



It's the moment you've been waiting for! Beginning October 1, the Clearwater Regional Chamber of Commerce and the Clearwater Beach Chamber of Commerce will be joining forces to strengthen our voices in advocacy, promote our destination and unite our community from Bay to Beach. We are excited to share we will be known as **Amplify Clearwater!**

We have been very busy this summer working on the details of unification of our two organizations. As with any project like this, it takes deliberation, time and consideration of all aspects of each Chamber. Several pieces have come together making now the right time to share this exciting news with our members.

Just to recap, the decision to merge received unanimous approval by both Chamber's boards of directors. A joint taskforce comprised of board members from both chambers explored the partnership and it will remain intact as an official board until January 2020. The taskforce will continue to review and discuss logistical issues related to the new structure and ensure a successful unification. Amanda Payne, President and CEO of the Beach Chamber will become the President and CEO of Amplify Clearwater. Carol Hague has agreed to remain on the new chamber team to assist in ensuring that members will benefit from a smooth transition.

We recognize the significant and powerful impact this consolidation will have on our region, creating one unified voice and fiscally strong business organization promoting the interests of all companies, of all sizes, in North Pinellas County. As always, our goal is to continue to serve our members. A new and improved membership investment structure will be presented to our membership upon renewal and we look forward to working with you to meet your needs. Upcoming chamber activities scheduled throughout the year will not be affected by the merger and will be open to members of both chambers.

Our first joint project that you can get involved in is the publication of the Clearwater Vacation Guide. As many of you know, this publication is unveiled in January and in order to meet our target deadlines, ad sales have already begun. If you are interested in participating in this new and exciting project, please contact Amanda Payne at [Amanda.payne@beachchamber.com](mailto:Amanda.payne@beachchamber.com).

We are working feverishly on an official roll out and we can't wait to share our new brand! Please look for future communications on developments. We appreciate your continued support of this exciting venture.

Sincerely,

Mike Sutton  
Chairman  
Clearwater Regional Chamber

Jason Zelenak  
Chairman  
Clearwater Beach Chamber