



CHAMBER FUNDING PROGRAM

2024 Update & 2025 Programming

HIGHLIGHTS

- Spent 2024 with chambers to gain insight into how we refresh and update the Chamber funding program
- Chamber CEO roundtable discussions
- Chamber workshop at St. Pete Collaborative Labs
- Hosted educational sessions to assist chamber partners set up Google Analytics, led by a marketing firm familiar with Chamber web tools
- Explored new data measurement technology to implement into the chambers
- Used non-biased 3rd party (Crossroads Consulting) to develop a clear Chamber Funding Program
- Developed impacted chamber agreements with the purpose of supporting our Welcome Centers to get back online for Visitors

Chamber Funding Approach

- Collaborative approach between Visit St. Pete/Clearwater and Crossroads Consulting
- Defined metrics based on peer research, industry experience, and input from chambers
- Gathered and organized data from chambers
- Designated weighting for metrics to promote a balanced, fair, and equitable allocation
- Assigned scores for each chamber against metrics
- Established funding allocations dependent upon rank (Tiered/Considered TDT)
- Compared to historical allocations

The weighting was established to reflect strategic priorities, while also seeking to maintain balance and fairness with no single measurement resulting in a disproportionate amount of funding.

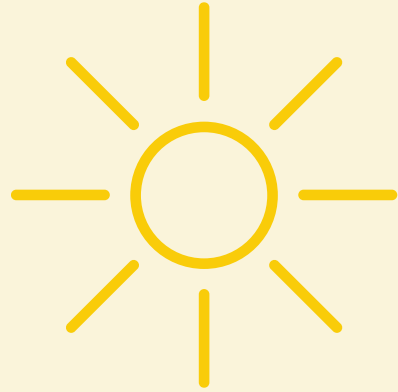
Metrics

- Visitors Centers (# of Visitor Centers & Visitor Center Traffic)
- Membership totals from accommodation, tourism & non-tourism categories
- Events that were tourism related & # of attendees
- Tourism collateral & visitors guides distributed
- Marketing Effectiveness: Social, Web, and Email Reach
- Tourism advocacy efforts

Funding Allocation

- Total weighted points for all metrics are summed to rank each chamber 1 through 13
- TDT, while not utilized as a metric for the Chamber scoring due to reporting constraints, was analyzed and helped to serve as a justification to the tiered allocations.
- Funding amounts were determined as a percentage of overall allocation funding
- Final amounts allocated were broken down into marketing & staffing funding as a 65/35 split





Key Takeaways

- Spent the year in 2024, developing a Chamber Funding Program that can be replicated in other destinations and something our County can take pride in
- Visit St. Pete Clearwater staff worked alongside our chambers throughout the year to make sure their needs were met and to maintain unity between the CVB and the 13 county supported chambers
- After two storms hit our destination, an “Impacted Chamber” agreement was created to ensure our effected chambers will be able to welcome visitors and support tourism business
- Exploring new data & technology for future efforts

HOW VSPC CAN
BEST SUPPORT YOU

MARKETING

EDUCATE PEOPLE
ON THE BED TAX

727
DAY

LET'S
SHINE

CHAMBER
DAY

FUNSHINE
SAVINGS
PASS

VISITOR
CENTER

SEAFOOD
FESTIVAL

BED TAX
FUNDING ALLOCATION
CHAMBER FUNDING

ADVOCACY

VISITORS CENTER

EVENTS

VISITOR EXPERIENCE
TRANSPORTATION

ECONOMIC IMPACT

KPI'S

FORWARD-LOOKING
DATA

GRANT
PROGRAM

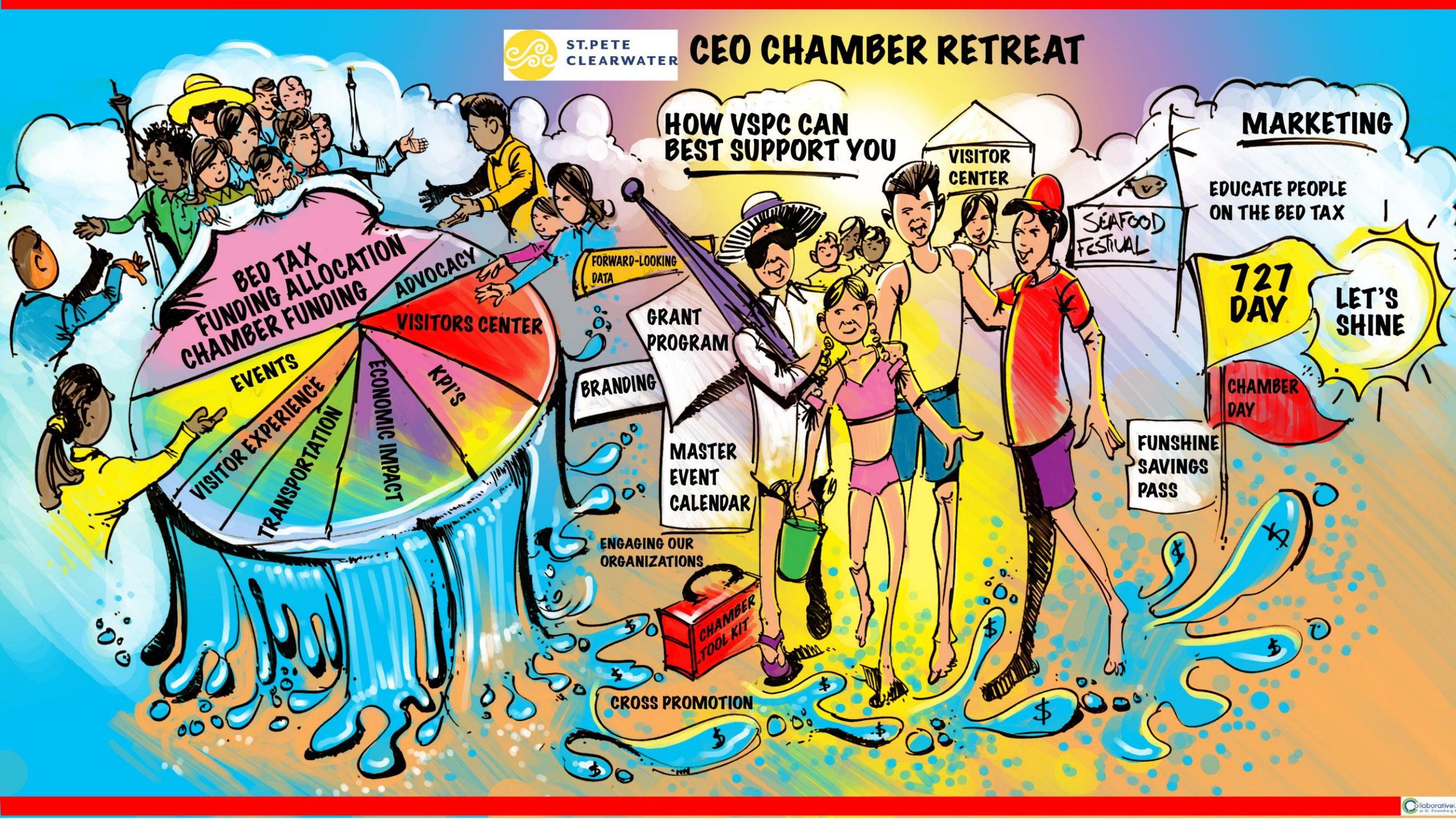
BRANDING

MASTER
EVENT
CALENDAR

ENGAGING OUR
ORGANIZATIONS

CHAMBER
TOOL KIT

CROSS PROMOTION





THANK YOU

