Why do people join the Lakeland Chamber?

To network and become more involved with the community.

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

199 New Chamber Members

How do members prefer to stay connected?

26% Facebook
34% Newsletter
89% Website

*Survey accounted for more than one answer

What do members look for in the newsletter?

First Annual Print Magazine Produced

Lakeland Chamber of Commerce
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

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

11 of 13 candidates endorsed by BusinessVoice obtained office

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
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.
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.

Incoming freshman went through our early decision program

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

Lakeland employees were put through 7-week training sessions

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.

*New businesses completed the 4-week course
*40 participants went through basic QuickBooks training

PROGRAMS:

20

61

89

* 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