

Chamber Executive Director Activity FY24, Quarter 3

The following summary serves as the 3rd 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.
- ❖ **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. Health Fair planned for early November 2024 at Incubizo.
- ❖ **Promotions Activities:**
 - Referred DDA Businesses for Sign, Façade Grants & Redevelopment Liquor Licenses
 - Grand Opening of Beyond Home-July 18th
 - Connection with Design Contest with Local School Districts and Beyond Home
 - 50th Anniversary Celebration with Dr Kash and MH Chiropractic Center, Miss Nene provided anniversary cake.
 - Margarita Mixer/Networking Event at Mia's Bar & Grille, July 16th
 - Introduced and tour several DDA lease spaces for prospective Venezuelan restaurant owners. Coordinated efforts for possible pop-up restaurant opportunity agreement at Mia's Grille and Bar with prospective business.
 - Helped secure local DDA Businesses to participate in business highlight videos-Madison Motors, Madison Bowling, Woodpile BBQ, Royale Kabob
 - Meeting with Major Oil and Repair owner-Moe to discuss redevelopment opportunity-August 6th. Secured sponsorship to MHPD Benevolent Fund from owner.
- ❖ **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 dinner time with participation level at 15-20+. Restaurants that hosted in 3rd Quarter: 88 Bahn and MI Bowl. Dim Sum event at Light Cantine planned in partnership with APACC on November 14, 2024. Attended and promoted Mini-Asian Market at Asian Corner (12 Mile and Deq in Warren), Vietnamese Americans of MI Annual Picnic at MH Civic Park-August 11th.

❖ **Chamber Membership Referral**

- Coordinated/secured sponsorships and vendors for 2nd Annual MHFD vs MHPD softball game to start the MHPD Benevolent Fund. Photo Op at 2SP with MHPD to promote softball event.

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

- BRAND Mtgs 1st Fridays, 3rd Fridays/month, Promote and recruit members-Dr Kash
- Recruitment and Orientation of new board member –Renee Niewolak of Diversified Members Credit Union to the MHHP Board for complete board roster.
- Donation of shirts/sweatshirts from Trevco to various non-profits.
- On-going communications and coordination with 168 Group/Ricky Dong Foundation regarding financial support of art piece and other financial commitment for 14 Mile and John R gateway project.
- Promote, recruit local businesses to support upcoming “Active Adult/Senior” month in September. Coordinate luncheons for active adult member staff and team.
- Mid-year budget review with MHHP Board with assistance from MH City Manager.
- Grand Opening at Goodwill, 13 Mile and John R, July 11th.
- Open House/Grand Opening of Capital Tool & Safety, August 1st
- Lunch collaboration event with area chambers at Amici’s Kitchen. MHHP to host 4th quarter networking/collaboration luncheon in November/December 2024.
- Coordinate with MH City Manager’s office for MH Tour with various local businesses-event postponed for Spring 2025.
- Assisted 168 Group in predevelopment meeting with City of Warren Planning/Zoning/Building Team for 12 Mile and Deq Asian Corner Redevt Project.
- Kick-off committee meeting to plan for Auction 2024 at 876 Horace Brown Facility
- Light Cantine grand opening/ribbon cutting on September 12th
- Acorn Health Grand Opening/Ribbon Cutting scheduled for September 19th
- 8Mile Boulevard conference with Hazel Park City Leaders on September 5th
- Fall Training on Code Enforcement scheduled for September 26th, sponsored by ABC SEMI

❖ **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: 8 (2023 Count: 6, \$1,400) Monthly Revenue to date: \$1,700

March 2024 Paid Memberships: 16 (2023 count: 21, \$4,400) Monthly Revenue: \$2,900 (\$12,400 with Q1 payments)

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

May 2024 Paid Memberships: 9 (2023 count: 6, \$1,600, \$3,750 Q2 payment) Monthly Revenue: \$1,700 (\$11,200 with Q2 payments)

June 2024 Paid Memberships: 5 (2023 count: 6, \$1,600, \$5,000 Q2 payment) Monthly Revenue: \$1,100

July 2024 Paid Memberships: 9 (2023 count: 5, \$1,000) Monthly Revenue: \$1,800

Total Paid to date: January –July 2024, Revenue \$19,100 (\$36,700 with Q1-2 payments)

Total Paid Memberships: 134