



**LAUDERHILL CHAMBER
OF COMMERCE**

"Together We Grow"



Year in Review & Projected Plans

Presented By: Karrelle Chang, President
8/30/2021

What is a Chamber of Commerce?

A Chamber of Commerce is a voluntary partnership of businesses and professionals working together to build a healthy economy and improve the quality of life in a community.

How Does a Chamber of Commerce help the business community

- ▶ Access to resources
- ▶ Discounts
- ▶ Relationships
- ▶ Leads

Economic Climate during 2020-2021

- ▶ Single largest factor impacting the economy
COVID-19
 - ▶ Jobs lost
 - ▶ Business Closings
 - ▶ Increased supplier prices
 - ▶ Reduced workforce during the recovery

Chamber Initiatives in response to COVID

- ▶ Partnered with Brightstar Credit Union to secure PPP loans for members - 47 applications submitted
- ▶ Safe and Clean Campaign - partnered with City of Lauderhill over 500 businesses signed becoming #1 in Broward County
- ▶ Partnered with Career source to provide employment opportunities
- ▶ Provided technical assistance to small business applying for the CARES grant applicants
- ▶ Participated in food drives sponsored by the City of Lauderhill
- ▶ Distributed food through Chamber food drive for Black History month
- ▶ Distributed 325 backpacks and 100 uniforms and offered grooming to kids as part of the back-to-school initiative
- ▶ Shop local Lauderhill campaign - over 150 businesses on website now

Chamber Initiatives in response to COVID

Hosted biweekly training webinars on:

- ▶ PPP application and forgiveness
- ▶ Economic Injury Disaster Loan
- ▶ Tips to surviving COVID
- ▶ Company Insurance
- ▶ City of Lauderhill CARES program
- ▶ Immigration concerns for your business
- ▶ Growing your business clientele
- ▶ Understanding business credit
- ▶ Commercial real estate

Chamber Initiatives in response to COVID

Hosted monthly breakfasts with presenters from:

- ▶ Florida SBDC
- ▶ Broward County Small Business
- ▶ Greater Fort Lauderdale Convention & Visitors Bureau
- ▶ Lauderhill Chief of Police
- ▶ Lauderhill Code of Enforcement
- ▶ Broward County Parks and Recreation
- ▶ Caribbean Consul Generals
- ▶ Broward College

Additional Achievements

Membership:

- ▶ Now - 148 with an additional 37 in renewal phase
- ▶ Increase - 23% year over year
- ▶ Industries represented - 7

Projects and events

- ▶ Increase - 300% year over year

Plans for 2021 to 2022

- ▶ Continue existing programs
 - ▶ Monthly breakfast
 - ▶ Webinars bi-weekly
 - ▶ Professional network lunches
- ▶ Expand and promote Shop Local - Lauderhill
- ▶ Volunteer Program
- ▶ Small grant program
- ▶ Featured business of the week initiative

OPPORTUNITIES FOR SYNERGY

- ▶ Most businesses seeking to come into a city will reach out to the local chamber of commerce (first port of call)
- ▶ Commissioners representing the City can sometimes find themselves at odds with requests from the business community
- ▶ Chamber and the Commission have distinct but necessary roles in the growth and development of the business community
Resources are optimized when each agency plays its respective role well

A large, irregular watercolor splash in shades of teal and light blue, centered on the page. The splash has a soft, painterly texture with varying intensities of color. The background of the slide features geometric shapes in various shades of blue, including triangles and polygons, creating a modern, abstract design.

Thank You