

TRT 2ND Quarter Report

APRIL – JUNE 2024

**BOARDMAN CHAMBER OF COMMERCE
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Boardman Chamber of Commerce
TRT 2ND Quarter Report
April – June 2024

Quarter Numbers: Throughout this quarter, our Chamber of Commerce warmly welcomed four new members, enriching our community with diverse perspectives, and fostering dynamic opportunities for collaboration and growth.

- Unity Partners, LLC
- Eastern Oregon University
- Boardman Bean Roasters
- Allied DCS

As of June 30, 2024, our Chamber has a membership of 251 members, a testament to our commitment to expansion and engagement, underscored by amplified outreach initiatives such as our ever growing and changing social media presence and the impactful Member Spotlight feature on Chamber Talk with Torrie.

Amidst this growth, we continue to manage of four email accounts, which on average influx of 40-50 emails per account daily, while escalating phone communications reflect our concerted efforts to foster deeper connections with our members, facilitating updates to member information and advocating for enhanced memberships to unlock greater visibility across our social media platforms and website.

Communications to Members: We prioritize ongoing communication with our members to ensure they stay informed about community events and opportunities through regular mass email distributions. Our Members Information Center (MIC) page serves as a dynamic resource, empowering members to enhance their membership value by effortlessly sharing representatives' details, job postings, news updates, and crucial business notifications. Educating and reminding our members of the many benefits available to them remains a cornerstone of our commitment, as we continually strive to deliver unparalleled value and support their growth within our chamber community.

Constant Contact Emailing Program: Our subscriber base currently stands at 1,200, with 30 recent additions over the past couple of months. Out of the 5,044 emails sent to our members, 1,933 have been opened, representing a 93% engagement rate on desktop and 7% on mobile devices. Impressively, there have been 2,424 direct clicks from these emails, with 97% originating from desktop and 3% from mobile platforms, showcasing our effective outreach strategies across multiple channels.

Brochure/Marketing Material: In collaboration with Lunar Cow, we are in the final stages of editing a comprehensive Visitor's Guide aimed at enhancing community engagement and tourism outreach. This guide will include a Printed Guide, expected to reach 10,000

Boardman Chamber of Commerce
TRT 2ND Quarter Report
April – June 2024

readers, and an Online Go Guide to expand digital reach. An Online Map feature will strategically position businesses, making navigation easy for potential customers. We consistently share information through our newsletter, website, and social media platforms, keeping our community informed and engaged. We hope to have the Visitor's Guide out in print soon.

Bi-Monthly E-Newsletter: This e-newsletter is a vital communication tool, reaching over 1,200 recipients and facilitating seamless interaction between Chamber members and community stakeholders. It ensures everyone stays informed about upcoming events, opportunities, and Chamber updates. Our commitment to inclusivity encourages members to contribute to these communications, fostering a collaborative platform for event sharing and promotion. Additionally, we proactively scout for member events in the upcoming month to ensure comprehensive coverage in our newsletter, maximizing exposure and engagement within our vibrant community.

NM Times /EO Newspapers/Radio: We are committed to distributing information about member activities and Chamber events through various channels to ensure widespread accessibility and engagement. Recognizing the importance of diverse communication avenues, we strive to employ multiple methods to effectively reach and engage our community, thereby enhancing visibility and fostering stronger connections.

Expanding Connectivity: Our Array of Chamber Social Media Platforms:

- **Facebook:** With 3,035 followers, including 72 new additions, our page reached an impressive 167,024 people, and attracting 8,881 page visits.
- **Instagram:** Garnering 606 followers, with 20 recent additions, our Instagram account reached 738 individuals and experienced 142 profile visits.
- **Twitter:** Engaging with our 112 followers, including 5 new connections, we earned 790 impressions on our tweets.
- **LinkedIn:** Our LinkedIn presence, now with 319 followers, including 8 new ones, saw significant engagement. Throughout April to June, our posts helped amplify our reach and engagement within the professional community.

Training/Conferences: I have actively participated in numerous Economic Development Association conferences at both state and national levels, dedicated to enhancing my knowledge of strategies aimed at fostering the advancement of Boardman. These engagements have provided invaluable insights into identifying potential investors

Boardman Chamber of Commerce
TRT 2ND Quarter Report
April – June 2024

seeking new development opportunities and have equipped me to effectively facilitate the dissemination of pertinent information back to the Boardman community.

Chamber and Partner Events

Chamber Talk w/ Torrie featuring Boardman Park and Recreation: The Boardman Park & Recreation District (BPRD) is a local government agency dedicated to providing safe and enjoyable recreational experiences. Whether it's fishing, playing sports, walking along the mighty Columbia River, camping under old trees, or participating in community events, BPRD offers something for everyone. Their diligent staff ensures that parks and facilities are maintained to the highest standards. BPRD is continually evolving to create a new legacy, ensuring future generations can enjoy the beauty and amenities of their parks. For further insights, explore the full conversation on Chamber Talk with Torrie, available on the Boardman Chamber of Commerce YouTube Channel, starting April 1, 2024.

Jurassic Flats Carp Clave hosted by The SAGE Center: We proudly extended our support to the SAGE Center by actively participating in one of their engaging events. House of Fly and Fly Project hosted the Inaugural Jurassic Flats Carp Clave on Saturday, April 20, 2024, at the Sage Center in Boardman, OR. Attendees learned about flats fishing in the Northwest from the industry's leading anglers, professional tiers, and top brands. The event featured insightful presentations on fishing tactics for Columbia's carp flats from 9 AM to 3 PM, with a lunch break at noon. Following the presentations, participants spent the afternoon cruising the nearby carp flats, gaining hands-on experience and valuable knowledge from the experts. The event was a fantastic opportunity to master carp fishing and connect with the fishing community.

Ryan Neal Invitational Golf Tournament: The Ryan Neal Invitational Golf Tournament, held on April 26-27, 2024, was a tremendous success, raising over \$14,000 for scholarships benefiting RHS Jr/Sr High School graduates. A huge thank you goes out to all the sponsors and businesses that generously donated raffle baskets. Gary & Kathy Neal and their family were incredibly grateful to everyone who attended and supported the event. Capturing the memorable moments, photos and videos were expertly produced by Mario Sepulveda Films.

Chamber Talk w/ Torrie featuring Direct Line IT, LLC: Direct Line IT specializes in top-tier cybersecurity and IT services, fortifying businesses' digital infrastructure with personalized, cutting-edge solutions. Their experienced professionals provide comprehensive services, including cybersecurity assessments, managed IT services, cloud computing, and data recovery. They build strong client relationships, empowering

Boardman Chamber of Commerce
TRT 2ND Quarter Report
April – June 2024

businesses with the latest trends and best practices to ensure success. Discover how Direct Line IT can transform your business by watching Chamber Talk with Torrie on the Boardman Chamber of Commerce YouTube Channel, starting May 1, 2024.

Chamber Talk w/ Torrie featuring Harvest Town Foods: The local full-service grocery store for Boardman and the surrounding community offers an enhanced shopping experience with its user-friendly store app and coupon program, newly updated produce cases, and a recently completed floor project, ensuring a fresh and convenient environment for all customers. For further insights into this discussion, explore the full conversation on Chamber Talk with Torrie, available on the Boardman Chamber of Commerce YouTube Channel, starting June 1, 2024.

The 2nd Quarter Luncheon was June 18, 2024: The 2nd Quarter Chamber Luncheon took place on June 18, 2024, with Unity Partners, LLC serving as the Title Sponsor. Renowned as craftsmen of transformation, Unity Partners, LLC excels in reshaping landscapes into vibrant living and commercial spaces through expert land acquisition, management, and innovative design. Attendees were also treated to a presentation by The Loop, which provided exciting updates on their website and routes. The event featured delicious catering by Macario's Mexican Restaurant, adding a delightful culinary touch to the informative and engaging luncheon.

Bass Angler Magazine Pro-Am Fishing Tournament: The Bass Angler Magazine Pro-Am Fishing Tournament was held from June 28, 2024, through June 30, 2024, attracting bass anglers from around the region as they fish our local Columbia River. Each morning at 5:00 AM, our own Heather Baumgartner performed the National Anthem and hosted engaging Facebook live videos covering the event. Attendees enjoyed delicious food from a local taco wagon from the Desert View Food Park on Friday and Saturday. The community turned out to watch the anglers weigh their catches each day. Bass Angler Magazine will return from July 25, 2024, through July 28, 2024, for their pro tournament, where pro bass anglers will be available for community questions on the evening of July 25, 2024.

Chamber Representation: Engaging in Community Meetings for Enhanced Visibility

- **City Council / BCDA Monthly Meetings / Port Commissioners:** During these meetings, I provide comprehensive updates on Chamber events, member initiatives, and the ongoing efforts of the Boardman Community Development Association (BCDA), with a

Boardman Chamber of Commerce
TRT 2ND Quarter Report
April – June 2024

strategic emphasis on advancing economic development initiatives within our vibrant community.

- **Morrow County Commissioners:** By actively participating in these gatherings, I stay abreast of the latest developments within our community and county, enabling me to contribute meaningfully to the economic advancement of Boardman and remain informed about pertinent matters across Morrow County.
- **Morrow County Planning Commission:** Attending the Commissioners meeting allows me to gain invaluable insights into the happenings within Morrow County, fostering a deep understanding of local dynamics and facilitating informed decision-making for the betterment of our community.
- **EOVA:** These meetings hold significant importance for our region, serving as a crucial platform to spotlight our community events and initiatives across the vast Eastern Oregon Rugged County region, ensuring widespread visibility and engagement.

Thank you for your time. Your engagement and support are greatly appreciated.

Kindly,
Torrie Griggs