

EXECUTIVE SUMMARY

Review Chamber of Commerce Relationship with Naples, Marco Island, Everglades CVB

OBJECTIVE: Review the relationship that we have with the area chambers of Commerce.

CONSIDERATIONS: At the November TDC meeting, a member requested information on our business relationships with the area Chambers of Commerce.

Greater Naples Chamber of Commerce:

We participate with the Naples Chamber in their various programs related to tourism. We have a display in each of their locations on US 41 North, the Coastland Center and the Downtown Naples Visitor Centers. We maintain the brochure content of those displays at no cost to us or the Chamber. We also participate in their information kit distribution to include our Visitor Guide at an annual cost to the CVB of \$5,000. We also contribute time and support to the Leadership Naples and Greater Naples Leadership program with presentations on at least an annual basis.

Marco Island Chamber of Commerce

We participate in their Visitor Center with a brochure rack display and destination brochures at no cost to us or the Chamber. We participate and support their Marco Island Leadership program with presentations and periodic community presentations on tourism.

Everglades Chamber of Commerce

We participate with the Chamber with information distribution and supply a brochure rack and destination promotional materials at no cost to the Chamber or the CVB.

Immokalee Chamber of Commerce

We participate with the Chamber with visitor and destination information at their office in Immokalee.

All of the area Chambers of Commerce participate with the CVB in our summer VIP card program by soliciting offers from their members and distributing the cards to visitors to their information centers.

Lee County VCB works with all of their area chambers in a similar way with distribution of information at their visitor centers and in mailings to people inquiring for information on the area. The VCB also contributes some support dollars to the area chambers for those services. This is done through their annual grant program.

FISCAL IMPACT: \$5,000 annually to the Naples Chamber of Commerce for Visitor Guide distribution and one time cost of \$7,500 for brochure racks to all the area chambers.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan as a result of this action.

RECOMMENDATION: Review relationship with area chambers of commerce per TDC request.