

# 2021 YEAR IN REVIEW



## GOVERNMENT AFFAIRS AND ADVOCACY

- ▶ **Everglades Conference**
- ▶ **Tourism Day** - Successfully lobbied for long term funding and reauthorization of Visit FL.
- ▶ **SWFL Days** - Successfully lobbied for sustained EAA funding and water quality projects.
- ▶ **Water Quality Round Table** - Held round table with local business leaders and Governor DeSantis.
- ▶ **Round Table and Tour** - Congressman Byron Donalds held a round table after a water quality tour of our local estuaries and waterways in collaboration with "Ding" Darling and SCCF.

## EVENTS

### Highlights Include:

- ▶ **Florida Tourism and Hospitality Discussion** - Dana Young, CEO Visit Florida and Samantha Padgett, General Counsel, Florida Restaurant Lodging Association
- ▶ **Water Quality Discussion** - Chauncey Goss, South Florida Water Management District Board Chairman and James Evans, SCCF Environmental Policy Director
- ▶ **Lake Okeechobee Systems Operating Manual (LOSOM)** - Colonel Andrew Kelly, US Army Corps of Engineers
- ▶ **Sanibel Causeway Enhancement Projects and Erosion-Control Improvements** - Jesse Lavender, Director of Lee County Parks & Recreation

## LOCAL AND STATE COLLABORATION

- ▶ **SWFL Alliance of Chambers** - Board of Directors
- ▶ **Florida Association of Chamber Professionals** - Chair Elect
- ▶ **Florida Restaurant and Lodging Association** - Lee County Chapter Board of Directors
- ▶ **South Florida Water Management District** - Water Resource Accountability and Collaboration Committee



## MEMBERSHIP

13

SANIBEL-CAPTIVA CHAMBER  
MEMBER RIBBON CUTTINGS

39

NEW SANIBEL-CAPTIVA  
CHAMBER MEMBERS

445

SANIBEL-CAPTIVA  
CHAMBER MEMBERS



## WEBSITE + MARKETING



1,229,468

MEMBER WEBSITE  
REFERRALS



1,641,188

WEBSITE  
VISITS



51%

NEW  
SESSIONS



836,906

NEW  
VISITORS



## SOCIAL MEDIA



3,252,931

TOTAL SOCIAL REACH



4,760,843

PAID SOCIAL IMPRESSIONS



72,400

FACEBOOK LIKES



15,500

INSTAGRAM LIKES



## VISITOR CENTER + VISITOR GUIDE

17%



INCREASE IN TOTAL NUMBER OF VISITORS  
IN VISITOR CENTER FROM 2020 TO 2021



90,000

VISITOR GUIDE  
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