



**Tralee Chamber
Alliance**
Advancing business together



BECOME A MEMBER

JOIN THE NUMBER ONE VOICE FOR BUSINESS IN KERRY



ABOUT TRALEE CHAMBER ALLIANCE

JOIN THE NUMBER ONE VOICE FOR BUSINESS IN KERRY, WORKING WITH AND FOR OUR MEMBERS TO MAKE TRALEE AND KERRY A GREAT PLACE TO LIVE, WORK AND DO BUSINESS.



Tralee Chamber is the largest business-membership organisation in Kerry. We represent the interests of business communities while promoting regional economic development through our partnerships with a range of key stakeholders. We strive to create the most fertile environment for local enterprise to succeed and grow.

As the only Kerry Chamber affiliated to Chambers Ireland, we are ideally positioned to influence national and regional policies in the interest of local enterprise. From start-ups to established companies to sole traders, membership with Kerry Chamber provides invaluable access to networking events, upskilling opportunities and seminars as well as promotion across all our social media platforms.

We forge connections, support ideas and share knowledge. We work hard for our members, helping them to realise their vision and sustain their drive.

BENEFITS TO BECOMING A CHAMBER MEMBER OR PARTNER

TRALEE CHAMBER MEMBERSHIP

Tralee Chamber Alliance members are united in working together to make Tralee and North Kerry a great place to live, work and visit. By becoming a Chamber member you place your business at the center of conversations and decisions that will shape where you do business now and in the future.

MEMBERSHIP BENEFITS

- On sign up members will receive the following:
 - Added to our Newsletter Subscription to receive regular updates.
 - Listed as a new member in our E-Newsletter with link to your website in listing AND on Social Media.
 - Receive both a Branded Member Logo for your digital platforms.
 - You will have a profile and business listing on a new website to be launched in late 2024 through Tralee.ie.
 - Opportunity to present your business (Soap Box) at one of our events.
 - Personal contact from members of the board to seek feedback in 2024.
- We organise a number of member networking events each year. 3 specific member networking events planned for 2024 solely focused on members networking opportunities including our Summer BBQ.
- We support local businesses through promotions and events increasing footfall into the town. Such events include Christmas in Tralee, St. Patrick's Day Parade and Féile Thrá Li.
- We promote the retail aspect of Tralee Town through a number of initiatives including the Kerry Gift Card.
- Each sector is represented at board and Steering Group level giving you a voice on policy decisions – Professional Services, Retail, Hospitality, Education, Financial Services, Legal, Community and Sustainability.
- In partnership with Kerry County Council, we decorate the streetscape in festive bunting and flags adding to the street's aesthetics and vibrancy e.g. Kerry GAA National League, Sigerson Cup and MTU Graduation.
- We work closely with Tralee Tidy Towns making Tralee a cleaner and tidier town earning Tralee 11 Gold Medals in the Tidy Town Awards.
- Tralee Chamber is represented on the following bodies:
 - Kerry Community Response Forum.
 - Kerry Tourism Industry Federation Board of Directors.
 - Kerry Economic Stakeholders Forum.
 - Kerry Chambers Network.
 - Shannon Estuary Taskforce Tourism Sub Group
 - Chambers Ireland Town Centres First Group





- A new 3 Year Strategic Plan is to be launched in Q1 of 2024 further focusing on Tralee as a better place to live, work and visit.
- 2024 will see a new Town Centre Health check (Q3/Q4) undertaken directly to understand customer feedback and sentiment towards Tralee town.
- Established the first town-wide text reporting system for anti-social behavior-‘See Something, Say Something’ and in conjunction with Tralee Gardaí a new Business Watch text service is due to be launched this year
- We provide relevant training courses and seminars for our members. 3 HR Suite Webinars currently running from February
- Promotional opportunities through our tourism marketing platform Visit Tralee.
- Tralee Chamber is the only chamber in Kerry affiliated to Chambers Ireland giving us a recognized voice and influence on lobbying both locally and nationally on behalf of our members .
- We support an extensive events and festivals package for Tralee bringing increased business to the town. For example St Patrick’s Festival, Feile Tra Li, Christmas in Tralee
- We have a fully staffed town center office which can assist you with queries.
- Social Media Promotion through our combined 20,000 followers for example the Shop Local, Win Local Christmas online campaign,
- Monthly Members Spotlight in our E Newsletter open to members and is issued fortnightly – please subscribe to news@tralee.ie
- Board of Tralee Chamber lobbies strongly on behalf of Tralee. E.g. a one and a half hour meeting with Minister for Higher Education Simon Harris at MTU in December 2023 and upcoming meeting between the board and Minister for Education Norma Foley in Q1 of 2024
- Tralee Chamber Alliance is committed to a close working relationship with stakeholders such as Kerry County Council and the Tralee Vintners.





STRATEGIC PARTNER MEMBERSHIP

Chamber Strategic Partner Membership is especially designed for business and industry leaders all enjoying a bespoke relationship with the Tralee Chamber Alliance to suit their objectives in the region.

STRATEGIC PARTNER BENEFITS

- Will be offered profile-raising opportunities to access and network with local councillors, national politicians, senior business figures and other Chamber Partners.
- Will have direct access to the Chamber Chief Executive to assist with issues of importance to their business.
- Will have priority on sponsorship opportunities and other initiatives.
- Will receive a special edition framed “Chamber Partner Members Certificate”.
- Are positioned, as key supporters, contributors and ambassadors of the Chamber and the North Kerry region. The Chamber will ensure that Partners have representation at our most prominent events and engagement on policy activity and are featured in all our communication channels.
- Will be actively involved in helping to shape the Chamber’s voice on specific industry issues and on more general business matters.
- Will have an important part to play in developing a regional CSR policy that assists businesses in supporting community projects and other initiatives.
- Will participate in the Chamber Business Leaders Forum which will meet twice each year in June and November to discuss and address key issues for business followed by Dinner / Lunch with special guest speaker. These meetings are complimentary and exclusive to Chamber Partners.
- Will by agreement, be profiled on the Chamber website, Business Directory and on Social Media.

PRIORITIES FOR TRALEE CHAMBER

- Influence national and regional policies in the interest of local enterprise.
- Lobbying to make Tralee a project town for Active Travel Solutions.
- Continuing to promote Tralee as the best place to live, work and visit.
- Maximise potential for business and community development through effective marketing and promotion of the Greenway.
- Utilising memberships of Chambers Ireland and the Kerry Tourism Industry Federation.
- Build on existing collaborations with local stakeholder groups such as Tralee Tidy Towns to enhance the overall appearance of the town and surrounding areas.
- Strengthen the communication framework through regular updates to the membership.
- Review and improve online representation of Tralee.
- Offer support to businesses through series of Masterclass breakfast workshops.
- Constant Media engagement both locally and nationally.

TRALEE CHAMBER PROJECTS

- Piloted courses with MTU-Kerry for further learning for retail owners in Digital and Online Trading.
- Created a county-wide local gift card programme with One4All.
- Worked with Kerry County Council in developing the shopkerry.ie platform.
- Supported an increase of 70%, with Kerry LEO, in online trading by local retailers in the past two years.
- Created cross-learning between local Software Firms and Kerry CoCo. on Tralee's Wifi4EU programme.
- Developed an integrated App and Website platform the entire town.
- Established the first town-wide text reporting system for anti-social behaviour "See Something, Say Something"

Example of recent submissions made:

- 1 in 5 Report addressing Commercial Vacancy in Tralee.
- Submission on the Kerry County Development Plan 2022 – 2028.
- Offshore Wind Phase 2 Consultation.
- Submission to the Department of Transport regarding Review of the Regional Airports Programme.

TRALEE CHAMBER IS REPRESENTED ON THE FOLLOWING BODIES

- Kerry Community Response Forum.
- Kerry Tourism Industry Federation - Board of Directors.
- Kerry Economic Stakeholders Forum.
- Kerry Chambers Network.
- Shannon Estuary Taskforce - Tourism Sub Group.
- Chambers Ireland - Town Centres First Group.
- Kerry County Council.
- South-West Regional Enterprise Plan.



Comhairle Contae Chiarraí
Kerry County Council



TRALEE CHAMBER EVENTS

At Tralee Chamber, we take pride in organising and supporting vibrant community events that bring joy and festivity to Tralee such as 'Christmas in Tralee' and the 'St. Patrick's Day Festival', to name just two events. These events have become staples of our community, and their success is a testament to the power of collaboration and partnership with members and local enterprise bodies.





ADVOCACY & REPRESENTATION



TRALEE CHAMBER BREAKFAST BRIEFINGS



TRALEE TIDY TOWNS





TRALEE CHAMBER MEMBERSHIP RATES

CATEGORY

Start-Up / Sole Trader

Charity / Community Group / Sports Club

Small Business (<5 ppl)

Medium Business (<25 ppl)

Large Business (<100 ppl)

Corporate Business

Tourism (Small - Medium)

Tourism (Large)

ANNUALLY

€150.00

€200.00

€350.00

€500.00

€1,250.00

€2,000.00

€800.00

€1,500.00

Partner / Sponsorship – please contact colette@tralee.ie

BANK DETAILS: BOI, Tralee

ACCOUNT NAME: Tralee Chamber of Tourism, Commerce & Industry

IBAN: IE57BOFI 9058389 6091460

BIC: BOFIE2D

Standing orders can be set up by completing form, please contact business@tralee.ie for more details.



TRALEE CHAMBER BOARD

PRESIDENT

Stephen Stack

CEO

Colette O'Connor

Martha Farrell

Siobhán Rivas-May

Aidan Turner

Mark Sullivan

Sarah Flaherty



Members of the Tralee Chamber Board pictured with An Taoiseach, Simon Harris.

TRALEE CHAMBER STEERING GROUP

CHAIRPERSON

John Reen

TOWN CENTRE GROUP

Johnnie McElilgott

Aidan Turner

Sandra Rusk

Derek Rusk

Pamela Prendiville

Mark Sullivan

Heather Mclver

Insp. Donal Horgan

Cllr. Mikey Sheehy

Michelle Murphy

Kevin McCarthy (Ex Officio Member)

ENTERPRISE, TECHNOLOGY AND FINANCE

David Pierse (Chairperson)

Stephen Stack

Daire McCann

Emily Reen

EDUCATION

Anne Looney (Chairperson)

Sarah Flaherty

Kasia Lyko

Joseph Nestor

Siobhán Donnelly





TRALEE CHAMBER ORGANISATION CHART

Colette O'Connor
CHIEF EXECUTIVE

Lead the organisation, delivery on Chambers' mission, values and strategy

Christina Dureke
ACCOUNTS ADMINISTRATOR

Manage the financial operations and assist in communications for the Tralee Chamber Alliance.

David Scott
MEMBERSHIP COORDINATOR

Attraction and Retention of Membership.

Relationship Management with Chamber members.

Ann O'Donnell
EXPORT DOCUMENTATION & LOBBYING

Responsibility for all export services at Tralee Chamber. This includes Certificates of Origin and lobbying returns on behalf of CEO.

Mary B McCarthy
ADMINISTRATIVE ASSISTANT


Manages day-to-day operations of the Chamber office and all the general correspondence, advertising, filing and normal Administrative Assistant duties.





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 Suite 8 – HQ Tralee Block 2
Dominick Street
Tralee, Co. Kerry
V92 C799

 066 712 1472
 info@tralee.ie
 www.tralee.ie

