

CAMPBELL COUNTY CHAMBER OF COMMERCE

2018

ANNUAL REPORT

CHAMBER BY THE NUMBERS

593
members

37
networking
& social
events

4
new Chamber
initiatives

13
board
members

31
ribbon
cuttings

6
staff
members

8126
average member
directory referrals
per day

88%
retention
rate

50
new
members

514
G.A.L.I.
graduates
to date

950
attendees to
Chamber
mixers

229,797
total website
views

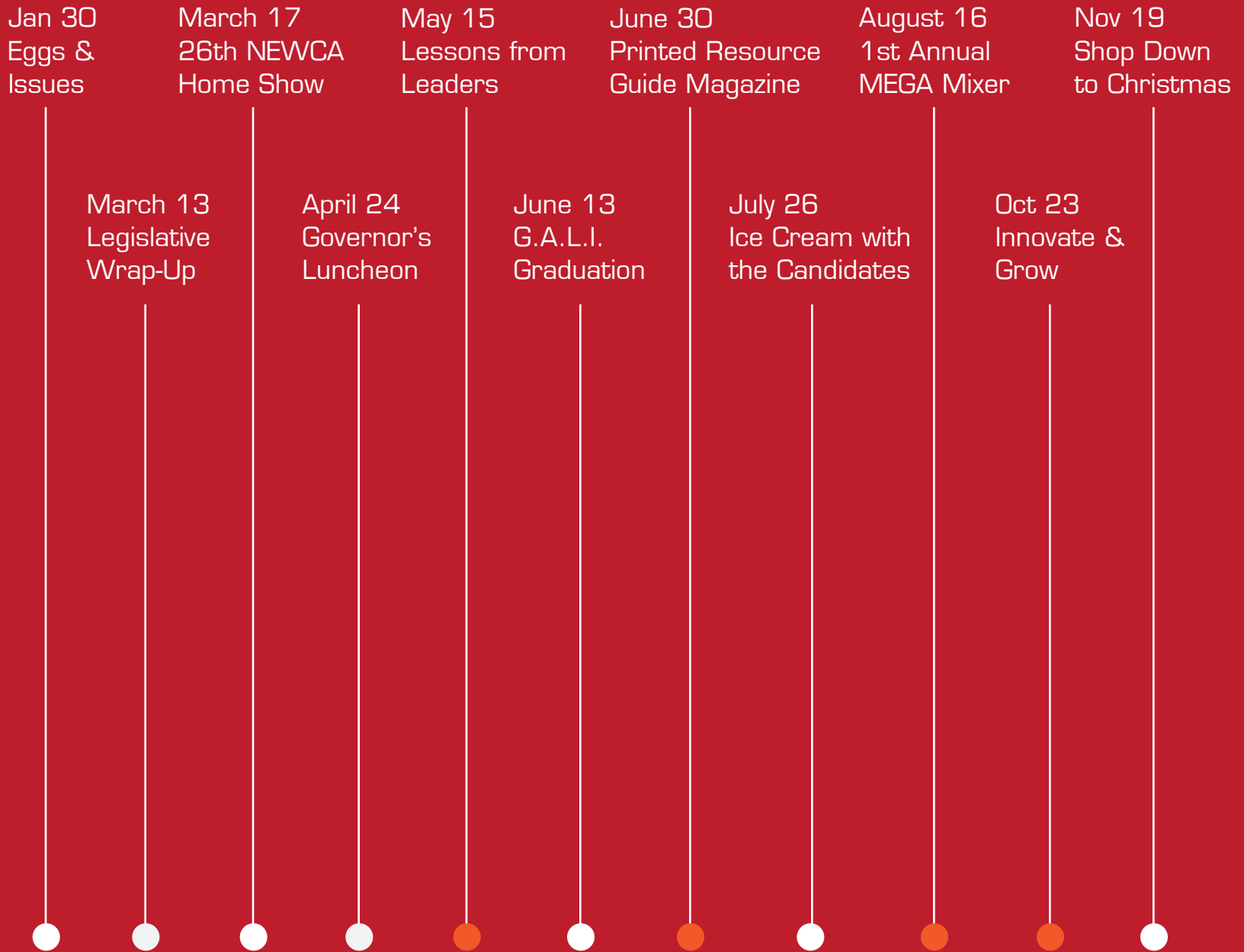
63,245
people reached
on Facebook

26.4%
email open rate
(20.44%
industry average)

1338
guests
registered
for events

123
vendors at
NEWCA
Home Show

EVENT HIGHLIGHTS



● Four new initiatives were launched in 2018. “Lessons From Leaders” was introduced as an education luncheon with local law enforcement and government. We brought back the printed Membership Directory and combined it with our previous “recruitment” magazine to create the Membership Resource Guide. The “Mega Mixer” was a small-scale trade show during the regularly scheduled August Mixer date. There were 54 businesses in attendance as “exhibitors.” Demand to repeat the event in 2019 was overwhelming. “Innovate & Grow” was launched as a one day conference to help small businesses connect with experts on a variety of topics. A second version, a re-vamped “Lessons From Leaders,” will be added in Spring of 2019.

CHAMBER FINANCES

Revenues

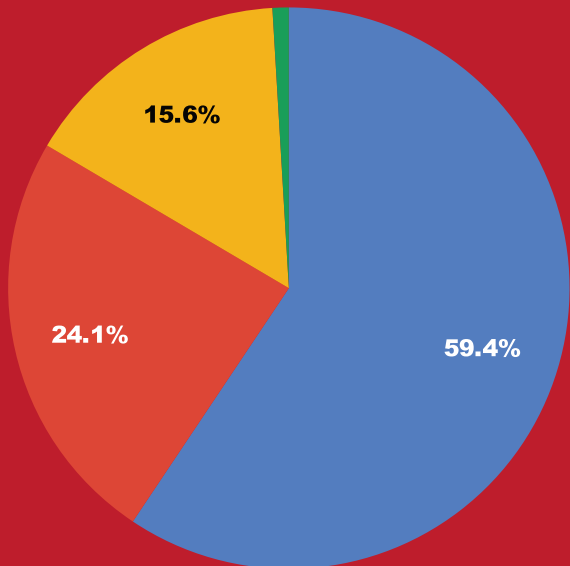
Membership Dues	\$390,323.00
Events	\$158,433.00
Programs/Services/Ad Sales	\$102,420.00
Interest / Contract Income	\$ 6,151.00
Total Revenue	\$657,327.00

Expenses

Administrative/General	\$363,412.00
Events	\$113,640.00
Programs/Services/Ad Sales	\$ 84,465.00
Meetings/Committees	\$ 40,336.00
Total Expenses	\$601,853.00

REVENUES

- Membership Dues
- Events
- Programs/Services/Ad Sales
- Interest/Contract Income



EXPENSES

- Administrative/General
- Events
- Programs/Services/Ad Sales
- Meetings/Committees

