

LAKELAND CHAMBER OF COMMERCE



2018

ANNUAL REPORT

LAKELAND CHAMBER OF COMMERCE

Membership

Adapted from survey taken in June

199 New Chamber Members

89 %

Of all members would recommend to another business to join the Lakeland Chamber

Why do people join the Lakeland Chamber?



To network and become more involved with the community.

Communications

Adapted from survey taken in June

How do members prefer to stay connected?



26%



34%



89%

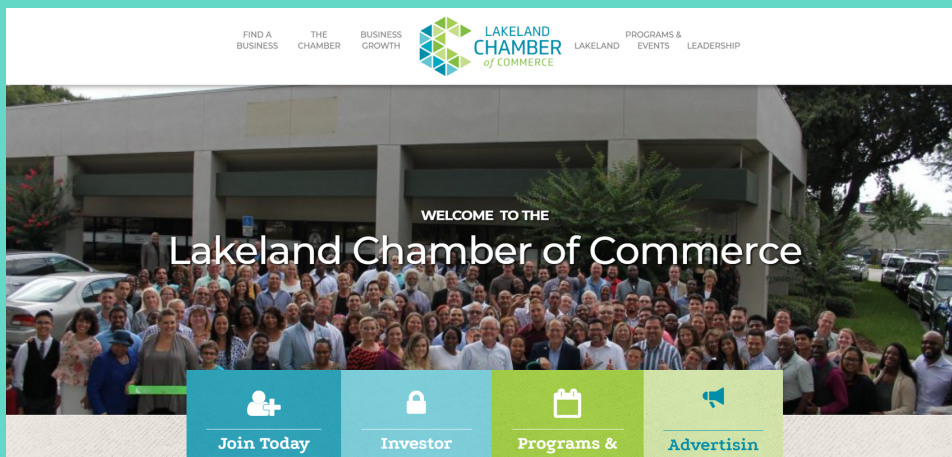
*Survey accounted for more than one answer

What do members look for in the newsletter?

Newsletter Stats



**New Website
Launched 12/18**



**First Annual Print
Magazine Produced**



Advocacy

The Advocacy Committee:

1

Met with the Mayor and every
Lakeland City Commissioner

2

Created policy guidelines giving
agility to Chamber for positions
on issues

11 of 13

candidates endorsed
by BusinessVoice
obtained office

Successful advocacy efforts
resulted in a reduction of the
city's millage rate



2018 Political Hob Nob generated a record attendance of:

600 Members

48 Candidates &
clubs

The 5th Class of our Public Leadership
Institute saw 2 graduates elected into office:

Martha Santiago & Lisa Miller

LAKELAND CHAMBER OF COMMERCE *Foundation*

CHAMBER FOUNDATION GALA: A MAD HATTER'S BALL



The Gala aided the Chamber in reestablishing its public nonprofit status, which was necessary to acquire eligibility for grants, and other state and federal aid.



Foundation Cont.

PROGRAMS:

Early Decision

Orientation Program:

Internships for college freshmen that helps introduce them to the Lakeland business community and gives them insight on career paths and opportunities. This will create a talent pipeline for the best and brightest in the college system directed into the Lakeland working community.

20

Incoming freshman went through our early decision program

New Business 101:

Four week training seminar that assists new and potential business owners in preparation for operation and service. Ideally, we hope that once they open, they will stay open.

61

***New businesses completed the 4-week course**

***40 participants went through basic QuickBooks training**

Leadership & Management Training:

Courses offered to increase the leadership pipeline and decrease costs for small businesses in their safety training and HR needs.

89

Lakeland employees were put through 7-week training sessions

** Had wait-lists each session*

LAKELAND CHAMBER OF COMMERCE

Initiatives

Leadership Lakeland Graduating Class 35



TALENT DEVELOPMENT

Suit-up

Career fair for
college students

Rally the Spirit

Welcome
students back for
the school year

SlingShot Polk

Innovation
competition
from ages 11-30

2018 Scott Linder Small Business of the Year Award Winner:

All American Fire & Safety, Inc.



Travel Program: Bordeaux, France

