



GREATER MARATHON CHAMBER OF COMMERCE
CONNECTION
The Official Monthly Publication of the Greater Marathon Chamber of Commerce



Chamber After Hours

January 10th - 5:30pm-7:30pm

TOWN SQUARE MALL

Live music, great food & drink, raffles and more!

Membership Luncheon ~ January 16th - 12pm-1pm

\$16 Please RSVP to erika@floridakeysmarathon.com or 305-743-5417



Chamber Member Recap

New Members This Month: 15

Total Members: 525

Visitor Center Recap

New Members: 4

Total Members: 77

Monthly Stats

October 2023

Total Visitors: 792

Daily Average: 22

Top State: Florida

Top Countries: Germany

Without Reservations: 14%

Member Referral Program:

Anytime a current member of the Chamber successfully refers another business to join, they will receive \$25 in "Chamber Bucks!" Chamber Bucks can be used to attend monthly luncheon meetings or for advertising opportunities through our website or newsletter.

Events:

Please let us know about upcoming events or community news for our newsletter, social media pages and online calendar. Or submit your own events to our online calendar.

Visit www.floridakeysmarathon.com and Click to Submit Your Event or contact Erika@floridakeysmarathon.com

CHAMBER BUCKS!

Any current member of the Chamber that successfully refers another business to join, will receive \$25 in "Chamber Bucks!"

Chamber Bucks can be used to attend monthly luncheon meetings or for advertising opportunities through our website or newsletter.

New/Current Member Orientation:

We want to ensure you are able to take full advantage of your chamber membership. Please set up a Member Orientation with Erika to learn more about how you can maximize your membership with us and utilize member benefits that will help you and your business.

Contact Laura for more info:

membership@floridakeysmarathon.com

305-743-5417

Executive Membership Circle

Starfish Level

Seafarer Realty

Angelfish Level

First Horizon Bank

First State Bank

Florida Keys Media

Isla Bella Beach Resort

Florida Keys Electric Co-Op

Faro Blanco Resort

5 Star Air

Hawks Cay

MillionAir

Seahorse Level

Centennial Bank

Keys Federal Credit Union

D'Asign Source

Marlin Bay Resort & Marina

Fisherman's Community Hospital

Weekly Newspaper

Dolphin Connection

Wolfe/Stevens PLLC

Mt. Sinai Cardiology of the Keys

Sylvester Comprehensive Cancer Center

The Tackle Box

Additional opportunities to advertise to Chamber members and visitors include:

Monthly Travel Email Blast

Our Travel email blast goes out to a growing list of visitors (5,700+ including travel writers) The email blast will consist of up to 20 business listings (includes picture/logo, contact info and website link) upcoming events and featured business spotlight. This blast is a great way to get noticed by travel writers and potential visitors. The cost is only \$35/month to participate. Contact (305) 743-5417 or info@floridakeysmarathon.com

Newsletter Ad or Flyer

Take advantage of our advertising opportunities with a flyer or ad space! Contact Erika@floridakeysmarathon.com for pricing

Member Email Blast

We will send your email/flyer to all of our Chamber members and their staff (1,400+ recipients) Cost is \$50/email and you chose the date and frequency of the blast. Contact Erika@floridakeysmarathon.com for an application

Events

Please let us know about upcoming events or community news for our newsletter, social media pages and online calendar. Or submit your own events to our online calendar. Visit www.floridakeysmarathon.com and Click to Submit Your Event or contact Erika@floridakeysmarathon.com

MARATHON NEWS, EVENTS & HAPPENINGS

Events

Please let us know about upcoming events or community news for our newsletter, social media pages and online calendar. Or submit your own events to our online calendar. Visit www.floridakeysmarathon.com and Click to Submit Your Event or contact Erika@floridakeysmarathon.com

January 6, 2024 @ 10:00 am

Florida Keys Celtic Festival

The Florida Keys Celtic Festival celebrates Celtic Culture through Music, Dance, Food, Games, Children's Area and more! An exciting event for the whole family!

January 10, 2024 @ 5:30 pm - 7:30 pm

Marathon Chamber Of Commerce Business After Hours

Business After Hours: 100+ in attendance/month
Members-only free event Raffles, family fun, networking, and more Normally every 2nd Wednesday of the Month.
5:30 - 7:30 pm Not a member yet? Call Laura!
She can help get you joined! 305-743-5417
Location: Town Square Mall

January 13, 2024

Paws for a Cause Walk to Pigeon for the Domestic Abuse Shelter

Paws for a Cause dog walk to Pigeon Key to benefit the Domestic Abuse Shelter. Registration begins at 8:00 walk starts at 9:00 Breakfast will be served on Pigeon Key, afterwards, you can either walk back to the start of the bridge. 305-849-6236

January 16, 2024 @ 12:00 pm - 1:00 pm

Luncheon

Luncheons: 50+ in attendance/month Members-only event Keynote speaker each month on a business-related topic. Normally every 3rd Tuesday of the Month.
12:00 - 1:00 pm \$16 per person Please RSVP to Erika@floridakeysmarathon.com Not a member yet? Call Laura! She can help get you joined!
305-743-5417 Location: TBD





*December Luncheon at
King Seafood*





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SNORKEL BY KAYAK

AT CRANE POINT

FULL DAY OF FUN

FROM 9-4

PACKAGE PRICE \$59.95

MEMBERSHIP DOES NOT APPLY*

Free Parking

Walk the Trails

Rachel Key & Bud Island

Picnic Areas Available

Fish Pedicure

RESERVATIONS 24 HOURS IN ADVANCE

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11TH ANNUAL

FLORIDA KEYS Celtic Festival

JANUARY 6 & 7, 2024

SAT 10-7 & SUN 11-5

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to benefit Forgotten Felines of the Florida Keys

Join us Monday, January 8th, from
6-9 pm at Skipjack Resort, Blu TikiBar

VISIT
WWW.FORGOTTENFELINESOFTHEFLORIDAKEYS.COM

19 Sombrero
Blvd
Marathon, Fl

*Select beer & wine
Buffet style finger
foods*

*Kindly hosted by
SkipJack*

\$20 person

Please RSVP

All ages welcome

*Bracelets will be
provided.*

Blu Bistro
by
SKIPJACK
RESORT - SUITES - MARINA

Karaoke with Dj
Dez of Fiji
Entertainment



MM47.5



PORKY'S BAYSIDE

Starting
January 10, 2024

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roger@us1graphics.com

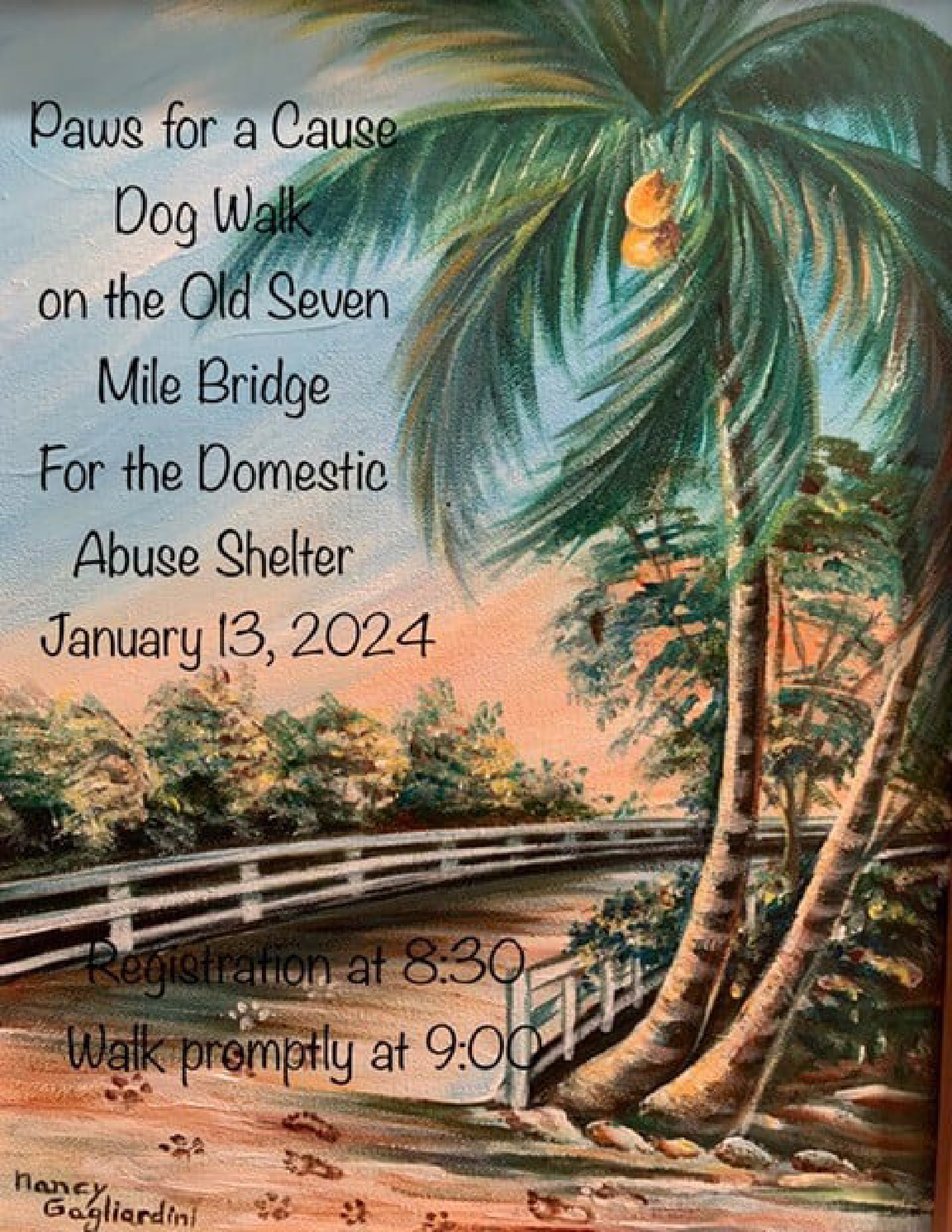
Wednesday Night Adult Mini-Golf League

- 6 week League
- 2 Man Teams
- \$50 Player
- Sign Up as Team
or Individually

*Come Play
for the
Porky's Cup*

mini-golf League

To Register: call • text • email
305-766-9462
roger@us1graphics.com



Paws for a Cause
Dog Walk
on the Old Seven
Mile Bridge
For the Domestic
Abuse Shelter
January 13, 2024

Registration at 8:30
Walk promptly at 9:00

Nancy
Gagliardini



Greater Marathon
Chamber of Commerce

Membership

Luncheon

Tuesday

January 16th

Noon-1pm

\$16

RSVP Required

Limited Seating



FARO BLANCO

RESORT & YACHT CLUB

Speaker: Marathon City

Mayor Robyn Still



*TOPIC: State of the City, project updates &
more updates & more*

RSVP to Erika@floridakeysmarathon.com or call 305-743-5417



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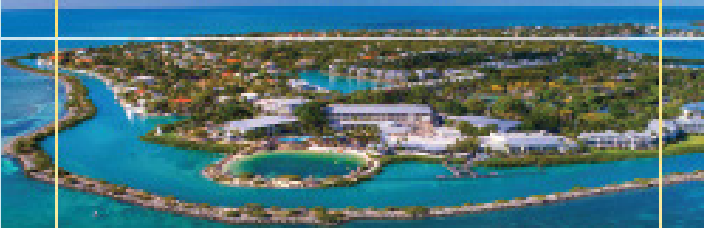
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Local Love

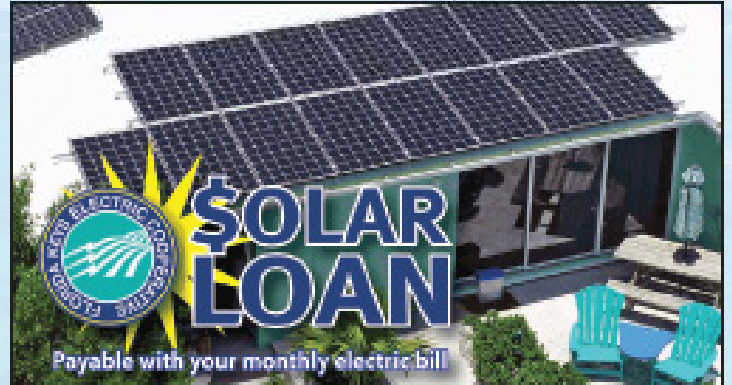
Save 10% on Food, Drinks & Spa Services



Indulge in poolside cocktails, a savory meal or blissful spa treatments, and we'll take 10% off the top. Enjoy signature dishes fresh off the hook from Angler & Ale. Enjoy a night out at Sixty-One Prime. And don't forget to unwind island-style at Calm Waters Spa. Show us your valid Monroe County ID and we'll show you a little local love at Hawks Cay Resort.

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Florida Keys Electric Cooperative is committed to making access to solar power generation possible for interested members. Obtain an FKEC solar loan and make payments through your monthly electric bill — it's that easy.

How do I qualify? Qualifying is based solely on your credit history with FKEC. Residential members must have a minimum 12-month clean billing history with FKEC and commercial members must have 24 months.

How do I apply? Start by calling FKEC Member Service at 305-852-2431 to see if you are eligible, and to learn more about the terms of the loan. You can also find the terms and steps to obtaining a solar loan at www.FKEC.com.

305.852.2431 • www.FKEC.com



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www.marathonvet.com

2024: Pre-Pandemic Times Ahead



I hope you all had a great Holiday and New Year's! While the holidays are a great time of year, it is nice to get back into normal routines post holidays. More importantly it signifies a new year, and a time for new opportunities. Specifically opportunities to succeed and prosper regarding our businesses and careers.

With a great and busy Christmas and New Year's week, we are looking forward to hitting our stride this winter and spring for our high season. While it's a stressful time, it's good to be busy and in-demand. Especially after experiencing a traditional fall season as far as tourism, traffic, etc. We have been about 10% down in bed tax collections compared to 2022, and from what many other non-lodging members told me, we were 20-30% down. While this is always disheartening, it again signals our tourism market reverting back to normalcy. All other destinations have been open and are being ultra-aggressive in their marketing, and visitors are taking advantage of those opportunities. I do look forward to our markets continued growth, mortgage rates continuing to drop, etc. as we move into 2024. Until then stay focused on your goals for 2024, continue to be responsible with savings (especially knowing when next fall comes you may need them), cash flow, and profits as we see things returning to normalcy.

Per my usual January/New Year's words of wisdom, here are a few important items to think about, and look into implementing in 2024:

-Sound Budgeting & Cash Flow (I like to include this most year's, because its so very important):

Update your budget (if you haven't already) the best you can, understanding it's difficult with the swings we have seen the past two years. If possible use 2019 (pre-pandemic) figures with a relative bump of 10-20%. Your Marathon Chamber (contact us anytime) can help you in updating your budget, better understanding cash flow, as well as any other financial reports that will help you make sound decisions that will positively affect your business.

-Staff Retention & Benefits: Most of you (us) are thin on staff, and strive to maintain staffing levels, if not increase them. So how can you accomplish this? Staff not only go where the money is, but where the quality of work and benefits are! Make changes to improve the workplace morale, as well as adding any benefits (401K plans with matching, healthcare, PTO, etc.) you can to retain and recruit quality staff.

-Education & Resources: we should never stop learning/improving, and your Marathon Chamber is here to help with that. Please contact us for any/all your educational needs. We also partner with our SBDC (Small Business Development Center) who offers 1-1 consulting, training, and resources that are all FREE for businesses!

-YOUR Health: without YOU your business (and family) cannot operate at its best/peak capacity. Ensure you are taking care of yourself, exercise, eat right, and get an annual healthcare checkup and physical. Baptist actually offers executive physicals, which are a great way to get a full and complete workup on your state of health. We want you to enjoy the fruits of your labors, this can only be accomplished if YOU are healthy and well (mentally and physically).

Finally, thank you for being a member of The Greater Marathon Chamber of Commerce in 2023, and we look forward to again serving you in 2024. If you have any questions about your membership renewal invoice please call us anytime. Want to know more about what the Marathon Chamber can do for you and your business? Please call us to set up an orientation/member benefits meeting; we will travel to your place of business if need be. Our mission is to serve and support you; and we look forward to doing just that yet again in 2024.

Here's to a healthy, safe, and fruitful 2024!

Most Respectfully,

CEO, Greater Marathon Chamber of Commerce
(305) 743-5417
ceo@floridakeysmarathon.com
www.FloridaKeysMarathon.com
www.RelocateToTheFloridaKeys.com
www.MarathonSeafoodFestival.com
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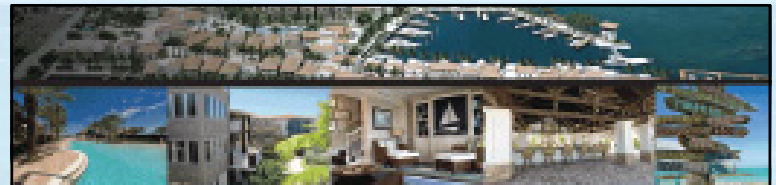
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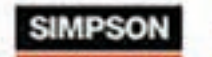


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