

ELEVATE YOUR BUSINESS



MISSION: To enhance a vibrant business community that creates dynamic economic growth and superior quality of life.

Impact Partners

\$50,000

Diamond



Platinum



Gold



Silver



PLATINUM MEDIA

President &
CEO



Memberships

Just this year...

62 New Members!

+ \$18,689



Connecting Businesses with
the Community through
partnerships.



The Southwest Florida Alliance of Chambers

Partnerships

Accomplishments

- ▶ New Board members
 - ▶ Alex Greenwood- VP, Lee Health
 - ▶ Susan Evans- Chief of Staff, FGCU
 - ▶ Jim Mendolera- Commissioner, Estero Fire Rescue (voting on 11/21)
 - ▶ Bonnie Olson- Interfaith Charities (voting on 11/21)

Accomplishments

- ▶ Re-wrote the by-laws after twenty years.
- ▶ Established a new CRM tool (ChamberMaster).
- ▶ Designed and implemented a new website with a login for members
- ▶ Averaging 27 attendees per event.

Accomplishments

- ▶ Increased social media following by 126% on a single platform.
- ▶ Held a New Member Orientation.
- ▶ Rolled out our very first brochure.
- ▶ Created our first Estero Map featuring local businesses, parks, schools, and communities.

Goals for 2020

Add at least 75 new members by focusing in on Estero businesses.

Retain current members by visiting each one to find out their needs and assist in any way possible.

Increase Impact Partner commitments by \$15,000

Financials

As of November 10, 2019

2018

New Member Income: \$8,308

Renewal Income: \$36,285

Event Income: \$61,495

Magazine Income: \$8,039

Sponsorship: \$17,229

Processing Fees: \$454

Total Income: \$131,810

Expenses: \$147,496

Net Income: (\$15,686)

Financials

As of November 10, 2019

2019

New Member Income: \$18,689

Renewal Income: \$49,491

Event Income: \$43,083

Magazine Income: \$6,602

Sponsorship: \$60,334

Total Income: \$178,199

Expenses: \$179,983

Net Income: (\$1,784)

Financials

As of November 10, 2019

2020 Projection

New Member Income: \$22,425

Renewal Income: \$57,707

Event Income: \$60,000

Magazine & Map Income: \$8,000

Sponsorship: \$65,000

Total Income: \$213,132

Expenses: \$205,000

Net Income: \$8,132

**Based on \$299 average

Estero Community and Economic Development Team

- ▶ Gary Bonvillian
- ▶ Jim Tatoes
- ▶ Sarah Newcomb
- ▶ Joseph Pavich, Sr.
- ▶ Nolen Rollins
- ▶ Steve Sarkozy
- ▶ Suzanne Specht
- ▶ Stephanie Wardein
- ▶ Christopher Westley
- ▶ Jim Wilson



COMPREHENSIVE
PLAN

Focus in 2020

Priorities



Centrality



Arts District



Recreation



Medical Corridor



Education



Village Center



Support of Greater Economic Development Initiatives