

TRT 4th Quarter Report

OCTOBER – DECEMBER 2023

Torrie Griggs

BOARDMAN CHAMBER OF COMMERCE | 101 OLSON RD

Boardman Chamber of Commerce

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Quarter Numbers – This quarter we had 9 new members join the Chamber of Commerce:

- ZenBusiness
- Mid-Columbia Concrete
- Blue Mountain Community College Foundation
- Kayak Public Transit
- Northwest Beef Express
- EOU Small Business Development Center
- Kerns Brothers, LLC

As of December 31st, 2023, we have 266 members, and we continue to grow our membership with our increased social media and member spotlight via Chamber Talk w/ Torrie. As we grow and maintain our 4 email accounts, on average we receive 40-50 emails per email, per day. Phone calls continue to increase as we are working to communicate more with our members and requesting them to update their member information as we are approaching the end of the year. These updates will allow us to have accurate point-of-contacts for billing and future advertising opportunities in 2024.

2024 Membership renewals have been sent out to our members. If you are a member, you will receive your membership via email with an attached invoice that can be paid online. We look forward to working with all of you for another year.

Communications to Members - We continue to communicate with members to keep them updated on events around our community, mass e-mailings to all our members to share opportunities, job openings, and events, and work to get members informed. One of those sources is a Members Information Center (MIC) page, this is a great tool to expand on their membership value by allowing the member to upload their reps, job postings, news alerts, and business notification information. This continues to be a priority for us to educate our members and remind them of everything we have to offer to bring value to their membership.

Constant Contact Emailing Program - We have 1,103 subscribers; this includes 36 new subscribers this past couple of months. We have sent 6,964 emails to our members, they have opened 2,438 (93% Desktop, 8% Mobile), and direct clicks from the emails are 201 (87% Desktop, 16% Mobile).

Chamber Social Media Platforms that we Communicate on:

- **Facebook** - we have 2,906 followers, 29 are new followers, and reached 29,450K people total, 2,673 Facebook Page Likes and we have had 7,967 page visits. We do shoutouts for new members, and these always have great feedback. We have even had other chambers & Facebook platforms comment on their pages about how much they appreciate the chamber.
- **Instagram**, we have 574 followers, 15 new followers, reached 861 people, and profile visits 151 times. Our Instagram account has had rapid growth. Our constant posts have made our followers grow. There are community members who say they only follow our Instagram page.
- **Twitter** - we have 106 Followers with 3 new followers. We earned 2.7K impressions, profile visits 513, and 32 video views. The Boardman's Chambers Twitter page continues to grow.
- **LinkedIn** - we have 296 followers, 25 are new followers, 109 page views, and 63 unique visitors. For October - December, we reached 279 page views, reactions at 132, and reposts at 15.

Training/Conferences – I have attended multiple Economic Development Association conferences at the state and national level, to learn more about ways to support the development of Boardman, find investors who are looking for new locations to build, and bring this information back to Boardman.

Events

- **Boardman Community Trunk-or-Treat 2023:** The Boardman Community Trunk-or-Treat event was once again a resounding success. Partnering with the Boardman Pool and Recreation Center, we integrated their Fantastic Kid Maze into the festivities. The Sage Center parking lot came alive with decorated cars, community booths, and businesses, all distributing treats, candies, and prizes. Families, along with eager trick-or-treaters, gathered on the patio to enjoy hot chocolate while indulging in Tillamook's delightful ice cream and Lamb Weston's fantastic French fries. Celebrity Pumpkin Carver Roger Pope showcased his artistic capabilities, captivating everyone with his skillful creations. The joyous occasion included the distribution of Halloween-themed books, this is a new Chamber Champion program that will support youth literacy and candy, marking the beginning of a new tradition for the Boardman Chamber.
- **2023 Christmas Tree Lighting** – The annual Christmas Tree Lighting event took place on December 2nd at 6 pm at the SAGE Center, boasting the largest turnout ever seen. The venue was adorned with festive cheer as children dressed up for an evening of

celebration and singing. The AWANA Nativity Pageant and Learning Adventure Pre-School's Christmas Concert were highlights of the night. Following the performances, Santa Claus delighted the children with photo sessions, and the Mid-Columbia Bus Company generously distributed hot cocoa and cookies to everyone. Those who posed with Santa received a special gift from the Boardman Chamber – a book titled "The Night Before Christmas", this is another Chamber Champion program to support youth literacy. The event was a delightful experience, and anticipation is already being built for next year's festivities.

- **Chamber Talk w/ Torrie featuring Express Employment Professionals:** On October 26th, 2023, our podcast showcased Janet Mitchell, a Business Developer, and Julissa Arellano, the Front Office Coordinator, both representing Express Employment Professionals. During the podcast, they explained their roles in assisting individuals in job placement and providing training classes to enhance skills for career advancement. Examples of such training include typing, Word, or Excel classes, focusing on fundamental skills to empower individuals for future success. Additionally, they discussed their dedication to help businesses connect with suitable candidates. The podcast proved to be highly informative, shedding light on the valuable services offered by Express Employment Professionals.
- **Chamber Talk w/ Torrie featured Umatilla-Morrow Head Start Inc.:** On Thursday, December 7th, 2023, the latest episode of Chamber Talk with Torrie, our Facebook Live Podcast series, we were thrilled to feature Umatilla-Morrow Head Start Inc. The dynamic session welcomed two remarkable guests: Suellen Whitlock, Director of Head Start & Early Childhood Services, and Bobbi Harrison, Assistant Director of Head Start & Early Childhood Services. With a program that caters to over 800 children and employs more than 250 staff members, they are making a positive impact on children, families, and communities. Noteworthy details about UMHS include its 35-year history, and the Head Start program itself boasts 58 years of service. It's worth mentioning that their reach extends beyond Umatilla and Morrow County in Oregon, as they serve a total of 8 counties.

The Chamber Talk with Torrie videos are available to watch on the Boardman Chambers YouTube Page. They have so far 807 views on YouTube.

- **The 4th Quarter Luncheon was December 20th:** Held on December 20th, the 4th Quarter Luncheon was sponsored by the Boardman Park & Recreation District, with Boardman Park and Marina serving as our title sponsor. During the luncheon, the community received updates from Boardman Park and Marina based on their recent community meeting. Additionally, Lunar Cow Publishing presented valuable insights into

the process and timeline of the upcoming **Chamber Visitor Guide**. The event was well attended, providing a platform for attendees to share numerous wonderful stories and valuable information.

Any Facebook live that we have for our events, or our members (Chamber Talk & Workforce Wednesday) gets uploaded to our YouTube page. So, the Boardman community can still get the opportunity to watch them.

- We **supported** the **SAGE Center** for two of their events. The Annual Harvest Festival, by sponsoring entertainment for the day, entertainment this year was Dallin Puzzy and DJ Cora. For the second event, we participated in the Annual Ladies Night and Winter Market by assisted them in greeting the guests, by providing raffle tickets where they could spin the wheel to earn more raffle tickets to be entered into give aways throughout the night. Our High School Inter Stephanie helped us in both events.

Brochure/Marketing Material – We always make sure that every business has a visitor guide. We deliver our Visitor Guides and brochures to C&D, The Sunrise Café, the River Lodge & Cabins, Boardman City Hall, Boardman Sleep Inn, and POM Riverfront Center. We continue to send updates through our newsletter, website, Facebook, Instagram, LinkedIn, YouTube, and Twitter accounts to share information with our members and community.

Bi-Monthly E-Newsletter – This is an informative email to over 997 recipients that allows communications with members and community members to keep everyone informed about events, opportunities, and information about Chamber happenings. We continue to reach out to our members for information to be placed in these communications, so everyone has an opportunity to share their events. We also keep a lookout for member events that are happening in the upcoming month and make sure to add them to our newsletter.

NM Times /EO Newspapers/Radio – we continue to send information to allow members and chamber events to be available across multiple means of sources. We feel it is important to find multiple ways to communicate/advertise/market to our community.

Capital Projects – We have not deemed a capital project for the chamber this year, as we approach the new year and finalizing budgets, this will be reviewed and see if there is a need for a capital project for this year that is driven by the chamber.

Meetings I Attend to Represent Chamber in our Communities.

City Council / BCDA Monthly Meetings / Port Commissioners - At these meetings I give updates on chamber events, member events, and BCDA work with a focus of economic development for Boardman.

Morrow County Commissioners – I have been able to attend these and keep informed on what is happening with our community and county. This is helpful with the economic development for Boardman and keep updated on things happening across Morrow County.

Morrow County Planning Commission – This goes along with the Commissioners meeting, just gaining knowledge of happenings within Morrow County.

EOVA – These meetings are very important for our region. This keeps our community events spotlighted throughout the Eastern Oregon Rugged County region.

Thank you for your time.

Kindly,
Torrie Griggs