

EXECUTIVE SUMMARY

Chamber of Commerce Working Relationship Progress Report

OBJECTIVE: Discuss the progress of discussions with area Chambers of Commerce concerning distribution of information and sharing of research findings of visitors to area information centers.

CONSIDERATIONS: The TDC discussed at the January 26, 2009 Council meeting how the CVB currently works with the area Chambers of Commerce and how that relationship could be expanded and improved. Staff outlined with the TDC members that the Chambers have their own distinct missions, but share in the work of servicing the visitors that come to Collier County.

Staff has met separately with the area chambers and will schedule a joint meeting after high season to discuss ways that the current working relationship can be strengthened. One area that is already being explored is a way to share statistics on a more consistent basis. If each chamber could share their visitor numbers with the CVB, we could include these statistics in our monthly reports to the TDC. We will also discuss how Klages Research could incorporate these visitor statistics into the visitor profile and economic impact studies they are currently producing. Some samples of shared information are attached.

FISCAL IMPACT: There is no immediate fiscal impact from this action.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan with this action.

RECOMMENDATION: Staff recommends that a future meeting be held with all of the area chambers to discuss better ways to work together and gather visitor statistics.

SUBMITTED BY: Jack Wert, Tourism Director

WertJack

From: Mike Reagen [Mike@napleschamber.org]
Sent: Tuesday, February 03, 2009 6:03 PM
To: Mike Reagen
Subject: FW: Traffic at Downtown Visitor Center

From: Lisa Swirda
Sent: Tuesday, February 03, 2009 5:34 PM
To: Brenda O'Connor; Michele Klinowski; Mike Reagen
Subject: Traffic at Downtown Visitor Center

**It must be officially Season.....we had 275 Visitors
here today!!!!**

Lisa

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