

Coral Gables Chamber of Commerce



Coral Gables City Commission *State of the Chamber Presentation*

Marc Berenfeld, Chairman

Sarah Artecona, Chair-Elect

Carol Ellis-Cutler, Vice Chair, Government & Legislative Affairs Division

Jim McCoy, Chair, Business & Government Affairs Committee

Mark A. Trowbridge, President & CEO

Tuesday, October 14, 2008

Coral Gables Chamber of Commerce

- *Accomplishments 2007-2008*
 - Grew the Chamber by 200 new members, including 38 new Trustees courtesy of a membership drive that recruited 45 new members, expanding our Chamber's breadth and depth in the business community
 - Sponsorship and event dollars netted nearly \$200,000 for the year, with such new programs as the Commercial Real Estate Forum, International Business Forum, March Madness Membership Invitational and the Colossal Clash of the Culinary Titans
 - Completed a re-write and update of our Chamber's By-laws (previously done in 1997)
 - Created a new restaurant membership category that has added 14 restaurants to our Chamber family
 - Increased the portfolio of membership benefits by re-instituting the Member2Member discount program and offering Notary Public services

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- ***Accomplishments 2006-2007***
 - Rolled out newly designed *City Beautiful* Magazine, with a dedicated 17-page visitor section
 - Hosted an out-bound Mission to Italy with the Beacon Council in support of a new Fashion and Lifestyle Initiative and received delegations from Barranquilla, Colombia; Pamplona, Spain; and the European Union
 - Re-claimed the *Flags on Ponce* Program in conjunction with the City of Coral Gables; tapped corporate and residential sponsors to sustain this program the Chamber started in 1993
 - Re-started the Independent Business Committee, a facet of VISION Coral Gables and grew the Travel & Tourism Committee, producing an episode of the *Fairway Gourmet* with the Biltmore Hotel and community partners
 - Initiated collaborative opportunities to promote Coral Gables as a destination with our tourism partners (BID, City, GMCVB, VMP)

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- *Membership Snapshot*

- In the past year, membership grew by 200 new members, including 38 new Trustees for a total of nearly 800 companies and 1600 members.
- Managed an annual Chamber-wide membership campaign and two table-top business expos that recruited 45 new members and over \$40,000 in new revenue
- Created a pilot membership level for restaurants based on cash/trade and focused on their industry's specific needs; opportunity to expand the market from current 28 restaurant members
- Re-positioned two awards programs (Diamond Awards and Businesswomen of the Year Awards) to luncheons to increase revenue, expand sponsorships, and raise their profile in the community. Both events had over 200 in attendance
- Retention of all Chamber members at 72%; Trustees at 82%

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- ***Membership Benefits – The Value Proposition***

- Focused each day on making membership a “value” – a *must-have* for all businesses in the community (new and existing); growing beyond our borders is a focus
- Membership involved, invested and energized; steady involvement at committee levels, including several new committees such as the *Go Green* Task Force, Business & Government Affairs, Travel and Tourism and Independent Business
- Evaluation of member benefits, levels and opportunities (initiated new restaurant level); increased benefits to membership through discount programs, notary public services and more events for networking
- Expansion and strengthening of alliances with stakeholders, including Beacon Council, BID, GMCVB, City of Coral Gables, and Coalition of Chambers (GMCC, Chamber South, Miami-Dade Chamber, and Miami Beach Chamber)
- New partnerships with Books & Books, Dale Carnegie Training, and others
- Increased and streamlined communication with membership – launched *Chamber Chatter* on Monday’s

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- ***Membership Benefits - The Value Proposition***
 - Advertising discounts and exposure in MoneyClip Magazine, *City Beautiful* Magazine, Coral Gables Tribune
 - VISION initiatives on travel and tourism and independent business that focus on our strengths, a destination that is built on small businesses
 - Increasing ways to increase the ROI of membership (member-to-member discounts, networking events, promotion, website listing, sponsorships, etc.).
 - Re-creation of door stickers stating business as a “Proud Member”
 - Develop unique workshops and seminars that help our businesses excel
 - Use our Chamber brand as a way to help members achieve more; trusted leader, advocate and resource
 - Advocate for our members, stakeholders, and partners locally, regionally, state-wide and nationally

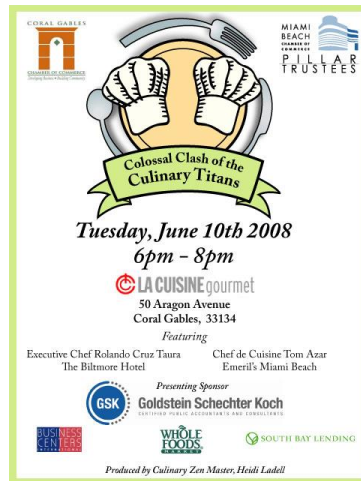
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- *Partnerships*

- Serve as a resource to our elected officials and City departments
- Advocate for our businesses on issues that affect their success; participation in fly-ins to Washington DC and Tallahassee
- Formed even stronger bonds with the BID and our commercial district through collaborative travel and tourism projects, member positioning, and joint membership
- Strengthened ties with Village of Merrick Park and their leadership
- Evaluate and champion ordinances and programs that are pro-business, including Arts Cinemeteque, Colombia TPA, Art in Public Places, funding for Public Education
- Monthly business column in Coral Gables News-Tribune
- Utilizing our PR firm to position Chamber as an expert resource on international business, small business issues, and Coral Gables as a destination
- Working closely with such community organizations as Beacon Council (Mission to Italy), Miami Beach Chamber (joint Pillar/Trustee event in June), Coalition of Chambers (Aquasino Networker; Micro-Lending event), and others

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Destination Coral Gables

Thursday, October 23, 2008

Village of Merrick Park

6:00 PM - 8:00 PM

Style & Substance

Enjoy Tastings by:

Anacapri
Fontana at The Biltmore
Morton's
Novecento
Peterbrooke Chocolatier
Two Sisters at The Hyatt



RSVP at www.coralgableschamber.org

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- ***Committees-At-Work***
 - Host over 150 committee meetings per year
 - Initiated the *Go Green* Task Force, focused on sustainability and best “green” practices in our business community
 - Expanded the programming and activities of our Trustee Council, including a community service project and other collaborative efforts
 - Our annual Holiday Party draws over 400 guests and provides gifts to children and seniors
 - The Travel & Tourism committee is a collaborative effort with various partners dedicated to positioning Coral Gables as a premier destination
 - Our annual Baptist Health 5K Tour of the Gables is a community-wide event that draws nearly 700 runners to the City Beautiful
 - Our Awards programs honor the best in business, outstanding women leaders, young professionals, commercial architecture, and iconic community leadership (George E. Merrick Award of Excellence)

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- *Challenges*
 - Sluggish economy that has led to the closure of some of our businesses, cut-backs in sponsorship dollars, and slower payment of investment dues
 - Competition from other business networking organizations
 - Lack of participation from members and lack of enthusiasm from non-members in the community
 - Dwindling resources
 - State-wide economic woes that can hurt our largest employers

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- *Opportunities*

- Full implementation of VISION Coral Gables – focused on travel and tourism, independent business and economic development
- Entrepreneurship Program with the University of Miami
- Newly created Division for Government & Legislative Affairs
- Business & the Arts Showcase in Fall 2009
- Fashion and Lifestyle Initiative w/ Beacon Council
- *Red Carpet* Welcome Program
- Quarterly Restaurant Town Hall Meetings
- Pow Wow 2009, Super Bowl 2010 and other Familiarization Tours



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Thank you for your
support!