



Press Release

FOR IMMEDIATE RELEASE:

April 3, 2019

Contacts: Carol Hague

President and CEO
Clearwater Regional Chamber of Commerce
727-461-0011 x239

chague@clearwaterflorida.org

Amanda Payne

President and CEO
Clearwater Beach Chamber of Commerce
727-447-7600

amanda.payne@beachchamber.com

Local Chambers Plan Consolidation intended to Benefit Members and North Pinellas Business Environment

Clearwater, Fla. (Apr. 3, 2019) – The Clearwater Regional Chamber of Commerce and the Clearwater Beach Chamber of Commerce are proud to announce this initiative to unify the two organizations into one entity bearing a new brand.

The target date for consolidation of the two Chambers is January 1, 2020. Over the period of months remaining in 2019, the Chambers will assemble a comprehensive plan that embraces all members and anticipates needs across all industries. The Board of Directors of both Chambers are confident this unification will result in a tangible increase in value for the benefit of all area businesses.

The CEOs and Directors of each respective Chambers' Board anticipate a geometric increase in value with new opportunities organic from the blend of business and tourism stakeholders. "It's all about creating value for members. Chambers facilitate meaningful connections for members and having these memberships consolidated will be a tangible catalyst for the North Pinellas business environment." said Carol Hague, CEO of Clearwater Regional Chamber. Jason Zelenak, Chairman of the CBCC agrees that focusing on expanded opportunities for our members is the goal of this initiative. In agreement, CRCC Chamber Chairman, Mike Sutton, adds, "We encourage the members of both Chambers to become engaged and continue to build long lasting relationships that will help promote your business

and brand. By taking advantage of these unique opportunities, members can directly benefit from the best of both Chambers and what their respective communities offer.”

“I believe this move will be highly beneficial for business community as a whole,” said Amanda Payne, CEO of the Clearwater Beach Chamber. “Working together will help ensure the long-term success of the missions of both organizations. Bringing our organizations together will allow us to offer even more resources to our businesses and the community.”

In addition, this will create economies of scale and efficiencies, legislative leverage and a larger base of hundreds of member businesses that will be part of this unique network.

While the comprehensive plan for unification is being built over the remaining months of 2019, each Chamber will continue to execute its individual strategic plan and scope of work according to budget. It is essential we continue business as usual for 2019 while crafting the vision for 2020 unification. We trust that our members will continue to support the efforts of each chamber throughout the months until consolidation comes to fruition. As we plan for our 2020 target date, unification of these two organizations should prove a smart economic move from a cost-saving standpoint, as well as increased return on investment for members.

Questions can be directed to:

Carol Hague
President and CEO
Clearwater Regional Chamber of Commerce
727-461-0011 x239
chague@clearwaterflorida.org

Amanda Payne
President and CEO
Clearwater Beach Chamber of Commerce
727-447-7600
amanda.payne@beachchamber.com

###