

SANIBEL CAPTIVA CHAMBER OF COMMERCE SNAPSHOT



SANCAP CHAMBER

EAT | SHOP | STAY | PLAY

SanCap Chamber Stats

- 2021 Total Revenue: \$784,145
- 2023 Projected Revenue: \$350,223
- 2022 Pre-Ian Chamber and Visitor Center Employees: 14
- 2023 Post-Ian Chamber and Visitor Center Employees: 5

ABOUT SANIBEL & CAPTIVA ISLANDS

Pre-Ian

- 7,500 residents
- Up to 40,000 people on island in Season
- Approximately 2,600 short-term lodging units
- 541 business members
- 80,000+ Visitor Center count annually (219 average per day)
- On pace for record year across the board

Post-Ian

- Approximately 1,400 annual residents *USPS addresses
- Approximately 297 short-term lodging units (139 on Sanibel; 158 on Captiva)
- Estimated 25% (650) of 2600 by Season 2025
- 104 open business members on SanCap
- Averaging 41 visitors per day in Visitor Center
- Goal to expedite timeline through marketing, advocacy, and relationships

POST-IAN KEY PROJECTS

- Deploy Starlink satellite hotspots in collaboration with LeeHealth to provide connectivity immediately following bridge access.
- Connecting businesses and locally distributing over \$680,000 as of 11/21/23 through the Hospitality Cares Fund Grant.
- Successfully advocate for 6-week toll abatement with two-week extension through Collaboratory partnership leading into Island Hopper.
- Collaborate with City and CFI for sign design, production, purchase, and distribution.
- Obtain rights to Wander map. Load and deploy to help visitors identify open businesses on island.
- Hosting industry round tables to discuss opening timelines.
- Collaborate with CFI and RERI to execute economic outlook for Sanibel and Captiva.