We’re proud of our successes as we continued our focus on entrepreneurial, new and inclusive business growth while providing a platform for members to influence the climate for business in this amazing city. As your Chair in 2018, I am most proud of how many dedicated, professional and fun members engaged in making our city a better place for all to live, work and play – and we call that “Chambering!” Highlights of Chambering this year include:

**ECONOMIC DEVELOPMENT**

- Trained and Graduated 55 entrepreneurs at the Greenhouse in our 10-week BB&T Entrepreneur Academy (spring 2018) and the Florida Print Solutions Entrepreneur Academy (fall 2018).
- Promoted 78 member businesses directly through community celebration ribbon cutting events.
- Awarded a 3-year $1.2 million dollar grant from the Foundation for a Healthy St Petersburg for technology, training, staff and a community summit to formalize and focus the Grow Smarter collective strategy to ensure equity in economic development.
- Welcomed 22,095 visitors in our Visitors Center and sold over $100,000 of work for over 78 local artists.
- Invested over $100,000 and provided shared services for our St. Petersburg EDC to ensure new job growth in the target industries of Marine/Life Sciences, Specialized Manufacturing, Financial Services, Creative Arts/Design & Data Analytics.

**ADVOCACY**

- Provided access for members to local, state and federal elected officials through our Tucker/Hall “Coffee Chats”, Shumaker, Loop & Kendrick, LLP “Now Trending” luncheons, and AARP/Spectrum “Popcorn and Politics.”
- Convened members and provided feedback to local government leaders on the impact to our businesses on a variety of issues including USF Consolidation, complete streets, affordable housing, corridor & district redevelopment, noise ordinances and single-use plastics.
- Traveled to Tallahassee and Washington D.C with members to advocate for state and federal funding of transportation projects and member appropriations.

**ORGANIZATION**

- Enrolled 331 new members in 2018 while providing new monthly payment options for small businesses seeking to grow their business.
- Celebrated 40 new graduates of our Leadership St Pete program while raising over $113,000 dollars for this year’s class project – Sail Future.
- Engaged over 130 St. Pete Young Professionals in advocacy and leadership programs as they gave back by contributing over 1200 service hours to programs including Boards for Bros, The Kind Mouse and St. Pete Pride.
- Connected members monthly with member appreciation events, Rays, Rowdies, Lightning and Buccaneers events, the annual Good ‘Burger awards party, our annual Thinking Outside the ‘Burg benchmarking trip (Kansas City) and the new Chamber Shuffle at the St. Pete Shuffleboard Club.
- Completed a Board and Staff Cultural Competence Assessment to provide insights, benchmarks and recommendations to ensure diversity, equity and inclusion become our competitive advantage as an organization and a community.

Find your place with the Chamber. Visit stpete.com to learn how you can get involved, get connected and be heard.
2017–2019 Strategic Plan

OUR MISSION The St. Petersburg Area Chamber of Commerce shall be the preeminent leader of business in order to ensure the economic growth and vitality of our community.


PRIORITY I. ECONOMIC DEVELOPMENT

GOAL: Coordinate and caretake the collective Grow Smarter plan to ensure a connected, sustainable and inclusive prosperity.

GROW SMARTER
Coordinate efforts to implement and communicate Grow Smarter strategic plan to accelerate/celebrate successes in community.

START HERE
Enhance and expand Greenhouse and Chamber programs to become a community of choice for start-ups and entrepreneurs.

VISITOR IMPACT
Create more and better ways for our members to benefit from our naturally attractive destination.

EDC PARTNER
Provide connectivity, leadership and support for the St. Petersburg Area EDC engaged board.

KEY ISSUE DEVELOPMENT
Lead on Grow Smarter initiatives where the Chamber has the status, position addressed and resources.

PRIORITY II.

ADVOCACY

GOAL: Engage as a collective voice on issues affecting the economic health of our membership and our business community.

INTELLIGENCE
Be a resource for a better understanding on issues and industry.

LOCAL SUPPORT
Support membership on issues and growth.

LEADERSHIP
Engage our local, state and federal elected officials in our efforts.

SUPPORT
Elevate and advocate key issues for Grow Smarter success.

PRIORITY III. ORGANIZATION

GOAL: Grow the diversity of Chamber members through an empowerment of benefits created by an organization with extraordinary volunteer leadership and professional administration.

MEMBER CHOICES
Offer an improved membership model with self-selected benefits & goals.

FOCUS ON EQUITY
Ensure the presence of diversity and the practice of inclusion in all we do.

BALANCED
Build the necessary financial and staffing models for organizational sustainability.

TELL OUR STORY
Revitalize the Chamber brand and promote the Chamber to its constituencies.

BOARD LEADERSHIP
Strengthen Board of Governors leadership and engagement with each member contributing in his/her most effective way.