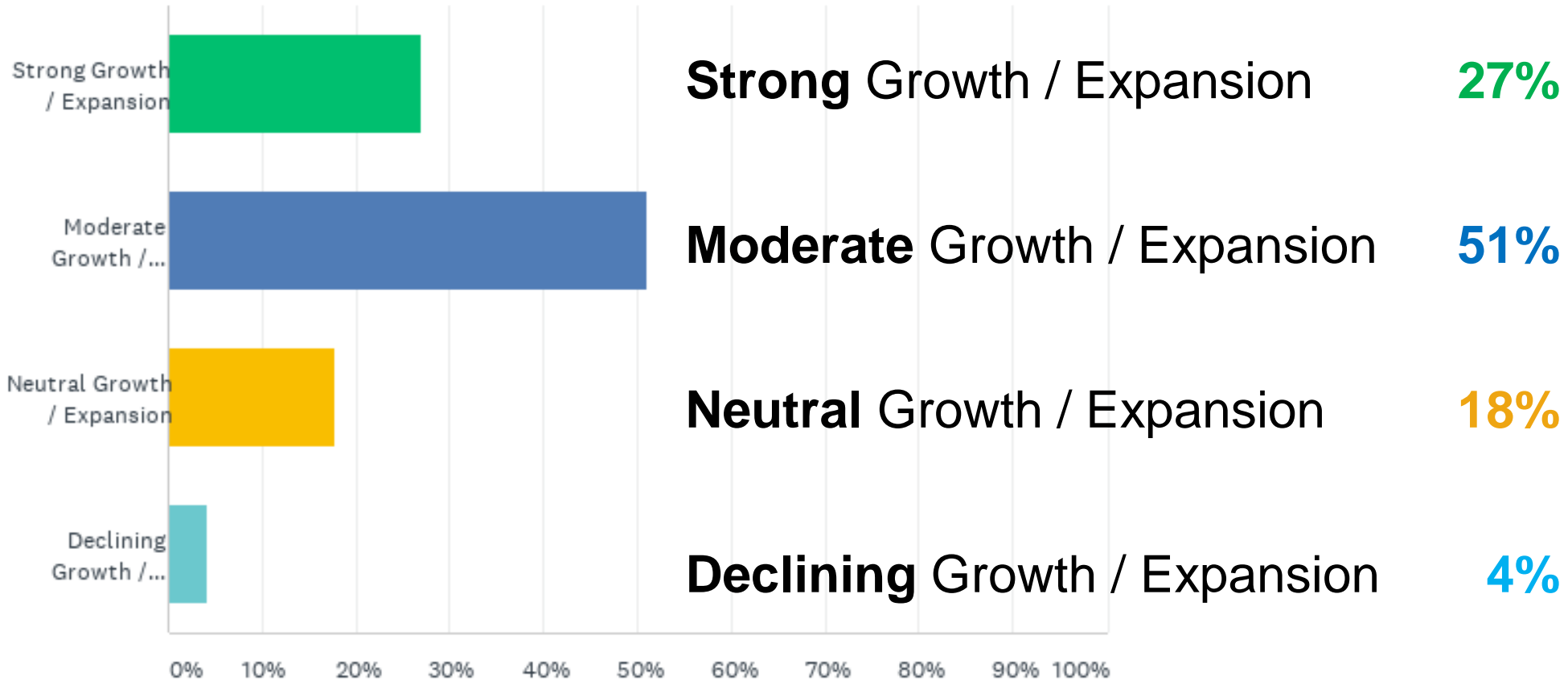
Locally Researched by: Chris Erickson, Tampa Bay Business Journal

Jun 11, 2021, 6:00am EDT

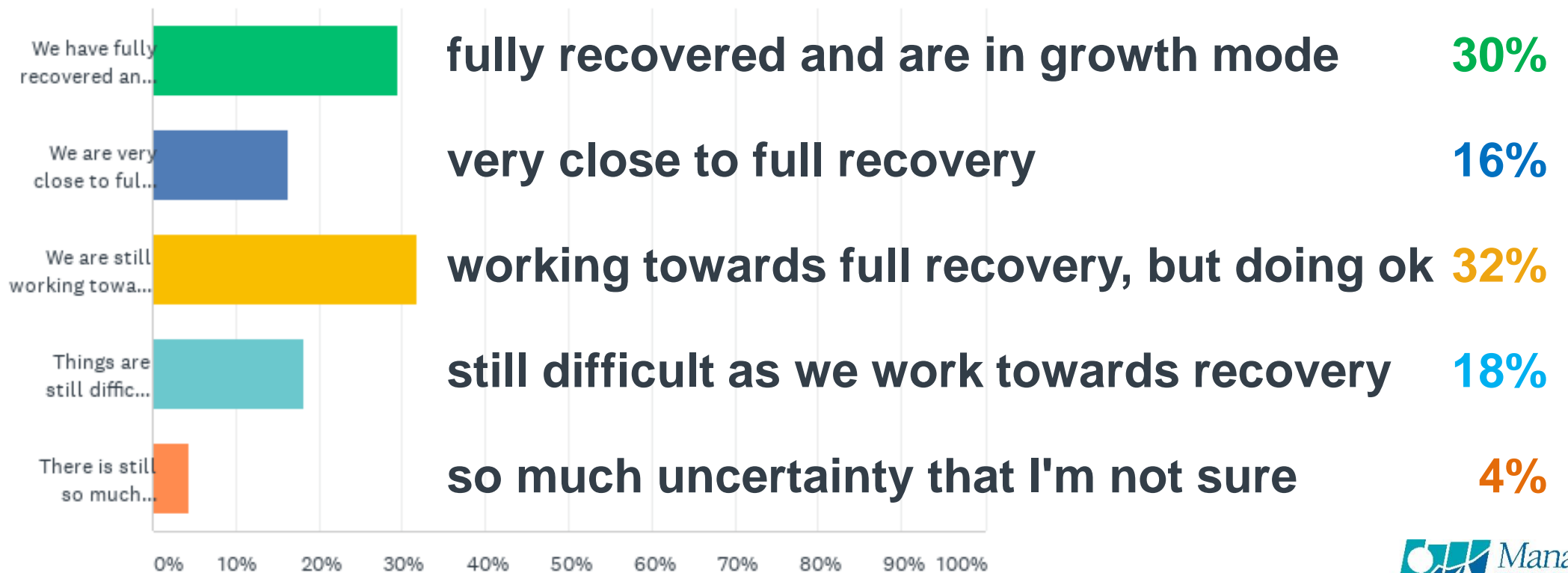
Rank	Business Name	Member Firms	Annual Membership Dues	Board Chair	Total Local Employment
1	Manatee Chamber of Commerce Inc. P.O. Box 321 Bradenton, FL 34206-0321 941-748-3411 manateechamber.com	1,981	\$420 - \$5,000	Phill Baker, Boyd Insurance & Investment Services	14
2	Tampa Bay Chamber 201 N. Franklin St. #201 Tampa, FL 33602 813-228-7777 tampachamber.com	1,300	NA	Yvette Segura, USAA	18
3	St. Petersburg Area Chamber of Commerce 100 2nd Ave. N. #150 St. Petersburg, FL 33701 727-821-4069 stpete.com	1,250	\$350 - \$25,000	Sri Sundaram, USFSP	13
4	Greater Sarasota Chamber of Commerce 1945 Fruitville Rd. Sarasota, FL 34236 941-556-4040 sarasotachamber.com	1,200	\$460 - \$15,000	Dr. Larry Thompson, Ringling College	NA
4	Lakeland Chamber of Commerce 35 Lake Morton Dr. Lakeland, FL 33801 863-688-8551 lakelandchamber.com	1,200	\$365 - \$20,000	William Link, Reed Mawhinney & Link, PLLC	9

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How do you feel the local economy will fare over the next year?



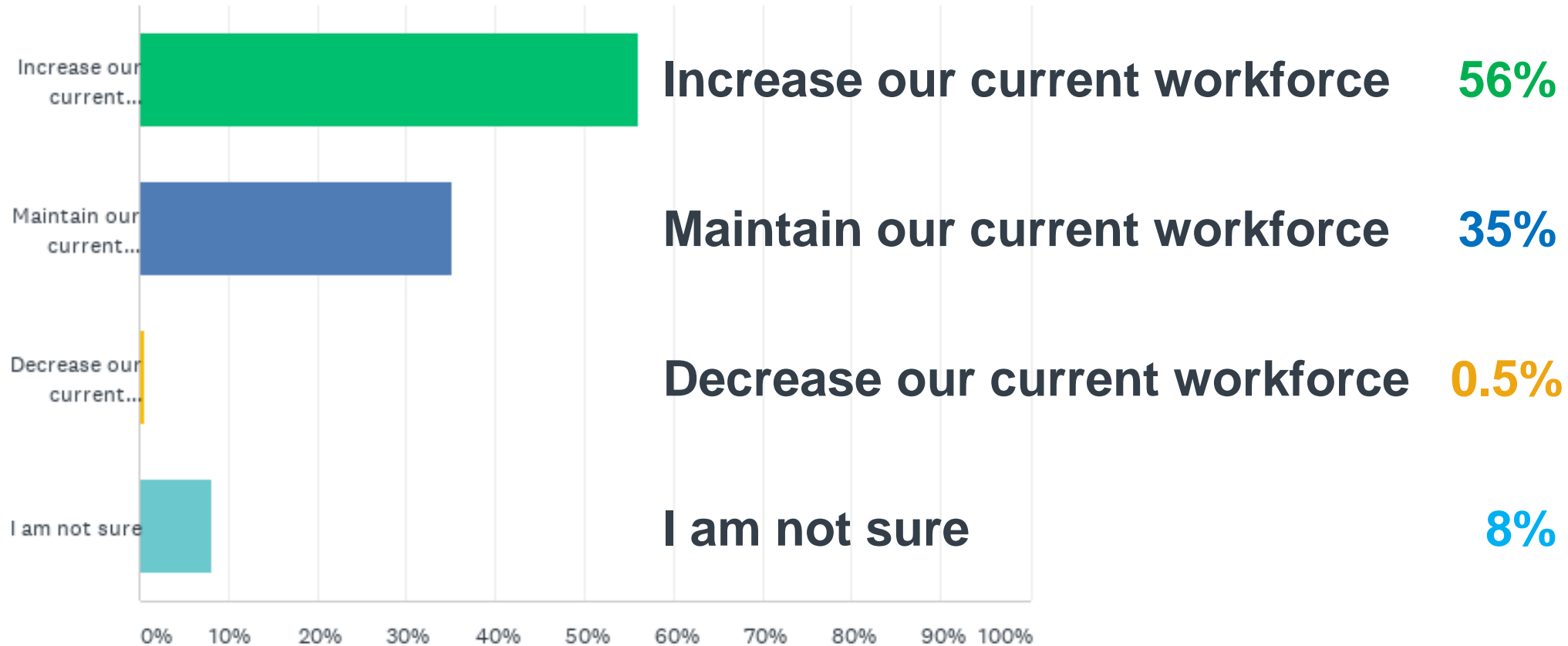
With regards to recovery from the economic impacts of COVID, how is your business doing?



Difficulty / Uncertainty

- **Workforce/hiring/turnover challenges**
- **Supply chain challenges**
- **COVID has changed the way customers interact with our business**
- **Not sure what changes/adaptations are going to “stick”**
- **Small businesses had a tougher time in a lot of ways than large businesses**

Q10 Does your organization plan to:



Biggest Challenges Facing Your Biz?

- **Staffing/Hiring**
- **COVID – reality of situation and uncertainty**
- **Lack of affordable housing options**
- **Changing customer base**
- **Lack of access to affordable health insurance**
- **Funding/fundraising**

Most Important Issue for Our Community?

- **COVID**
- **Need for affordable housing options**
- **Infrastructure**
- **Traffic/roads**
- **Inflation**
- **Mental health crisis**
- **Challenges for small businesses**
- **Coming together**

What Advocacy/Policy Issues on Your Mind?

- **Affordable housing**
- **COVID, including putting businesses in the middle**
- **Water quality**
- **Piney Point**
- **Education and training**
- **Access and affordability of healthcare**
- **Small businesses resources and lending**

What Chamber Programs/Priorities Are Important?

- **Highest “Very Important” Response Rate:**
 - Addressing challenges that impact my biz
 - Exposure for my biz
 - Small business support and resources
 - Addressing quality of life issues
 - Being the trusted source
 - Connecting members with each other
 - Advocacy on issues to governing bodies

What Should We Consider Adding?

- Lots of “Keep up the great work!” “Thank you!” “Excellent benefits!”
- Add to the useful seminars/webinars (ideas: cyber-security, marketing, analysis of senior sector, hiring, sales training, etc.)
- Support/connection for business owners to meet other business owners
- Business bootcamp/business basics for small biz and start-ups
- Business mentoring
- Affinity programming, focus groups, peer group programming
- More networking events... :-O