

CAMPBELL COUNTY CHAMBER OF COMMERCE

2017

ANNUAL REPORT

CHAMBER BY THE NUMBERS

612
members

82
networking
& social
events

491
Twitter
followers

13
board
members

31
ribbon
cuttings

6
staff
members

7,411
average member
directory referrals
per day

50
new
members

86%
retention
rate

493
G.A.L.I.
graduates
to date

15,091
views on
YouTube

94,644
total website
views

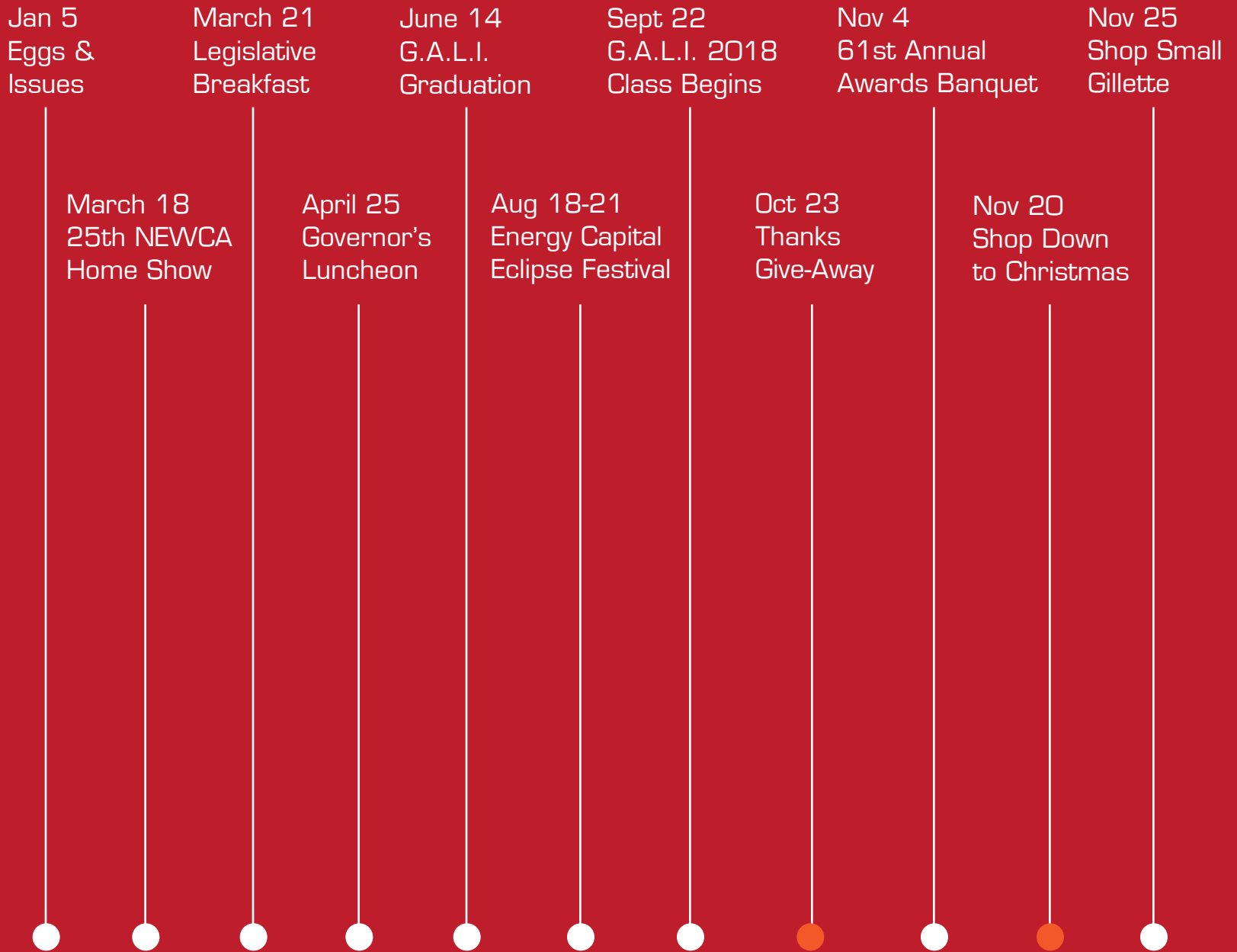
2,461
Facebook
friends

770
e-newsletter
subscribers

1,179
guests
registered
for events

128
vendors at
NEWCA
Home Show

2017 HIGHLIGHTS



● Two new promotional initiatives were launched in 2017 for the holiday shopping season. The “Thanks Give Away” contest took place over four weeks beginning October 23, and netted over 400 entries on social media from both Chamber members and the general public. “Shop Down to Christmas,” which took place over four weeks starting November 20, saw 240 receipts turned in from sales at local businesses. Altogether, \$1600 in Chamber Gold Certificates were awarded during the 2017 holiday season.

2017 REVENUE & EXPENSE RECAP

Revenues

Membership Dues	\$346,521.00
Events	\$242,273.00
Advertisement Sales	\$ 3,875.00
Interest / Contract Income	\$ 11,429.00
Total Revenue	\$604,098.00

Expenses

Meetings / Committees	\$ 45,820.33
Events	\$125,580.92
Programs / Services	\$ 42,464.26
Administrative / General	\$338,152.06
Total Expenses	\$552,017.57

