

Slide 1:

- We've updated our tagline and our mission statement to show our focus on the business community and our quality of life in Estero.

Slide 2:

- Enlisted 8 Impact Partners (see page 4)

Slide 3:

- Hired the first Full Time President and CEO, Sarah Newcomb

Slide 4:

- We have added 62 new members this year. Bringing in \$18,689. (see page 5)

Slide 5:

- We partner to provide a better community for our businesses to grow and thrive.
- We partnered with the Village of Estero to create our first ever Map of Estero which highlights area businesses and locations. That will be finalized and distributed just before the holidays.
- FGCU: Interns
- SBDC: Uses an office space inside our office.
- ECCL: Uses our conference room weekly for meetings and partners with us and Junior Achievement for the "2-5-8 Graduate" program.
- Chamber Alliance: After working on it all year, we have submitted the required documents and it will be voted on December 4<sup>th</sup> which allows us the partnership to work with other chambers in the area on local business and community issues.

Slide 6:

- Enlisted 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)

Slide 7:

- 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.

Slide 8:

- 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.

Slide 9:

- Add at least 75 new members by focusing in on Estero businesses. This would increase income by approx. \$22,425.
- Increase retention rate by visiting current members to find out their needs and assist in any way possible. We currently hold an 81% retention rate. The national average according to the U.S. Chamber is 85%.
- Increase Impact Partner commitments by \$15,000.

Slide 10:

- 2018 (see page 18)
  - 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)

Slide 11:

- 2019 (see page 21)
  - 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)

Slide 12:

- 2020 Projection (see page 24)
    - 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

Slide 13:

- Estero Community and Economic Development Team (see page 25)

Slide 14:

- 2020 Focus: Comprehensive Plan

Slide 15:

- Priorities (see page 26)

## **Impact Partners**

### *Diamond (\$25,000)*

- The Village of Estero

### *Platinum (\$10,000)*

- Lee Health

### *Gold (\$5,000)*

- GPS Life Journey

### *Silver (\$2,500)*

- Elite Realty
- Florida Gulf Coast University
- Platinum Media
- State Insurance
- Spotlight Magazine (In-Kind)



# Members Listing by Join Date

62 Members joined from 1/1/2019 to 11/10/2019

RRCA Roofing & Construction	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Basic
<b>Join Date:</b> 1/1/2019	<b>Sales Rep:</b>
<b>Categories</b> (* Indicates Primary): CONSTRUCTION / REMODELING*	
<b>Fees List:</b> Membership 1 - 5 employees: \$299 Annually	
<b>Total Fees:</b> \$299	

SBDC at FGCU	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Basic
<b>Join Date:</b> 1/1/2019	<b>Sales Rep:</b>
<b>Categories</b> (* Indicates Primary): EDUCATION*	
<b>Fees List:</b> Membership: Non-Profit Organization: \$199 Annually	
<b>Total Fees:</b> \$199	

ECHO, Inc.	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Basic
<b>Join Date:</b> 1/1/2019	<b>Sales Rep:</b>
<b>Categories</b> (* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS*	
<b>Fees List:</b> Membership: Non-Profit Organization: \$199 Annually	
<b>Total Fees:</b> \$199	

Junior Achievement of SWFL	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Basic
<b>Join Date:</b> 1/1/2019	<b>Sales Rep:</b>
<b>Categories</b> (* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS*	
<b>Fees List:</b> Membership: Non-Profit Organization: \$199 Annually	
<b>Total Fees:</b> \$199	

## Courtyards at Estero Apartments

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 1/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): REAL ESTATE\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Rib City

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 1/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RESTAURANTS\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## The Faith Center

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 2/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RELIGIOUS ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## First Baptist Church of Estero

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 2/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RELIGIOUS ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Jumpp To It Homewatch, Inc.

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 2/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): HOME SERVICES\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Morgan Stanley

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 2/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): FINANCE / BANKING\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Konowal Vision Center

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 2/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): HEALTH & MEDICAL CARE\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Mathnasium

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 2/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): EDUCATION\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Sanibel Captiva Community Bank

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): FINANCE / BANKING\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Greater Naples Chamber of Commerce

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** (None Assigned)

**Total Fees:** \$

## Tri-Town Construction

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): CONSTRUCTION / REMODELING\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Amazing Things

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): ARTS & ENTERTAINMENT\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Our Mother's Home

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Estero Bay Olive Oil & Tea

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RETAIL\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Massage Point

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 3/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): SALON / DAY SPA

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299



## Sleep Number

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RETAIL\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Fraser Luxury Homes - Premiere Plus Realty Co.

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): REAL ESTATE\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Fort Myers Miracle Baseball

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): SPORTS & RECREATION, ARTS & ENTERTAINMENT\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Holiday Inn Fort Myers

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): TOURISM & HOTELS\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Pelican Isle Yacht Club

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): TOURISM & HOTELS\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## CoCo Art Gallery

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): ARTS & ENTERTAINMENT\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Red Sneakers Mobile Marketing

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): ADVERTISING & MARKETING\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Summit Broadband

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): Unassign

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Metro Roofing & Construction

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): CONSTRUCTION / REMODELING\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Education First

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Estero Junior Golf Association

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 4/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## The Woodruff Institute

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 5/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): HEALTH & MEDICAL CARE

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Wear The Fund

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 5/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): BUSINESS & PROFESSIONAL SERVICES\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Coconut Point Mall

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 5/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RETAIL\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Pace Center for Girls

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 5/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Apex Roofing & Restoration

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 6/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): CONSTRUCTION / REMODELING\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Complete Dentistry of Estero

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 6/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): HEALTH & MEDICAL CARE

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Ducklings Travel, Inc.

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 7/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Heartland Global Payments & Payroll

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 7/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): BUSINESS & PROFESSIONAL SERVICES\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Tervis Tumbler

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 7/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RETAIL\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

### All Aboard Travel

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 7/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): TRAVEL AGENCY\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

### Stoneybrook Golf Club

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): SPORTS & RECREATION\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

### Ford's Garage

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RESTAURANTS\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

### Living Waters Church

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RELIGIOUS ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

### Target Roofing & Sheet Metal

**Membership Status:** Active

**Web Participation:** Enhanced

**Join Date:** 8/1/2019

**Sales Rep:** Sarah Newcomb

**Categories** (\* Indicates Primary): CONSTRUCTION / REMODELING\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Hughes Direct Primary Care

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): Unassign

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Atlantic Communications Group, Inc.

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): ADVERTISING & MARKETING

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Aerie Lane

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): ARTS & ENTERTAINMENT\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Game Time

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): ARTS & ENTERTAINMENT\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Cruis'n for a Cause, Inc.

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS\*

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Regions Bank

**Membership Status:** Active

**Web Participation:** Enhanced

**Join Date:** 8/1/2019

**Sales Rep:** Sarah Newcomb

**Categories** (\* Indicates Primary): FINANCE / BANKING\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Dental Care at Grande Oak

**Membership Status:** Active

**Web Participation:** Enhanced

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): HEALTH & MEDICAL CARE\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Integrative Rehab Medicine

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 8/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): HEALTH & MEDICAL CARE\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Kona Ice

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 9/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): MOBILE FOOD UNIT - SELF SUFFICIENT\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Estero Republican Club

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 9/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): Unassign

**Fees List:** Membership: Non-Profit Organization: \$199 Annually

**Total Fees:** \$199

## Texas Roadhouse

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 9/1/2019

**Sales Rep:**

**Categories** (\* Indicates Primary): RESTAURANTS\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399

## Green Compassion Network

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 10/3/2019

**Sales Rep:** Sarah Newcomb

**Categories** (\* Indicates Primary): Unassign

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Advanced Psychiatry & Addiction Specialists

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 10/3/2019

**Sales Rep:** Sarah Newcomb

**Categories** (\* Indicates Primary): HEALTH & MEDICAL CARE\*

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## Pharmacy GO

**Membership Status:** Active

**Web Participation:** Basic

**Join Date:** 10/15/2019

**Sales Rep:** Sarah Newcomb

**Categories** (\* Indicates Primary): Unassign

**Fees List:** Membership 1 - 5 employees: \$299 Annually

**Total Fees:** \$299

## KC American Bistro

**Membership Status:** Active

**Web Participation:** Enhanced

**Join Date:** 10/16/2019

**Sales Rep:** Sarah Newcomb

**Categories** (\* Indicates Primary): RESTAURANTS\*

**Fees List:** Membership 6 or more employees: \$399 Annually

**Total Fees:** \$399



Athenian Academy Charter School	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Enhanced
<b>Join Date:</b> 10/21/2019	<b>Sales Rep:</b> Sarah Newcomb
<b>Categories</b> (* Indicates Primary): EDUCATION*	
<b>Fees List:</b> Membership: Non-Profit Organization: \$199 Annually	
<b>Total Fees:</b> \$199	

Ameriprise Financial	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Enhanced
<b>Join Date:</b> 11/1/2019	<b>Sales Rep:</b> Sarah Newcomb
<b>Categories</b> (* Indicates Primary): FINANCE / BANKING*	
<b>Fees List:</b> Membership 1 - 5 employees: \$299 Annually	
<b>Total Fees:</b> \$299	

The Auto Club Group AAA	
<b>Membership Status:</b> Active	<b>Web Participation:</b> Basic
<b>Join Date:</b> 11/7/2019	<b>Sales Rep:</b> Sarah Newcomb
<b>Categories</b> (* Indicates Primary): NON-PROFIT / COMMUNITY ORGANIZATIONS*	
<b>Fees List:</b> Membership: Non-Profit Organization: \$199 Annually	
<b>Total Fees:</b> \$199	

Total Members in Report	Total Fees of Members in Report
62	\$18139

**Estero Chamber of Commerce  
 Profit & Loss Budget Performance  
 October 2018**

	Oct 18	Budget	Jan - Oct 18	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>Event Income</b>					
<b>YPN Event Income</b>					
YPN Dues	100.00	0.00	400.00	1,200.00	1,200.00
<b>Total YPN Event Income</b>	100.00	0.00	400.00	1,200.00	1,200.00
B2B Expo	300.00		4,985.00		
Grant - Career Day	0.00		5,000.00		
After Hours	150.00	720.00	2,635.00	7,200.00	8,640.00
Annual Luncheon	0.00	0.00	23,775.00	20,625.00	20,625.00
Celebrate Estero	0.00	0.00	1,150.00	1,800.00	1,800.00
Golf Classic	4,070.00	14,500.00	17,550.00	14,500.00	14,500.00
Holiday Party	200.00	0.00	200.00	0.00	6,600.00
Lunch & Learn	60.00	750.00	4,955.00	7,500.00	9,000.00
Business@Breakfast	0.00	133.00	845.00	1,330.00	1,596.00
<b>Total Event Income</b>	4,880.00	16,103.00	61,495.00	54,155.00	63,961.00
<b>Membership Directory</b>	0.00	417.00	8,039.15	4,166.00	5,000.00
<b>Membership Dues</b>					
New Memberships	350.00	741.00	8,308.00	7,410.00	8,892.00
Renewal	2,190.00	6,001.00	45,204.00	60,018.00	72,020.00
Non-Renewal	-445.00		-8,919.00		
<b>Total Membership Dues</b>	2,095.00	6,742.00	44,593.00	67,428.00	80,912.00
<b>Sponsorship Income</b>					
Founders Club	0.00	0.00	14,200.00	15,000.00	15,000.00
Sponsorship Income - Other	500.00	1,687.50	3,029.00	16,875.00	20,250.00
<b>Total Sponsorship Income</b>	500.00	1,687.50	17,229.00	31,875.00	35,250.00
Processing Fees	0.00		454.07		
<b>Total Income</b>	7,475.00	24,949.50	131,810.22	157,624.00	185,123.00
<b>Expense</b>					
<b>Bank Fees</b>					
Merchant Service Fees	317.86	208.00	2,289.98	2,084.00	2,500.00
Other Bank Fees	0.00		18.50		
<b>Total Bank Fees</b>	317.86	208.00	2,308.48	2,084.00	2,500.00
Charitable Contributions	0.00	83.00	250.00	834.00	1,000.00
Computer, Phone & Internet	304.39	500.00	6,300.01	5,000.00	6,000.00
Consulting	0.00	1,666.70	12,997.32	16,666.60	20,000.00
Dues & Subscriptions	850.00	100.00	2,650.00	1,000.00	1,200.00

**Estero Chamber of Commerce**  
**Profit & Loss Budget Performance**  
**October 2018**

	Oct 18	Budget	Jan - Oct 18	YTD Budget	Annual Budget
<b>Event Expenses</b>					
Partner Appreciation Event	0.00	0.00	164.49	1,500.00	1,500.00
Entertainment	15.00		5,220.44		
Facility	5,446.81	417.00	6,519.04	4,166.00	5,000.00
Meals	0.00	2,519.50	10,689.04	25,195.00	30,234.00
Other	0.00		2,532.85		
<b>Total Event Expenses</b>	<b>5,461.81</b>	<b>2,936.50</b>	<b>25,125.86</b>	<b>30,861.00</b>	<b>36,734.00</b>
<b>HR Administration</b>					
Payroll Processing	193.93	217.00	2,297.70	2,166.00	2,600.00
<b>Total HR Administration</b>	<b>193.93</b>	<b>217.00</b>	<b>2,297.70</b>	<b>2,166.00</b>	<b>2,600.00</b>
<b>In Kind Membership Insurance</b>	<b>0.00</b>		<b>0.00</b>		
Liability	0.00	142.00	1,799.11	1,416.00	1,700.00
Workers Comp	19.04	183.33	239.57	1,833.34	2,200.00
<b>Total Insurance</b>	<b>19.04</b>	<b>325.33</b>	<b>2,038.68</b>	<b>3,249.34</b>	<b>3,900.00</b>
<b>Licenses &amp; Fees</b>	<b>0.00</b>	<b>0.00</b>	<b>70.00</b>	<b>150.00</b>	<b>150.00</b>
<b>Marketing</b>					
Advertising & Promotion	564.24		5,593.91		
Marketing - Other	0.00		3,750.00		
<b>Total Marketing</b>	<b>564.24</b>		<b>9,343.91</b>		
<b>Meals &amp; Entertainment</b>	<b>47.22</b>	<b>0.00</b>	<b>540.35</b>	<b>150.00</b>	<b>150.00</b>
<b>Mileage Reimbursement</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>300.00</b>	<b>300.00</b>
<b>Networking &amp; Other Events</b>	<b>0.00</b>	<b>67.00</b>	<b>785.71</b>	<b>666.00</b>	<b>800.00</b>
<b>Office Expense</b>					
Office Supplies	244.66	250.00	3,340.06	2,500.00	3,000.00
Other Office	218.31	500.00	4,216.39	5,000.00	6,000.00
<b>Total Office Expense</b>	<b>462.97</b>	<b>750.00</b>	<b>7,556.45</b>	<b>7,500.00</b>	<b>9,000.00</b>
<b>Payroll Expense</b>					
Gross Wages	2,380.00		25,178.66		
Payroll Expense - Other	0.00	3,875.00	0.00	38,750.00	46,500.00
<b>Total Payroll Expense</b>	<b>2,380.00</b>	<b>3,875.00</b>	<b>25,178.66</b>	<b>38,750.00</b>	<b>46,500.00</b>
<b>Payroll Tax Expense</b>					
Social Security - Employer	147.56		1,561.03		
Medicare - Employer	34.52		365.13		
FUTA	0.00		54.60		
<b>Total Payroll Tax Expense</b>	<b>182.08</b>		<b>1,980.76</b>		

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Accrual Basis

**Estero Chamber of Commerce**  
**Profit & Loss Budget Performance**  
 October 2018

	Oct 18	Budget	Jan - Oct 18	YTD Budget	Annual Budget
Postage & Delivery	0.00	0.00	52.25	450.00	450.00
Printing and Copying	0.00	166.66	1,522.88	1,666.68	2,000.00
Professional Services					
Accounting Fees	71.50	166.66	2,957.50	1,666.68	2,000.00
<b>Total Professional Services</b>	<b>71.50</b>	<b>166.66</b>	<b>2,957.50</b>	<b>1,666.68</b>	<b>2,000.00</b>
Rent Expense					
Storage	0.00	118.30	532.35	1,183.00	1,419.60
Visitor Center	2,116.00	2,116.00	18,928.00	21,160.00	25,392.00
<b>Total Rent Expense</b>	<b>2,116.00</b>	<b>2,234.30</b>	<b>19,460.35</b>	<b>22,343.00</b>	<b>26,811.60</b>
Scholarship Awards	0.00		10,000.00		
Travel & Meetings	0.00	0.00	0.00	1,100.00	1,100.00
Web/IT Expense	922.50	990.00	14,079.34	9,900.00	11,880.00
<b>Total Expense</b>	<b>13,893.54</b>	<b>14,286.15</b>	<b>147,496.21</b>	<b>146,503.30</b>	<b>175,075.60</b>
<b>Net Ordinary Income</b>	<b>-6,418.54</b>	<b>10,663.35</b>	<b>-15,685.99</b>	<b>11,120.70</b>	<b>10,047.40</b>
Other Income/Expense					
Other Income					
Interest Income	0.00		38.33		
<b>Total Other Income</b>	<b>0.00</b>		<b>38.33</b>		
<b>Net Other Income</b>	<b>0.00</b>		<b>38.33</b>		
<b>Net Income</b>	<b>-6,418.54</b>	<b>10,663.35</b>	<b>-15,647.66</b>	<b>11,120.70</b>	<b>10,047.40</b>

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Accrual Basis

**Estero Chamber of Commerce**  
**Profit & Loss Budget Performance**  
 November 1 - 10, 2019

	Nov 1 - 10, ...	Budget	Jan 1 - No...	YTD Budget	Annual Bu...
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
Uncategorized Income	0.00	0.00	0.00	0.00	
<b>Event Income</b>					
YPN Event Income					
YPN Dues	0.00	0.00	0.00	0.00	
YPN Event Income - Other	0.00	0.00	0.00	0.00	
<b>Total YPN Event Income</b>	0.00	0.00	0.00	0.00	
B2B Expo	0.00	0.00	1,450.00	8,000.00	8,000.00
Grant - Career Day	0.00	0.00	0.00	0.00	
After Hours	0.00	75.00	2,858.00	2,325.00	2,700.00
Annual Luncheon	0.00	0.00	16,165.00	25,000.00	25,000.00
Celebrate Estero	0.00	0.00	0.00	0.00	
Golf Classic	0.00	0.00	16,795.00	19,000.00	19,000.00
Holiday Party	200.00	0.00	350.00	0.00	6,000.00
Lunch & Learn	0.00	225.00	4,445.00	6,975.00	8,100.00
Business@Breakfast	20.00	44.44	845.00	1,377.78	1,600.00
Event Income - Other	0.00	0.00	175.00	0.00	
<b>Total Event Income</b>	220.00	344.44	43,083.00	62,677.78	70,400.00
<b>Membership Directory</b>	0.00	250.00	6,602.38	7,750.00	9,000.00
<b>Membership Dues</b>					
New Memberships	0.00	833.33	18,689.00	25,833.33	30,000.00
Renewal	5,582.00	1,866.67	60,216.00	51,866.67	60,000.00
Non-Renewal	-399.00	0.00	-10,725.00	0.00	
Membership Dues - Other	0.00	0.00	0.00	0.00	
<b>Total Membership Dues</b>	5,183.00	2,500.00	68,180.00	77,500.00	90,000.00
Other Deposits	0.00	0.00	0.00	0.00	
<b>Sponsorship Income</b>					
Founders Club	0.00	0.00	7,700.00	13,200.00	13,200.00
Impact Partners	4,633.00	0.00	49,934.00	50,000.00	50,000.00
Sponsorship Income - Other	1,500.00	0.00	2,700.00	0.00	4,000.00
<b>Total Sponsorship Income</b>	6,133.00	0.00	60,334.00	63,200.00	67,200.00
Processing Fees	0.00	0.00	0.00	0.00	
Refunds & Allowances	0.00	0.00	0.00	0.00	
<b>Total Income</b>	11,536.00	3,094.44	178,199.38	211,127.78	236,600.00
<b>Expense</b>					
Merchant deposit fees	0.00	0.00	0.00	0.00	
Reconciliation Discrepancies	0.00	0.00	0.00	0.00	
<b>Bank Fees</b>					
Merchant Service Fees	297.29	69.44	2,695.56	2,152.78	2,500.00
Other Bank Fees	0.00	0.00	0.00	0.00	
Bank Fees - Other	73.93	0.00	105.29	0.00	
<b>Total Bank Fees</b>	371.22	69.44	2,800.85	2,152.78	2,500.00
Charitable Contributions	100.00	0.00	850.00	1,000.00	1,000.00
Computer, Phone & Internet	0.00	216.67	5,506.78	6,716.67	7,800.00
Consulting	0.00	0.00	0.00	0.00	
Depreciation Expense	0.00	0.00	0.00	0.00	
Dues & Subscriptions	0.00	20.83	645.00	645.83	750.00

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Accrual Basis

**Estero Chamber of Commerce**  
**Profit & Loss Budget Performance**  
 November 1 - 10, 2019

	Nov 1 - 10, ...	Budget	Jan 1 - No...	YTD Budget	Annual Bu...
<b>Event Expenses</b>					
Partner Appreciation Event	0.00	0.00	0.00	3,500.00	3,500.00
Entertainment	0.00	0.00	0.00	0.00	0.00
Facility	0.00	0.00	4,588.04	5,000.00	5,000.00
Meals	0.00	270.83	11,927.66	16,958.33	21,300.00
Other	0.00	0.00	1,631.70	0.00	
Event Expenses - Other	0.00	0.00	0.00	0.00	
<b>Total Event Expenses</b>	<b>0.00</b>	<b>270.83</b>	<b>18,147.40</b>	<b>25,458.33</b>	<b>29,800.00</b>
<b>Finance Charges</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>HR Administration</b>					
HR Services	0.00	0.00	0.00	0.00	
Payroll Processing	0.00	72.33	2,165.39	2,238.33	2,600.00
HR Administration - Other	0.00	0.00	0.00	0.00	
<b>Total HR Administration</b>	<b>0.00</b>	<b>72.33</b>	<b>2,165.39</b>	<b>2,238.33</b>	<b>2,600.00</b>
<b>In Kind Membership</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>Insurance</b>					
Liability	0.00	41.67	1,414.44	1,291.67	1,500.00
Workers Comp	0.00	16.67	315.64	516.67	600.00
Insurance - Other	0.00	0.00	0.00	0.00	
<b>Total Insurance</b>	<b>0.00</b>	<b>58.34</b>	<b>1,730.08</b>	<b>1,808.34</b>	<b>2,100.00</b>
<b>Licenses &amp; Fees</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>150.00</b>	<b>150.00</b>
<b>Marketing</b>					
Advertising & Promotion	0.00	33.33	2,819.46	1,033.33	1,200.00
Marketing - Other	0.00	0.00	0.00	0.00	
<b>Total Marketing</b>	<b>0.00</b>	<b>33.33</b>	<b>2,819.46</b>	<b>1,033.33</b>	<b>1,200.00</b>
<b>Meals &amp; Entertainment</b>	<b>0.00</b>	<b>13.89</b>	<b>180.04</b>	<b>430.55</b>	<b>500.00</b>
<b>Mileage Reimbursement</b>	<b>0.00</b>	<b>33.33</b>	<b>831.06</b>	<b>1,033.33</b>	<b>1,200.00</b>
<b>Networking &amp; Other Events</b>	<b>0.00</b>	<b>22.23</b>	<b>437.13</b>	<b>688.83</b>	<b>800.00</b>
<b>Office Expense</b>					
Furniture & Equipment	0.00	0.00	0.00	3,000.00	3,000.00
Office Supplies	0.00	83.33	1,630.30	2,583.33	3,000.00
Other Office	0.00	55.57	1,744.50	1,722.17	2,000.00
Office Expense - Other	0.00	0.00	394.45	0.00	
<b>Total Office Expense</b>	<b>0.00</b>	<b>138.90</b>	<b>3,769.25</b>	<b>7,305.50</b>	<b>8,000.00</b>
<b>Other Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>Payroll Expense</b>					
Gross Wages	3,446.16	3,027.80	91,123.22	93,861.00	109,000.00
Payroll Expense - Other	0.00	0.00	0.00	0.00	
<b>Total Payroll Expense</b>	<b>3,446.16</b>	<b>3,027.80</b>	<b>91,123.22</b>	<b>93,861.00</b>	<b>109,000.00</b>
<b>Payroll Tax Expense</b>					
Social Security - Employer	213.66	111.11	5,587.60	3,444.45	4,000.00
Medicare - Employer	49.96	27.78	1,306.58	861.12	1,000.00
FL Unemployment	0.00	0.00	0.00	0.00	
FUTA	0.00	0.00	84.01	150.00	150.00
FL Unemployment PY	0.00	0.00	0.00	0.00	
Payroll Tax Expense - Other	0.00	0.00	0.00	0.00	
<b>Total Payroll Tax Expense</b>	<b>263.62</b>	<b>138.89</b>	<b>6,978.19</b>	<b>4,455.57</b>	<b>5,150.00</b>
<b>Payroll Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>Postage &amp; Delivery</b>	<b>0.00</b>	<b>0.00</b>	<b>224.80</b>	<b>150.00</b>	<b>150.00</b>
<b>Printing and Copying</b>	<b>0.00</b>	<b>55.57</b>	<b>442.17</b>	<b>1,722.17</b>	<b>2,000.00</b>
<b>Professional Development</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	

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Accrual Basis

**Estero Chamber of Commerce**  
**Profit & Loss Budget Performance**  
November 1 - 10, 2019

	Nov 1 - 10, ...	Budget	Jan 1 - No...	YTD Budget	Annual Bu...
<b>Professional Services</b>					
Accounting Fees	0.00	55.57	88.16	1,722.17	2,000.00
Legal Fees	0.00	0.00	0.00	0.00	
Professional Services - Other	0.00	0.00	0.00	0.00	
<b>Total Professional Services</b>	0.00	55.57	88.16	1,722.17	2,000.00
<b>Rent Expense</b>					
Storage	0.00	0.00	0.00	0.00	
Visitor Center	2,579.07	939.00	27,914.70	29,105.00	33,800.00
Rent Expense - Other	0.00	0.00	0.00	0.00	
<b>Total Rent Expense</b>	2,579.07	939.00	27,914.70	29,105.00	33,800.00
<b>Scholarship Awards</b>	0.00	0.00	0.00	8,000.00	8,000.00
<b>Sponsorships</b>	0.00	0.00	0.00	0.00	
<b>Telephone &amp; Communication</b>	0.00	0.00	0.00	0.00	
<b>Travel &amp; Meetings</b>					
Conference, Convention, Meeting	0.00	138.89	4,816.04	4,305.57	5,000.00
Travel	0.00	0.00	0.00	0.00	
Travel & Meetings - Other	0.00	0.00	0.00	0.00	
<b>Total Travel &amp; Meetings</b>	0.00	138.89	4,816.04	4,305.57	5,000.00
<b>Uncategorized Expenses</b>	0.00	0.00	0.00	0.00	
Web/IT Expense	0.00	180.56	8,513.42	5,597.22	6,500.00
<b>Total Expense</b>	6,760.07	5,486.40	179,983.14	199,580.52	230,000.00
<b>Net Ordinary Income</b>	4,775.93	-2,391.96	-1,783.76	11,547.26	6,600.00
<b>Other Income/Expense</b>					
Other Income					
Interest Income	0.00	0.00	0.00	0.00	
<b>Total Other Income</b>	0.00	0.00	0.00	0.00	
<b>Other Expense</b>					
Uncollected Renewals	0.00	0.00	0.00	0.00	
Ask My Accountant	0.00	0.00	0.00	0.00	
<b>Total Other Expense</b>	0.00	0.00	0.00	0.00	
<b>Net Other Income</b>	0.00	0.00	0.00	0.00	
<b>Net Income</b>	<u>4,775.93</u>	<u>-2,391.96</u>	<u>-1,783.76</u>	<u>11,547.26</u>	<u>6,600.00</u>

## 2020 Projection Breakdown:

- New Member Income: \$22,425
  - 75 new members x \$299 average rate = \$22,425
- Renewal Income: \$57,707
  - 238 current members x 81% retention rate = 193
  - 193 members renew x \$299 average rate = \$57,707
- Event Income: \$60,000
  - Better planning + advertising + stronger focus on main events = \$60,000
- Magazine & Map Income: \$8,000
  - \$6,000 Magazine Revenue + \$2,000 Map Revenue = \$8,000
- Sponsorship: \$65,000
  - Adding \$15,000 in Sponsorships
- Expenses: \$205,000
  - Overhead \$185,000 + Events \$20,000 = \$205,000
- Net Income: \$8,132



## **Estero Community and Economic Development Team Members**

- **Gary Bonvillian, Co-Chair** – President Emeritus, Thomas University
- **Jim Tatoes** – Community Development Chair, Estero Council of Community Leaders
- **Sarah Newcomb** – Executive Director, Estero Chamber of Commerce (Ex officio)
- **Joseph Pavich, Sr.** – Owner/Broker, Realty World
- **Nolen Rollins, Co-Chair**, – Estero Chamber of Commerce Chairman/Director, Kingdom Mobilization/Pastor, Legacy Church
- **Steve Sarkozy** – Village Manager, Village of Estero (Ex officio)
- **Suzanne Specht** – Assistant Director, Florida SBDC/FGCU
- **Stephanie Wardein** – System Director Community Affairs, Lee Health
- **Christopher Westley** – Director, Regional Economic Research Institute/Professor of Economics, FGCU
- **Jim Wilson** – Village of Estero Councilperson

## **Village Priorities for Quality of Life**

**Centrality** – Estero is centrally located for everything that enhances a superior quality of life – Airport, Malls, Hertz Arena, Universities, Public Schools, Quality Housing, Medical Facilities, Houses of Worship, Recreation, Estero Bay, Beaches, Community Parks, Historical Sites, Restaurants, Theater and Arts District, River Walk and Village Center.

**Arts District** - Estero is home of the arts – Performing Arts Center for Community Theater, Dance, Music, Opera, Ballet, Concerts, Orchestra and Visual Arts Center for Painting, Ceramics, Drawing, Sculpture, Photography

**Recreation** – Estero has recreation opportunities for everyone - Community Parks, Bike and Walking Trails, Golf, Tennis, Pickle Ball, Bocce Ball, Frisbee Golf, Bowling, Boating, Fishing, Community Game Centers, Sports Fields, Historical Sites

**Medical Corridor** – Estero is the home of state-of-the-arts medical facilities and physicians – Emergency Rooms, Urgent Care Facilities, Medical Offices, Hospitals, Specialty Medicine, Rehabilitation Centers, Therapy Centers, Memory Care Facilities

**Education** – Estero has excellent education opportunities for all ages and stage of life – Florida Gulf Coast University, Two High Schools, One Middle School, Four Elementary Schools, Charter Schools, Preschools, After School Programs, Workforce Training

**Village Center**- Estero is home of the newest city center in Florida, the place to gather and relax – Estero on the River, River Walk, Fine Dining, River Boats, Entertainment, Novelty and Souvenir Shopping, Street Vendors and Entertainers

**Support of Greater Economic Development Initiatives**- The Estero Community and Economic Development Team has concluded that in order for the above quality of life initiatives to be fulfilled, we must also provide direct support to the greater economic development initiatives undertaken by the village. As such, we commit ourselves to the advancement of commerce in the Estero region and to a sound plan for infrastructure improvements and expansions.

Estero Chamber of Commerce  
Estero Community and Economic Development Team  
October 2019