



WYNWOOD
CHAMBER OF COMMERCE

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2024

Wynwood is a premier, and culturally iconic destination renowned for its rich tapestry of art, culture, entertainment, and innovation.

ABOUT US

The Wynwood Chamber of Commerce was established in 2023 during a challenging time marked by the significant impact of the COVID-19 pandemic, which led to the closure of many businesses and restaurants. This difficult period fostered a cautious outlook among Wynwood's pioneering business owners, who were uncertain about the feasibility of new ventures.

Consequently, a noticeable hesitance towards investing in collaborative partnerships emerged. Our primary goal is to foster a strong sense of community and synergy among Wynwood's diverse stakeholders, including businesses, artists, entrepreneurs, residents, and civic leaders. This collective effort aims not only to attract more visitors, customers, and investors to Wynwood but also to enhance the resilience and prosperity of its businesses.

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We are established leaders, experts, tastemakers, and entrepreneurs who embody the spirit of Wynwood culture. As global citizens with skills, awards, and recognition across both private and non-profit sectors—such as arts, travel, hospitality, retail, technology, luxury, financial services, and entrepreneurship—we bring a wealth of experience to our community.

The Chamber's initiative aims to attract new members and support the prosperity of local businesses



OUR MISSION

Cultivate a loyal community transformed through technology, art, diverse cultural programming, and social inclusive partnerships.

The Wynwood Chamber of Commerce is committed to the support of the economic development and cultural vibrancy of the Wynwood neighborhood in Miami, Florida.

The chamber's plan is aligned with its mission to create a thriving and sustainable Wynwood that celebrates its artistic and entrepreneurial spirit while preserving its character and diversity.



OUR GOALS

01 Support and Mentorship: We are committed to providing comprehensive support, resources, and mentorship to entrepreneurs. Our initiatives encompass workshops, webinars, and events tailored to guide startups through critical stages such as securing funding, navigating regulatory landscapes, and identifying market opportunities.

02 Business Growth: Our programs are designed to foster business development through customized strategies, marketing assistance, and access to business improvement grants. Additionally, we facilitate connections with potential investors and strategic partners through specialized training sessions focused on current best practices and emerging trends.

03 Community Engagement: We cultivate a vibrant community by organizing regular networking events, social gatherings, and community-building activities. These initiatives aim to stimulate interaction and foster relationships among local business owners. Our goal is to establish a supportive network where businesses can exchange resources, collaborate on initiatives, and collectively address challenges.

04 Innovation and Collaboration: We promote innovation and collaboration among Wynwood businesses to enhance creative thinking and mutual success. By creating platforms and forums, we encourage businesses to collaborate on joint ventures, marketing campaigns, and community events. Our objective is to cultivate a collaborative environment where businesses leverage each other's strengths and resources to achieve shared goals.

05 Cultural and Arts Promotion: Recognizing Wynwood's rich arts and cultural heritage, we champion and promote this unique aspect of our community. We actively support local artists, galleries, and cultural institutions through initiatives such as cultural festivals, experiential events, and public art installations. These efforts are aimed at attracting visitors, boosting tourism, and enriching the cultural identity of the neighborhood, thereby benefiting local stakeholders. Through these focused initiatives, we are dedicated to fostering a dynamic entrepreneurial ecosystem and enriching the cultural fabric of Wynwood.

HOW WE SUCCEED

Awareness. Collaboration. Representation. Visitor/
Traffic

Marketing & Promotion

1. Monthly Digital Newsletters
2. Hospitality, Concierge & Economic Development Targeted Promotion
3. Wynwoodchamberofcommerce.org Features
4. Video Social Content
 - Wynwood Wednesdays (YouTube, FB, Instagram)
 - Instagram Live - Discover Wynwood

Community Advocacy

We address opportunities, challenges and advocate on a local, state and federal level for:

1. Business Owners
2. Emerging Talent / Professionals
3. Artists
4. Residents
5. Community & Charity Organizations

Experiential Learning & Networking

1. Webinars / Master Classes
2. Live / In- Person Workshops & Demos
1. Seminars / Conferences
2. B-B and B-C Networking Events
3. Social Hours / Mixers
4. Community Culture Experiences

Part 1: Welcome / Community

New Members, Community Interests & Requests

15 minutes. The community comes first. We are here to listen and support.

Part 2: Discover

Artistry, Culture Trends, Growth & Innovations

45 minutes. Invited artists, experts, community leaders, artists and organizations share, engage, and inspire.

Part 3: Social

This is Miami. A warm hello goes a long way.

60 minutes. This not networking. This is about enjoying human connections and creating new opportunities.

COMMUNITY EVENTS

LEARNING HUBS ++ (Webinars, Live)

WCOC Experiential Learning is a social hub for community discovery, knowledge sharing and inspiration that amplifies the visual and sonic life stories of human accomplishments through installations and exhibitions fueled by the intersection of art, technology and design.

Most importantly, human empowerment is fueled by intimate learning opportunities with artistry, technology and culture tastemakers.

Hosted Venue / Space:

WCOC supports awareness and fuels other opportunities to connect, create business connections with attendees.

Member vs. Nonmember:

Members are invited (special rate or comp)
Nonmembers pay a community fee.
Referral nonmembers pay a reduced fee.

Guest / Expert:

Invited and sponsoring organizations are interested in a mutually beneficial platform.

Experts are invited to submit a proposal for topics and source their fellow experts.

Sponsors agree to invite a local community Expert to join their discussion.



PROFESSIONALS / STARTUP / SMALL BUSINESS
Individual & Corporate Memberships

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INDIVIDUAL MEMBERSHIP

\$500
/YEAR

Perfect for professionals seeking:

- Integration into the community and Chamber network
- Access to the Affiliate Directory
- **Two** personal annual meetings with any two Chamber members
- Networking opportunities with other Chamber affiliates
- Access to Chamber publications and webinars
- Recognition as a new or renewing member via email and social media collaboration.
- Print and online exposure through Chamber materials
- Startup consultation and mentoring
- Business-to-business (B2B) opportunities
- Referral opportunities
- Educational resources
- Industry research

CORPORATE MEMBERSHIP

\$900
/YEAR

Tailored for startups and small businesses:

- Featured introduction on the Chamber's social platforms, including a company presentation (video) and collaboration
- Email and social media announcement as a new or renewing member with collaboration
- Authorization to use the Chamber's branding
- Access to the Affiliate Directory
- **Four** personal meetings annually with any four Chamber members
- Priority consideration for sponsorship and exposure at Chamber events
- Option to host one Chamber-convened webinar per year, supported with logistical and technological assistance for presenting company profiles and member-relevant topics
- Opportunity to publish one article annually in Chamber media
- Preferential rates for Chamber events
- Three annual Facebook, LinkedIn, and Instagram posts with collaboration
- Invitation to special events featuring corporate and business experts



ARE YOU A RESTAURANT OR AN ATTRACTION? Trustee Memberships; Focused Tourism and Visitor Traffic

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CHAMBER REACH



40,000 TRAVEL AGENTS

2,000 TRAVEL BLOGGERS

200 HOTEL CONCIERGES



COMMUNITY REACH

TRUSTEE MEMBERSHIP

SILVER

\$1500
/YEAR

Designed for small businesses targeting tourist traffic:

- Promotion of your business via email to **40,000** contacts within the travel industry
- Promotion to **2,000** travel bloggers
- Promotion to over **200** hotel concierges in Miami
- Priority access to industry-specific webinars for showcasing your business
- Invitations to Trustees Breakfasts, held three times annually
- Membership benefits extended to **two** representatives from your business or organization
- **Six** personal meetings annually with any six Chamber members
- Inclusion of your company logo on Chamber printed materials and authorization to use Chamber branding
- Priority consideration for sponsorship and exposure opportunities at Chamber events
- Recognition as a Trustee member, featuring your organization's logo prominently at events throughout the year
- Special acknowledgments at Gala events and key dates on the program calendar
- **Annual** marketing strategy session with our President/CEO to develop a tailored growth strategy

TRUSTEE MEMBERSHIP

GOLD

\$3000
/YEAR

Tailored for larger corporations with up to four executive participants and a focus on strategic planning:

- Promotion of your business via email to over **40,000** travel industry contacts
- Promotion to **2,000** travel bloggers
- Promotion to over **200** Miami hotel concierges
- **Eight** personal meetings annually with any Chamber members
- Membership benefits extended to **four** representatives from your organization
- **Four** strategic planning sessions with our President/CEO to drive business growth
- Complimentary premium table at the Gala and priority access to other events
- Priority opportunities to present at industry-specific webinars
- Recognition as a corporate sponsor at the Gala
- Printed membership certificate and plaque
- Complimentary admissions to networking lunches, breakfasts, and after-hour events for all your company's employees
- Coordination and announcement of an official ribbon-cutting ceremony for your grand opening

TRUSTEE MEMBERSHIP

PLATINUM

\$5000
/YEAR

Designed for large organizations with up to six executive team members focused on community engagement and strategic planning:

- Extensive promotion of your business via email to **40,000+** travel industry contacts, **2,000** travel bloggers, and **200** hotel concierges.
- **Twelve** personal meetings annually with any Chamber members
- Membership benefits extended to **six** representatives from your organization
- **Eight** strategic planning sessions with our President/CEO to drive business growth
- Complimentary premium table at the Gala and priority access to other events
- Priority opportunities to present at industry-specific webinars
- Recognition as a corporate sponsor at the Gala
- Printed membership certificate and plaque
- Complimentary admissions to networking lunches, breakfasts, and after-hour events for all your company's employees
- Youtube and Facebook Live interviews, plus other media interview opportunities
- Coordination and announcement of an official ribbon-cutting ceremony for your grand opening
- Digital marketing support for your special events, including ribbon-cutting ceremonies and grand openings

BOARD OF DIRECTORS



Renee Pesci Arts & Culture

Renee Pesci, the Executive Director of the Arts & Business Council of Miami, is an experienced arts and development executive whose deep passion for promoting the cultural community and strengthening arts professionals will help fortify the unique and innovative intersection linking arts and business. She served on the board of directors for the Fort Myers Mayor's Diversity, Equity and Inclusion Advisory Committee, the Planned Giving Council of Lee County, and is currently the Progressive Women of Southwest Florida's Treasurer and is a member of the Funding the Arts Network.

She holds a master's degree in Performing Arts Administration, a master's in Counseling Psychology, and Bachelor's double major in Business Communication and Organizational Psychology.



Fabian¹⁵ Izquierdo Advertising & Partnerships

A highly accomplished senior executive with over 20 years of experience in business development, strategic partnerships, digital transformation technology, OOH/DOOH, logistics, and manufacturing operations. With a proven track record of founding and leading multiple successful companies, he has consistently driven strong financial results. Skilled in analyzing complex operations and implementing strategic plans to achieve organizational alignment. Fabian seeks to leverage his business development expertise to drive transformative change and propel company growth.

BOARD OF DIRECTORS



Juan Diego Henao Marketing & Entrepreneurship

JD is a marketing strategist and entrepreneur focused on helping brands grow through meaningful experiences. He has worked with brands like Coors, Black & Decker, Banesco Bank, and Harley-Davidson across Latin America and the U.S., and has guided startups in finding their unique voice. A T-Marketer with expertise in both traditional and digital marketing, JD holds a B.A. in Economics from Stanford and an MBA from Chicago Booth. He also volunteers with Friends of New World Symphony, combining his love for music with philanthropy.



Michelle Collins Luxury & Technology

Michelle M₆ Collins is the President & CXO of A\N/A A Non-Agency® Top 500 Fastest Growing Private Companies - Inc. Magazine 2020/2022. A Non-Agency® owns, operates the award-winning A\N/A Brand Closet Showroom Socials, and Style |Taste Experiential Hospitality Podcast @youtube.com/@anonagency_nyc She is a Forbes Agency Council Member, has been featured in such publications as Forbes, WWD, design:retail, Retail Touch Points, Total Retail, Event Marketer, Retail Wire, Modern Restaurant Management, VMSD, Pride Media and Commercial Property Executive, Authority Magazine, Canvas Rebel, Voyage, Chicago Reader, WGN (Chicago), KESQ (ABC in Palm Springs), DFXCA (Fox in Palm Springs).

MANAGERS



Kristopher Nolan
Marketing Coordinator



Yailin Pons
Sales Membership
Manager

Non-Profits

PRESIDENT & CEO



Soraya Roberts

Accomplished Marketing Director and Creative Leader with a proven record in Sales and Marketing across diverse industries. Bringing over 20 years of Sales expertise and 15+ years of Marketing experience.

Specializes in high-level strategic planning and vision to drive organizational growth and success. Leverages extensive experience to develop and implement innovative marketing strategies, business consulting services, and sales management solutions. Leads high-stakes projects with unwavering dedication.

Advocates for philanthropic endeavors and community engagement, promoting economic improvement and social welfare through active involvement and leadership in community initiatives.

