



Sanger Area Chamber of Commerce
300 Bolivar St., Sanger, TX 76266
940.458.7702

December 5, 2023

John Noblitt
City Manager
City of Sanger
502 Elm Street
Sanger, TX 76266

Mr. Noblitt,

The Sanger Area Chamber of Commerce is dedicated to enhancing and strengthening the Sanger area business community by promoting a thriving business environment. The Chamber is very appreciative of the ongoing partnership with the City of Sanger.

Over the past year, the Sanger Area Chamber of Commerce has made considerable progress towards keeping our goals and accomplishing our mission. This is evident by the following:

- Providing City of Sanger information such as maps and community guide, to the Texas Travel and Tourism Centers in Gainesville, Waskom and Texarkana, TX
- Joining Texas Downtown Association, Gainesville and Denton Chamber of Commerce and attending several different events promoting City of Sanger.
- Providing Welcome Packets to not only all new businesses but new residents as well.
- Over the past year (October 1, 2022 – November 30, 2023), the chamber has increased the membership by 10.7% (47 new members). We now have a total of 164 active members. We did see a drop in membership of 39 businesses. Those losses were the result of the business closing or moving out of the area. The Chamber has actively been encouraging Sanger businesses to not only participate in Chamber events but also in City & School events.
- Consistently promoting the Sanger area through various social media channels and the monthly newsletter.
- Increase in events to encourage more community growth and gratification. We have incorporated new events such as Festival of Trees into our yearly event schedule.
- We are now experiencing a larger amount of pedestrian traffic downtown, especially with the new businesses opening up. We are having more ribbon cuttings and/or anniversary celebrations for various new/old businesses. This helps to improve the business community appreciation. The Ambassador program has definitely helped to encourage more business owners to become more active and visible in chamber and city events.
- We are continuing to incorporate more and diverse types of vendors as well as new activities such as dog costume contest; beard contest; hula hoop contest and many more different activities into the Sellabration venue in an effort to increase attendance from not only the local surrounding area but throughout Texas and Southern Oklahoma as well. We have also increased the advertising of this event through avenues such as



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Festivals of Texas; Texas Highway Events; Co-Serv Power magazine; Denton Record Chronicle; DFW Craft Fairs, etc. The 2023 Sellabration attendance was estimated to be over 2,500 but that was a huge difference than 2022. We had over 140 registered vendors but only 93 vendors showed up and stayed. The loss of vendors and attendance was attributed to the cold rain we had that day. We already have 16 vendors who have signed up for the 2024 Sellabration events. In 2024, we are anticipating well over 175 vendors resulting in the largest Sellabration event ever.

- We have been adding to the savings account every month by making a 10% deposit of the monthly revenue. The savings account was established to help with building/facility maintenance and unanticipated expenditures.
- Chamber goals moving forward are:
 - Because the consistent expenses are 78% of the budget and the consistent income is only 42% (hotel tax and membership), we realize that we need to increase membership revenue which is why the board will be planning more events that are membership retention and increase driven. Those events will be educational, motivational and knowledge type events held on a monthly and/or quarterly basis.
 - Continue to have the ambassador program work towards increasing membership revenue by doing more site visits, sending out anniversary cards, FB recognition posts, etc.
- Continued City of Sanger support = continued growth and progress for all of Sanger

We respectfully request that the City of Sanger continues to provide funding at the same level as 2022-2023 which was to fifty percent (50%) of the City's Hotel Occupancy Tax funds, not to exceed Three Thousand Five Hundred Dollars (\$3,500.00) per Quarter. This contribution will allow the Chamber to continue to offer activities that are consistent with the economic and community development goals of the City of Sanger.

Attached is the Annual Budget that details the activities the Sanger Area of Chamber will conduct in 2023-2024. The Chamber staff/board will be more than happy to answer any questions you might have.

We truly value the City of Sanger's partnership and support.

Sincerely,

Amanda Gibson
President

cc: Sanger Chamber Board of Directors