



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

August 23, 2022

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 (August 2021 to August 2022), the chamber has increased the membership by 19.85%. We now have a total of 159 active members. We did see a drop in membership of 26 businesses. Those losses were the result of the pandemic or business 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 Music in the Park and 4 days of Christmas 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 a pumpkin patch; pizza eating contest; corn hole tournament 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 2021 Sellabration attendance was estimated to be over 5,000. Post Sellabration poll to the vendors, resulted in highly satisfied and ready to sign up for the 2022 Sellabration vendors. As of this letter date, we already have over 100 vendors who have applied for a booth. This year (2022) we are anticipating well over 150 vendors resulting in the largest Sellabration event ever.

- Actively collaborating with a financial planner to help work our budget as well as establish more control over expenditures. A savings account has been established and a monthly deposit of no more than 10% of the monthly net income is transferred to the savings from the checking account. By establishing a savings account, the chamber anticipates having funds available for allocation to the maintenance of the chamber facility as well as other unanticipated expenditures.
- Chamber goals moving forward are:
 - Consistent expenses are 70% of the budget, consistent income is only 35% (hotel tax and membership), we need to increase membership revenue to tighten that ratio all while keeping hotel tax where it is currently.
 - Have the ambassador program work towards increasing membership revenue
 - Hiring a part time employee to increase capacity in event planning and social media which in turn will generate more visibility for the chamber and local businesses to attract and increase membership revenue
- 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 2021 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 2022-2023 as well as the actual income/expenses incurred from January 2022 through July 2022. We are pleased to be able to expand all the activities & events to further support the City of Sanger's objectives. The Chamber staff/board will be more than happy to entertain any questions you might have.

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

Sincerely,

Debbie Reaves
Chamber Administrator
cc: Sanger Chamber Board of Directors