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EXECUTIVE OFFICERS

HENRY ROSE - CV MARKETING & FALCON FOUNDATION

BOARD CHAIR

MARC LIEBESKIND - PRINCIPAL FINANCIAL

CHAIR-ELECT

MICHELLE WATSON - LOKATION REAL ESTATE

VICE CHAIR OF FINANCE

LISA I PEREZ - HBL RESOURCES

VICE CHAIR OF GOVERNANCE

ANNETTE ALVAREZ - SHOPS AT PEMBROKE GARDENS

VICE CHAIR OF MEMBERSHIP & EXTERNAL RELATIONS

TIFFANY PANCIERA - BOYD PANCIERA FAMILY FUNERAL CARE

SECRETARY

LEAH CARPENTER - MEMORIAL HEALTHCARE SYSTEM

IMMEDIATE PAST BOARD CHAIR

BOARD MEMBERS

ANITA FAIN-TAYLOR - CITY OF MIRAMAR

DANNY BLANCO - WESTCARE/THE VILLAGE SOUTH

ISMAEL MONROIG - MONROIG ENTERPRISES

IVAN SALDIAS - KELLER WILLIAMS REALTY

JAMES KNAPP - BROWARD EDUCATION FOUNDATION

JESSICA BUSQUETS - CLEVELAND CLINIC

JOSE GONZALEZ - GARAGE GURUS

MICHAEL STAMM JR - CITY OF PEMBROKE PINES

STAN BOSTIC - FREEDOM FLIGHT SOUTH FLORIDA

STEVEN SARDUY - INDEMNITY SECURITY & INVESTIGATIONS

VEDNER GERRIER - MEMORIAL HOSPITAL WEST



TRUSTEE MEMBERS

PLATINUM











Shops at **Pembroke**, Gardens

GOLD







SILVER

















PEMBROKE







CHAIRMAN'S CIRCLE MEMBERS







MERANT



















ANNUAL REPORT 2021-2022





miramarpembrokepines.org



westonflchamber.com



ppwpchamber.com



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STEVEN SARDUY - INDEMNITY SECURITY & INVESTIGATIONS
TONY GORDON - AAMCO
VEDNER GERRIER - MEMORIAL HOSPITAL WEST

STAFF

PATTY ARCHER - PRESIDENT

ANGIE BAILEY - MANAGER

The Chamber is dedicated to being a Convener of leaders, a Catalyst for positive change, and a Champion for strong communities.

EXTRAORDINARY

[ekstrəˈôrdnˌerē] *adjective*

- 1.going beyond what is usual, regular, or customary
- 2. exceptional to a very marked extent

There's no more fitting word to sum up our 2021-2022 chamber year. We created new events, expanded partnerships and launched new programs to support and advocate for the businesses we we serve. Change is never easy, and overcoming pandemic-related setbacks has been a challenge for us all. But we are proud to say that we have bounced back stronger than ever. Here's a little of what we've done:

PAGE 10 NEW MEMBERS WELCOMED TO THE CHAMBER 10 TOTAL CHAMBER MEMBERS

PREGULAR MONTHLY EVENTS

RIBBON CUTTING CEREMONIES PERFORMED

CHAMBER UNIVERSITY TRAININGS

SPECIAL EVENTS HELD

NEW TRUSTERS & CHAIRMANS CIRCLE ADDED

NEW TRUSTEES & CHAIRMANS CIRCLE ADDED

NEW EVENTS CREATED

BUDGET PERFORMANCE

INCOME

Membership Dues

- \$183,837.88

*11.7% Increase over last fiscal year

Non-Dues Revenue

- \$116,800.68

TOTAL

- \$300,638.56

*54.6% Increase over last fiscal year

Net Profit

- \$58,218.92

*313.4% Increase over last fiscal year

Transferred to Reserve

- \$50,000.00

DIGITAL PERFORMANCE

50,975 114,833 212,193

UNIQUE WEBSITE VISITS

WEBSITE PAGE VIEWS

SOCI<mark>AL MEDI</mark>A IMPRESSIONS

37% FACEBOOK GROWTH

12% TWITTER GROWTH

55% INSTAGRAM GROWTH

30% LINKEDIN GROWTH

13 TOTAL SOCIAL CHANNELS

328 EMAILS SENT

22% OPEN RATE
(9% INCREASE FROM PREVIOUS YEAR)

BUSINESS AWARD WINNERS

MIRAMAR/PEMBROKE PINES

ED MINAYA LIFETIME ACHIEVEMENT AWARD
Commissioner Winston Barnes - City of Miramar

VICKI COCEANO COMMUNITY LEADERSHIP AWARD

Michael Stamm Jr - City of Pembroke Pines

CORPORATE STEWARDSHIP AWARD
The Shops at Pembroke Gardens

SMALL BUSINESS OF THE YEAR Advantage PA Public Adjusters

INDIVIDUAL PINNACLE AWARDS Dr. Karen Hollis - City of Miramar Ofelia Zambrano - Urbana Realty Martha Archer - Smart Web Plans Hermaud Rolle - Smart Web Plans

WESTON

COMMUNITY CHAMPION
Alejandro Lopez - Wings in Weston

CORPORATE STEWARDSHIP AWARD
Broward Health

SMALL BUSINESS OF THE YEAR
Between Flowers

ROOKIE BUSINESS OF THE YEAR FitLife Weston

INDIVIDUAL PINNACLE AWARD
Kurt Asesor - Premier Martial Arts

NEW EVENTS







CHAMBER CONNECTIONS

QR CODES TO KEY LINKS PAGE



linktr.ee/mpprcc



linktr.ee/westonflchamber



linktr.ee/ppwpchamber

TRUSTEES































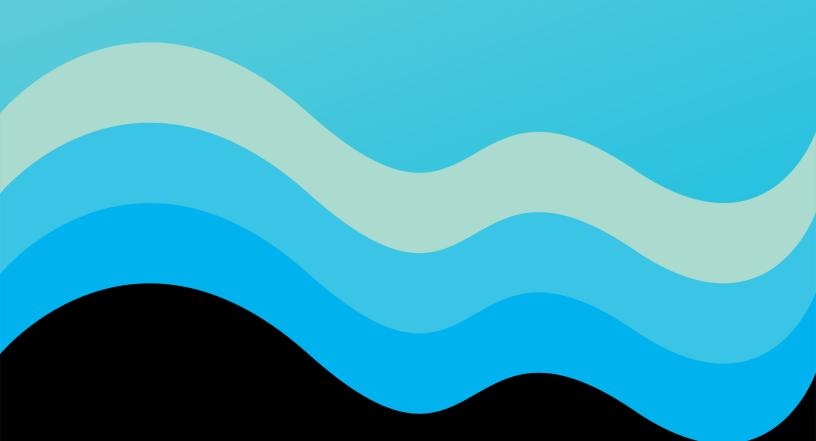








2022-2023 ANNUAL PLAN





SUMMARY

Coming off of an amazing reconstruction year, the Chamber is poised to make 2022-2023 a spectacular year for our members. After having recovered 70% of our pandemic-related membership losses last year, we are looking forward to reaching and surpassing where the chamber was at the beginning of 2020.

We will continue to focus our efforts on rebuilding our chamber membership, expanding our programs and services for our members, creating a stronger presence in the local/state legislature and community at large, strengthening our financial position even more, and increasing the value that we provide as an organization. We are looking forward to planning our first off-site strategic planning retreat since 2018 and bring our leadership and key members together to create the 2023-2026 strategic plan.

The Chamber will also be working on preparations for accreditation renewal with the US Chamber next summer. Throughout the year, we will be communicating our progress and our intentions with the membership so that they understand the value of these efforts and why this designation should be equally important to them as well.

This plan includes our MPPRCC subsidiaries - Weston Florida Chamber of Commerce and Pembroke Park/West Park Chamber of Commerce.

Now and in the future, the Chamber is committed to being a Convener of leaders, a catalyst for positive change, and a champion for a strong community.

MEMBERSHIP

GOALS

- Increase membership to 750, an adjusted target from the strategic plan.
- Strengthen our committees by ensuring all open seats are filled.
- Increase retention to at least 75% by end of year.

- Reach out to new businesses in as many of our cities as possible through Local Business Tax Receipt data.
- Launch a regular needs assessment for member businesses to compare changing needs against chamber value at least twice throughout the year.
- Finish implementing the feedback survey under construction for new members to gauge their experience and make adjustments around 90 days before their renewal.
- Create a tracking system for a New Member touchpoint program to track engagement beyond the capabilities of our current system.
- Create an Accreditation Task Force to assist in the planning for Accreditation renewal deadline in summer 2023 as an opportunity to engage newer members and give them a vested interest.

MARKETING

GOALS

- Create a signature event exclusively for the Weston area.
- Commit to at least one additional event in Pembroke Park & West Park.
- Build media relationships for event promotion and for expertise quotes in local stories.

- Use LBTR calls as an awareness opportunity to educate businesses on the chamber and its benefits.
- Publish the next edition of our Community & Business Magazine by midyear with projected circulation of 8,000 copies.
- Create media advisory and press release templates to be completed before and after every major event.
- Use the 2023 Sip & Taste signature event and its potential venue change to capitalize on bigger/regional marketing opportunities for general chamber awareness.
- Engage the Special Events Committee to create a list of potential event ideas for a new event in Weston that has potential for becoming our next signature event.

ADVOCACY

GOALS

- Establish the chamber as a voting bloc in the business community.
- To be a force for pushing civic engagement and voter participation.
- Update the chamber's Legislative Agenda and communicate broadly.

- Launch a Get-out-the-Vote campaign before the 2022 primary and general elections and in anticipation of March 2023 municipal elections.
- Publish a reviewed Legislative Agenda prior to the 2022 elections. Revise and update the agenda after the elections as well.
- Hold legislative and policy events throughout the year, including a Legislative Update event and Meet the Candidates/Candidate Debates.
- Make specific invitations to elected officials to attend general membership meetings to speak on legislative progress and policy issues on a more regular basis.
- Include legislative progress updates in our monthly and weekly e-news, as appropriate.

FINANCES

GOALS

- Fulfill contingency reserve goal of 6 months of operating expenses at the end of the fiscal year.
- Create an investment account to make committee-directed decisions to invest excess cash.
- Increasing staff by an additional person at the beginning of the year, and allocating resources for the next addition.

- Review financial operating procedures with the Accountant of Record and formulate a plan for making any necessary adjustments.
- Continue conservative spending habits to maximize net profits that can be invested in programs and services to increase membership value.
- Revise Finance Policies to reflect updated chamber best practices.
- Review all signature event sponsorship levels before each event.
- Get commitment from City of Weston for its official Trustee partnership.



ACCREDITATION



The US Chamber of Commerce Accreditation Program is the only program of its kind that defines excellence in chamber planning and recognizes chambers for outstanding contributions toward positive change in their communities.

Only 3% of Chambers nationwide are Accredited or Accredited with 3- 4- or 5-stars. We are have been a 4-star Accredited Chamber since 2011, by meeting the minimum requirements and reaching at least 80% of the additional criteria. We are currently preparing for renewal in 2023.

As of June 2022, Miramar Pembroke Pines Regional Chamber of Commerce is **one of only 11 Accredited chambers in Florida, and the ONLY one in South Florida**. We are also a Certified Plus chamber with the Florida Association of Chamber Professionals.

By earning Accreditation from the US Chamber of Commerce, we are showing our dedication to promoting strong business practices, recognizing leadership and outstanding contributions to the community, supporting the principles of free enterprise, and promoting pro-growth policies at the federal, state, and local levels. We are also dedicated to establishing best practices and staying in-step with chamber industry changes.

2022-2023 SCHEDULE OF EVENTS

MONTHLY







4th Thursdays



Varies by City



3rd Wednesdays



1st Thursdays



1st Fridays

SIGNATURE



September



October





March



May



January







2022-2023 SCHEDULE OF EVENTS

SPECIAL













EVENT SPONSORSHIP

Event Sponsorship enhances visibility by including your organization in our event marketing campaigns and offering opportunities to address the desired captive audience you're looking to target.

Every event has unique investment levels, and sponsorships can be built in to a custom Trusteeship Agreement. Current sponsors will retain first right of refusal on the following year's event.

MEMBER BENEFITS

GENERAL

- Listing in the online and printed directory magazine
- Dedicated page on website for company information
- Member pricing for all chamber events
- Complimentary Notary services
- Complimentary event submission to Member calendar
- Complimentary coupon submissions under listing
- Complimentary 90-day posting to Job Board
- Complimentary Press Release publishing
- Ability to send Member2Member email adverts
- Ability to sponsor social media posts on chamber channels
- Ability to sponsor monthly or special events
- Ability to advertise in annual Community & Business
 Magazine in addition to included listing in directory
- Ability to purchase hyperlinked sponsor banner on website
- Ability to purchase membership mailing list (no emails)
- Discounted pricing on Merchant Processing, Constant
 Contact, Office Depot, Payroll Services and Group Travel



MEMBER BENEFITS

CHAIRMAN'S -CIRCLE

All benefits of general membership, plus:

- Up to two business locations listed in online & printed directory magazine
- Priority placement in category listing
- Hyperlinked Logo on Trustee/Chairman's Circle webpage
- Two complimentary Member2Member email blasts
- One complimentary membership mailing list (no emails)
- Two complimentary tickets to the Membership Breakfast/
 Chamber Connect Lunch (chamber-specific)
- Recognition at Membership Breakfast/Chamber Connect
 Lunch
- Name listed on event slideshow at each Breakfast/Lunch
- Four complimentary tickets to monthly Net@Nite/After Hours

MEMBER BENEFITS TRUSTEE

All benefits of general membership, plus:

- Up to three business locations listed in directory
- Highest priority placement in category listing
- Hyperlinked Logo on Trustee/Chairman's Circle webpage
- Hyperlinked Logo on homepage sponsor scroller
- Logo on Trustee page of annual Community & Business Magazine and priority placement in directory section
- Logo in footer of every Monday morning email blast
- Six complimentary Member2Member email blasts
- Four complimentary membership mailing list (no emails)
- Four complimentary tickets to the Membership Breakfast/ Chamber Connect Lunch (chamber-specific)
- Recognition at Membership Breakfast/Chamber Connect Lunch
- Logo listed on event slideshow at each Breakfast/Lunch
- Four complimentary exhibitor tables at Breakfast/Lunch
- Ten complimentary tickets to monthly Net@Nite/After Hours

Trustee packages are also available at the Gold (\$5,000) and Platinum (\$8,000) investment levels. They include event sponsorship additions, as well as custom membership and marketing benefits. The chamber is always open to discussing a personalized agreement that will fit your organization's needs and goals.



MEMORIAL HEALTHCARE SYSTEM

PLATINUM

All benefits of general membership and trusteeship, plus the following mutually agreed upon enhancements:

- Twelve complimentary Member2Member email blasts
- Five business locations listed in directory:
 - Memorial Healthcare System
 - Memorial Hospital West
 - Memorial Hospital Miramar
 - Memorial Hospital Pembroke
 - Memorial Hospital West Fitness
- Trusteeship in Weston FL Chamber
- Complimentary Trusteeship in Pembroke Park/West Park
- Priority placement of logo in all Trustee listings
- Inclusion of any requested events on chamber calendar
- Senior Expo 2022 Gold sponsorship
- Women's Wellness 2022 Title sponsorship
- Pinnacle 2022 Gold sponsorship
- Sip & Taste 2023 Title sponsorship
- One Membership Breakfast main sponsorship
- One Weston Lunch main sponsorship
- 2023 Magazine advertisement credit of \$1000
- Seat on the Board of Directors



CLEVELAND CLINIC

All benefits of general membership and trusteeship, plus the following mutually agreed upon enhancements:

- Trusteeship in Weston FL Chamber
- Twelve complimentary Member 2Member email blasts
- Priority placement of logo in all Trustee listings
- Inclusion of any requested events on chamber calendar
- Senior Expo 2022 Platinum sponsorship
- One Membership Breakfast main sponsorship
- 2023 Magazine advertisement credit for a full page
- Seat on the Board of Directors



BAPTIST HEALTH GOLD

All benefits of general membership and trusteeship, plus the following mutually agreed upon enhancements:

- Eight complimentary Member2Member email blasts
- Priority placement of logo in all Trustee listings
- Two business locations listed in directory:
 - Baptist Health Urgent Care Center Pembroke Pines
 - Baptist Sleep Center
- Inclusion of any requested events on chamber calendar
- One Membership Breakfast main sponsorship (Dec 2022)

Previously agreed upon sponsorships (pre-2020):

- Senior Expo sponsorship (\$1000)
- Women's Wellness Breakfast sponsorship (\$500)
- Website marketing (\$500)



SHOPS AT PEMBROKE GARDENS PLATINUM

All benefits of general membership and trusteeship, plus the following mutually agreed upon enhancements:

- Twelve complimentary Member 2Member email blasts
- Priority placement of logo in all Trustee listings
- Inclusion of any requested events on chamber calendar
- One Membership Breakfast main sponsorship
- One Weston Lunch main sponsorship
- Women's Wellness Breakfast sponsorship
- Modern Woman's Business Summit sponsorship
- Holiday Party sponsorship
- Sip of Wine, Taste of Heaven sponsorship
- 2023 Magazine full page advertisement
- Seat on the Board of Directors