

The Power *of the* Chamber



Bettina Hannigan

“The heart of the chamber is to champion a strong and healthy community. We’re truly a membership organization of hard-working volunteers coming together to bring economic development and stability to the Florence area. We’re catalysts for business growth, building connections and leveraging resources; we’re conveners, convening leaders and influencers; and we’re champions for a stronger community.”

— Bettina Hannigan,

Executive Director of the Florence Area Chamber of Commerce

Welcome to The Power of the Chamber!

A thriving community depends on a strong economic foundation. The Florence Area Chamber of Commerce is all about developing a sustainable and healthy business environment. Creating jobs for our parents, students and individuals to support independence and opportunity.

We have a vision — it’s a vision that supports education, skilled trades, careers and entrepreneurship. It’s a vision where our community has abundant resources to not only support ourselves but to have enough to give a helping hand up to those in need.

Your chamber wears two hats: Economic Development and Tourism Marketing. It’s been a conundrum the last couple months actually deterring tourists for both our safety and our visitors.

As we’re looking to slowly reopen under the Governor’s plan, there is a lot of uncertainty. Our imaginations get busy imagining what or how this will roll out. Some of these imaginations are creative ideas about how to embrace change and adapt to a new and different world. These are the ones to keep! Flexibility is the new stability.

This special tabloid is a celebration of our local businesses and stakeholders. Celebrating the brav-

ery and burdens carried by our heroic employers, risk takers, leaders and community organizations. The businesses you’ll find in the following pages have made an exceptional investment in your chamber.

The Chamber can’t do chamber business without the support of the membership. Dues, sponsorships and support; it’s what keeps us open for business. I am overwhelmed with heartfelt gratitude for the many testimonials we received. The power of the chamber is real.

As your executive director, I’ve been filtering through an onslaught of information to distill out what is relevant and reasonable for our community. Your chamber has been

a voice for the Coast (think bull horn!), leveraging communications with leaders and influencers, sharing our needs and challenges.

We’re focusing on resources, relationships, advocacy and information to feed positive imaginations to survive, thrive, adapt, change, embrace, pivot, innovate and keep on keeping on!

Your heart has a chamber and your chamber has a heart. The power of the chamber is our pulse on business, our beating supply of support and resources and the thumping of opportunity knocking. From my heart to yours, thank you.

— Bettina Hannigan

