

# South Columbia County Chamber of Commerce Semi-Annual Update

**Date of Presentation:** February 21, 2024

**Reporting for:** August 2023 – January 2024

**Reporting on behalf of the Chamber:**

Jak Massey, Executive Director



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## *A YEAR IN REVIEW - 2023*

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**COFFEE & COMMERCE** - 12 EVENTS and over 250 participants in total

**HAPPY HOUR** - 12 EVENTS and nearly 400 participants in total

**RIBBON CUTTINGS** – 13 Celebrations with an average of 20-25 guests in attendance

### **NEW MEMBERSHIPS**

17 within the year &

10 more during the BLACK FRIDAY SALE

**BLACK FRIDAY SALE** also generated 39 renewals during the 7-day sale

### **CHAMBER NEWSLETTER REACH**

over 800 locals subscribed

40-50% open/read/clicks

12 Monthly Newsletters published

35 SCC Bulletins/Special Announcements sent out between monthly publications

**ANNUAL AWARDS BANQUET** – 272 guests in attendance & nearly \$13k net income

### **MOVING FORWARD WITH CAPITAL IMPROVEMENTS AND IT UPGRADES**

Funds raised from Banque put towards new furnace & A/C unit (much needed).

In December, the process to transition Chamber building Wi-Fi. Provider, *fatbeam* fees are comparable to what we are already paying, as a Chamber Member, who joined in 2023, *fatbeam* moved up to the Platinum level membership during the BLACK FRIDAY SALE. High Speed Wi-Fi - fiber optic lines being installed, faster Wi-Fi and downloads for improved classroom style programs at the Chamber, with dedicated service – offering little to no down time or slow / interrupted service with multiple people using guest Wi-Fi. Highly recommend this company.

We have begun using a new merchant services service. New services provider offering lower transfer fees and we now have a card reader that can easily be used remotely. Allowing members more opportunities to join/renew & more efficient use of my time.

### **CONTINUING TO GROW OUR LEADERSHIP BASE**

Chamber gained **5 NEW AMBASSADORS AND 2 NEW BOARD MEMBERS**

## NETWORKING AND OUTREACH



### Coffee & Commerce:

- Recent Events are over 40 in attendance
- Members interested in hosting almost fills the full year



### Happy Hour:

- Now topping out at 50 typically
- Approx. half the year considered booked
- Proposing change to avoid conflict with *13 Nights* - will be suggesting that June – September be scheduled for the 3<sup>rd</sup> Wednesday of month from 5-7pm (rather than the 4<sup>th</sup> Thursday from 4:30-6:30 PM)

## FINDING MORE WAYS TO PARTNER WITH LOCAL MEDIA

*Columbia County Spotlight* – more consistent communications with reporters instigated by both parties, monthly 5"x10" advertising to promote each month's networking events/hosts.

*The Chronicle* – building good report with news reporter gaining more attendance on their part to our ribbon cutting ceremonies (an a promotional opportunity for business with story in local paper). In return, an agreement for the Chamber to provide guest articles on a regular basis to keep readers more aware of the Chambers activities.



## BIGGEST NEWS TODAY!!

### 2024 ANNUAL AWARDS BANQUET

- We hope you will be able to attend.
- 10 awards presented, local businesses and citizens highlighted,
- Our Glitz & Glamour Gala, themed *IT'S YOUR TIME TO SHINE!* It is going to be a fun night as we are bringing Hollywood to South Columbia County.
- See flyer provided for more details
- Chamber also making a special offer to partner with the city with a new promotional idea to sponsor an award (more details below). We hope you will consider this opportunity, please let me know by the end of the month to allow time for awards to be prepared correctly.

## Participating, Partnering and Advocating as Award Sponsor

**\$100 Sponsorship** - Sponsoring business will be acknowledged with business name engraved on award and sponsor logo included in the awards slideshow introducing nominees of the category sponsored.

**\$500 Sponsorship** - Sponsoring business will be acknowledged as follows: business logo included on a special "*Shining Star*" banner prominently displayed at event, business name engraved on award, sponsor logo included in the awards slideshow introducing nominees of the category sponsored, a representative of sponsoring business presents award to winning recipient on stage,

**\$1,000 Sponsorship** - Sponsoring business will be acknowledged as follows: business logo included on a special "*Shining Star*" banner prominently displayed at event, business name engraved on award, sponsor logo included in the awards slideshow introducing nominees of the category sponsored, a representative of sponsoring business presents award to winning recipient on stage and business will have allotted time to present message to guests in attendance with on behalf of business/organization (3-5 minutes), which will also be noted in event program.

