

## **Chamber Executive Director Activity FY24, Quarter 4**

The following summary serves as the 4<sup>th</sup> Quarter report as required by the Chamber Agreement with City of Madison Heights and MH Downtown Development Authority.

### **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.
- ❖ **Promotions Activities:**
  - Referred DDA Businesses for Sign, Façade Grants & Redevelopment Liquor Licenses-Alchemy and Green House Salon
  - Grand Opening-Acorn Health, Light Cantine, Concord Market, Rose Pest, Enova Premier in HP, Oil Doctor planned in December 2024
  - Shop Small Saturday-Find the Golden Egg Hunt Campaign-See attached flyer
  - OC Community Showcase Event –helped both HP and MH showcase available properties, local business GEMS etc. Network with other community colleagues.
- ❖ **Culture, Food & Networking Events** –Strive for quarterly 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 4<sup>th</sup> Quarter: Dim Sum event at Light Cantine planned in partnership with APACC on November 14, 2024.
- ❖ **Other Notable Activities/Meetings /Events**
  - BRAND Mtgs 1<sup>st</sup> Fridays, 3<sup>rd</sup> Fridays/month, Promote and recruit members-23 Total Members to date
  - Arranged follow-up meeting with Boodles Restaurant Owner Bruno with prospective buyers-October 29<sup>th</sup> 2024.
  - Introduced and tour several DDA lease spaces for prospective Mexican and Gourmet Burgers restaurant owners. Referred by Oakland Thrive.
  - Donation of shirts/sweatshirts from Trevco to various non-profits-HP School District, MH Active Adult Center, MHDPS, HP Church
  - End of year budget review with MHHP Board-December/January 2025
  - Lunch collaboration event with other Chamber of Commerce. MHHP to host 4<sup>th</sup> quarter networking/collaboration luncheon at Noodletopia on December 10<sup>th</sup>.

- Assisted 168 Group in follow-up meeting with City of Warren Planning/Zoning/Building Team for 12 Mile and Deq Asian Corner Redevt Project. Follow-up letter to City of Warren to move project to permit stage.
- Successful Fall Training on Code Enforcement scheduled on September 26<sup>th</sup>, sponsored by ABC SEMI.
- Planned and arranged 26<sup>th</sup> Artech Printing Anniversary party at Coach Grille for Mike and Sonja Van Buren.
- Post Election Event hosted at Mia's Grille-November 5<sup>th</sup>
- Successful Mad Hatter Draw Down Fundraiser on November 8, 2024
- Helped organized Shop with a Hero at Target with MHPD Benevolent Fund Team. Secure additional sponsorship with local businesses towards Shop with Hero event.
- Applied for Meijer's 4K Shop with a Hero Grant for 2024
- Help organize town hall meeting in partnership with MI House Rep. Mike McFall on minimum tip wage legislation-planned December 9<sup>th</sup>, 2024. Secured venue at ABC SEMCA.

❖ **MEMBERSHIP GROWTH REPORT**

**Baseline Total Membership based on Master Membership List**

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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 (\$12,650) 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 (\$11,450 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

August 2024 Paid Memberships:7 (2023 count: 16, \$4,000) Monthly Revenue: \$1,100 (\$10,850 with Q3 payments)

September 2024 Paid Memberships:9 (2023 count: 5, \$900) Monthly Revenue: \$1,900

October 2024 Paid Memberships:11 (2023 count: 5, \$800) Monthly Revenue: \$2,000 (\$16,500 with Q4 payments/MH Community Foundation Grant)

**Total Paid to date: January –October 2024, Revenue \$24,100**

**Total Paid Memberships: 135**

(as of October 24, 2024)