

ANNUAL REPORT



Highlighting the fiscal year accomplishments, initiatives and priorities of The Greater Tallahassee Chamber of Commerce and its affiliate programs Access Tallahassee, Leadership Tallahassee and World Class Schools.

The report will be released at the Annual Breakfast Meeting (October 2020) and will also include a look ahead into the coming program year.

SPONSORSHIPS & BENEFITS

BACK COVER (1) - \$1,500

INSIDE FRONT COVER (1) - \$1,250

INSIDE BACK COVER (1) - \$1,000

FULL PAGE (6) - \$850

- Full color advertisement, company to submit artwork
- 1500 printed copies, report distribution channels to include 2020 Annual Breakfast Meeting, displayed in Chamber office, handed out at other events and distributed at board and committee meetings for the Chamber and its affiliate organizations
- Digital version created and uploaded to Chamber website
- Digital version distributed through e-newsletter with advertiser's company name listed in associated story (more than 9000 contacts)
- Digital version shared via Chamber and affiliate program social media platforms ([NEW BENEFIT](#))
- Digital version promoted via affiliate programs Access Tallahassee, Leadership Tallahassee and World Class Schools newsletters and websites





BETH COBURN
Vice President, Learning, Talent
Operations and Culture
Capital City Bank

Growing Business

Our approach to business starts with you. As the catalyst for local business growth and driver of economic development, the Chamber strives to understand the needs of our members. We know when we help individuals who power businesses, those businesses flourish. Through unique programs, powerful resources and interactive experiences, we help you and your business achieve success and have boosted our efforts in four priority areas: talent, entrepreneurship, existing industries and business environment.

- Produced and distributed the Talent Lives Here video series featuring young professionals who choose to raise Tallahassee home.
- Hosted a series of Small Business focus groups to discover feedback on Chamber initiatives.
- Hosted bi-monthly CEO Series events featuring executives from Tallahassee's most interesting and successful companies.
- Launched the Chamber Podcast to feature stories from business leaders and community influencers making an impact in Tallahassee.
- Hosted forums on Entrepreneurship, Talent Recruitment & Retention, Education & Workforce and the state of the economy to keep members informed on topics affecting their businesses.
- Curated sessions at the Annual Community Conference featuring insights on areas such as marketing, sales, legal strategies, local developments, residential housing, workforce opportunities, a changing workforce and tourism.

"Tallahassee's economy continues to show strong signs of growth. In order to sustain that growth and reach new heights it is critical for our community to invest in talent, entrepreneurship, industry and the business environment. The Chamber works with community partners, volunteers and members to elevate these priority areas across the community as a means of growing business in Tallahassee and Leon County."


BETH COBURN
Chief, Great Business Committee

182,300 TOTAL JOBS	1.2% INCREASE IN JOBS 2017	3.2% UNEMPLOYMENT RATE LOWEST IN 80 YEARS
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TALLAHASSEE CHAMBER OF COMMERCE

IT'S NO
ACCIDENT

THAT WE HAVE
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ER
WAIT TIMES**



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