

Chamber Executive Director Activity FY24, Quarter 2

The following summary serves as the 1st Quarter report as required by the Chamber Agreement with City of Madison Heights and MH Downtown Development Authority. MH DDA Activities highlighted in yellow.

Notable Milestones & Activities

- ❖ **Chamber E-Blast via MailChimp:** Weekly E-Blast Announcements generated and shared with membership.
- ❖ **Social Media Platform Management:** Multiple/Daily Social Media Postings to highlight local businesses/members and chamber activities. Goal of content posting 1-2/daily or active weekly postings. Board Members/Active Members are encouraged to share and like daily postings.
- ❖ **Weekly 1 Million Cups Event with Oakland Thrive :** Attend weekly (Wednesdays) 1 Million Cups event hosted at Incubizo, sponsored by Oakland Thrive. More than ½ of the weekly attendance are MHHP Members. Promote weekly on E-Blast and on social media platforms. Combined E-Lounge “Tale of 2 Cities with special guests from city leaders of both MH & HP planned in June 2024 at Mia’s Bakery sponsored by MSGCU.
- ❖ **Promotions Activities:** Assisted with the special events approved by the DDA Board:
 - Created flyer and assisted with the promotion of the 3rd Annual “Green Crawl” for special St. Patrick’s day offerings by local businesses. Confirm participation from HP businesses. Attended with other DDA promotions committee members to visit each of the participating businesses on St. Patrick’s Day. Highlight visits on chamber social media sites.
 - Referred DDA Businesses for Sign, Façade Grants & Redevelopment Liquor Licenses
 - Grand Opening of Green House Salon in MH
 - Grand Opening of Jars Cannabis in HP
 - Spring trainings-Stop the Bleed with MHPD, How to Use Fire Extinguisher with MH & HP Fire Department
 - Membership/After-hours/Trivia event planned in mid-June at Celina’s Restaurant
 - Promote National Hamburger Day-Celina’s, Kozy Lounge, Coach Grille, Red Robin
 - How to make margarita night planned at Mia’s Tasty Grille-July 15th
 - Good Customer Service Training Video-Mia’s Tasty Grille, June 2024
- ❖ **Culture, Food & Networking Events** –Strive for monthly events at rotating restaurants offering different cuisines from “Around the Globe.” Unique kind of casual networking with an emphasis on the different international cuisines and the culture associated with the restaurant or the small business owner. Events typically scheduled around lunch time with participation level at 15-20+. Restaurants that hosted in 2nd quarter: Kacha Thai Restaurant in Royal Oak. Planned for June/July-88 Bahn in Warren, Tequila Y Mas grand opening in July planned.

- ❖ **State of the Cities 2024** –Successful State of the Cities event hosted by Navistar Defense, catered by Lamphere school district. Secured sponsorships to cover expenses. Financial summary shared with MHHP Board and City staff.

- ❖ **Chamber Membership Referral**

- Ms. Lena Hosler, Lamphere Wellness Coordinator –Connect with local biz for donation of items for annual 5K Walk/Run
- College Hunks Hauling Junk-Referral and introduction to MH DPS for City-wide Trash Days. MRA intro for HP Earth Day.

- ❖ **Other Notable Activities/Meetings /Events**

- BRAND Mtgs 1st Fridays, 3rd Fridays/month, Promote and recruit members. Special May the 4th photo op.
- Lunch Collaboration in Royal Oak with Berkley, Clawson Chamber of Commerce
- Recruitment and Orientation of 4 new board members.
- Donation of shirts/sweatshirts from Trevco to various non-profits.
- Meeting with 168 Group/Ricky Dong Foundation regarding financial support of art piece and other financial commitment for 14 Mile and John R gateway project.
- Coordinated a style/beauty consultation with Mayor Grafstein ahead of upcoming State of the Cities event led by the ChairZ salon owners.
- Attended OC Economic Outlook & Luncheon in Novi
- Coordinate 50th Business Anniversary with MH Chiropractic Center
- Coordinate city-wide Sika Day on June 11th with Sika and MH City Staff.
- Volunteered for “Rock the Block” event with Habitat for Humanity OC
- Promote and recruit local biz leaders for HP Junior High Career Day
- Promote, recruit local restaurants to support National Police Week
- Coordinate lunch and learn event at MH Food Pantry –June 6th
- Help confirm attendance of dignitaries and planning of Army Birthday event with MH Army Recruiters Office-June 14, 2024
- Secure on-going sponsorships and golfers for upcoming annual golf outing at Fieldstone Golf Course on June 28th.

- ❖ **MEMBERSHIP GROWTH REPORT**

- Baseline Total Membership based on Master Membership List**

January 2023-December 2023 Total Paid Membership: 129

January 2024 Paid Memberships: 23 (2023 Count: 29, \$8,750) Monthly Revenue to date: \$4,800

February 2024 Paid Memberships: 9 (2023 Count: 6, \$1,400) Monthly Revenue to date: \$1,700

March 2024 Paid Memberships: 15 (2023 count: 21, \$4,400) Monthly Revenue: \$12,400

(includes Q1 City Agreement Payments)

April 2024 Paid Memberships: 26 (2023 count:15, \$3,000) Monthly Revenue: \$5,100

Total Paid to date:71 (January –April 2023, Revenue \$17,550)

Total Paid to date: 73 (January –April 2024, Revenue \$24,000)

Total membership to date: 130 paid to April 2024