



TRIANNNUAL REPORT

Sweet Home Chamber of Commerce and Visitors Center

WWW.SWEETHOMECHAMBER.COM





JANUARY-APRIL 2022

Per section 5 of the contract between the City of Sweet Home and the Sweet Home Chamber of Commerce for operation of the Visitors Center.





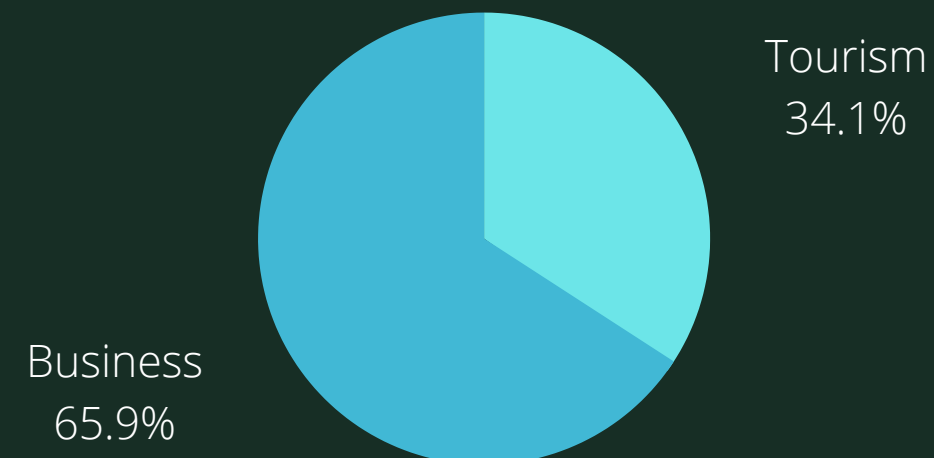
1.

NUMBER AND TYPES OF VISITS DIFFERENTIATING BETWEEN TOURISM AND REGULAR CHAMBER BUSINESS

Visitors were from Sweet Home, OR; Aumsville, OR; Georgia; Brownsville, OR; Lebanon, OR; Coburg, OR; Albany, OR; Gladstone, OR; and Veneta, OR

Additional note: Several people purchased postcards to send to different states to fulfill class assignments of relatives seeking postcards from different places.

56 Visitor Related Visits (34.1%)
108 Business Related Visits (65.9%)



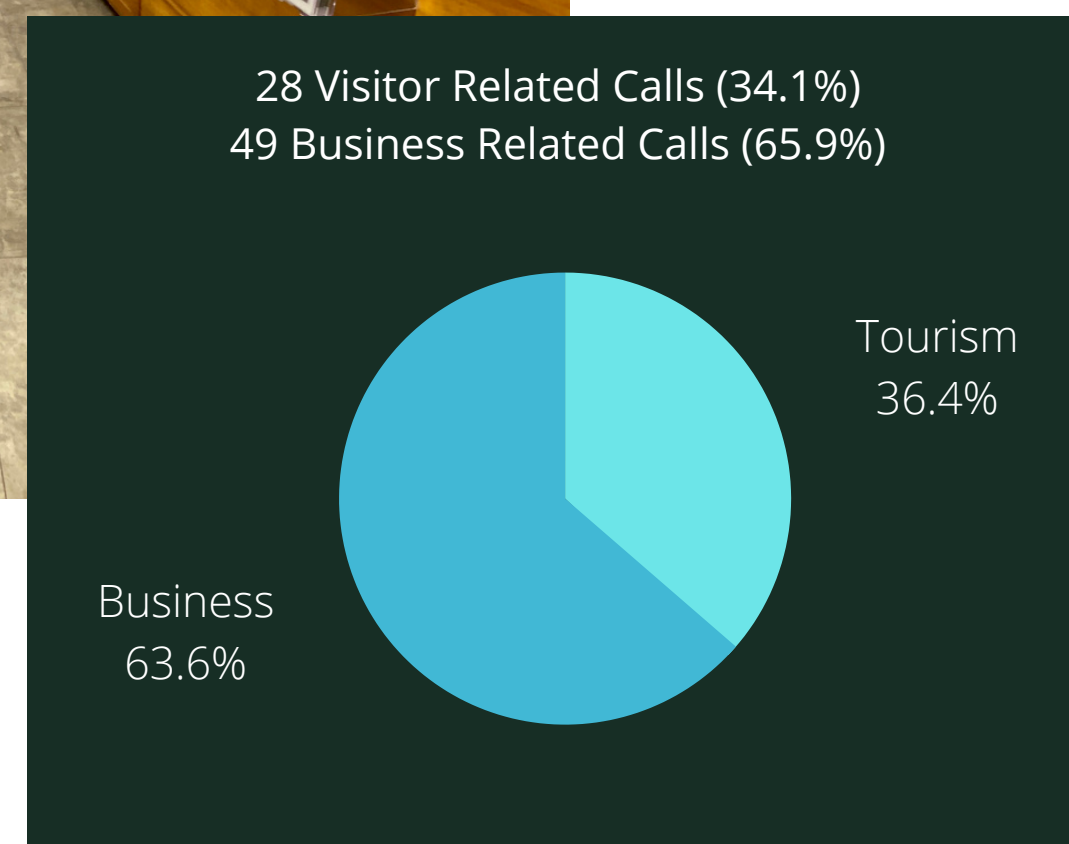


2. PHONE INQUIRIES DIFFERENTIATING BETWEEN TOURISM AND REGULAR CHAMBER BUSINESS

We've received calls asking for phone numbers of various services in town such as notaries, City or County services, and events.

The first quarter of business involved membership renewal and the annual community awards banquet.

Additional note: The numbers shown are the total number of calls recorded, not the total amount of calls received.





3. WEB HITS DIFFERENTIATING BETWEEN TOURISM AND REGULAR CHAMBER BUSINESS

Our website is frequently used to find information about tourism related activities like events and recreation.

Our top viewed webpages over the last 90 days are:

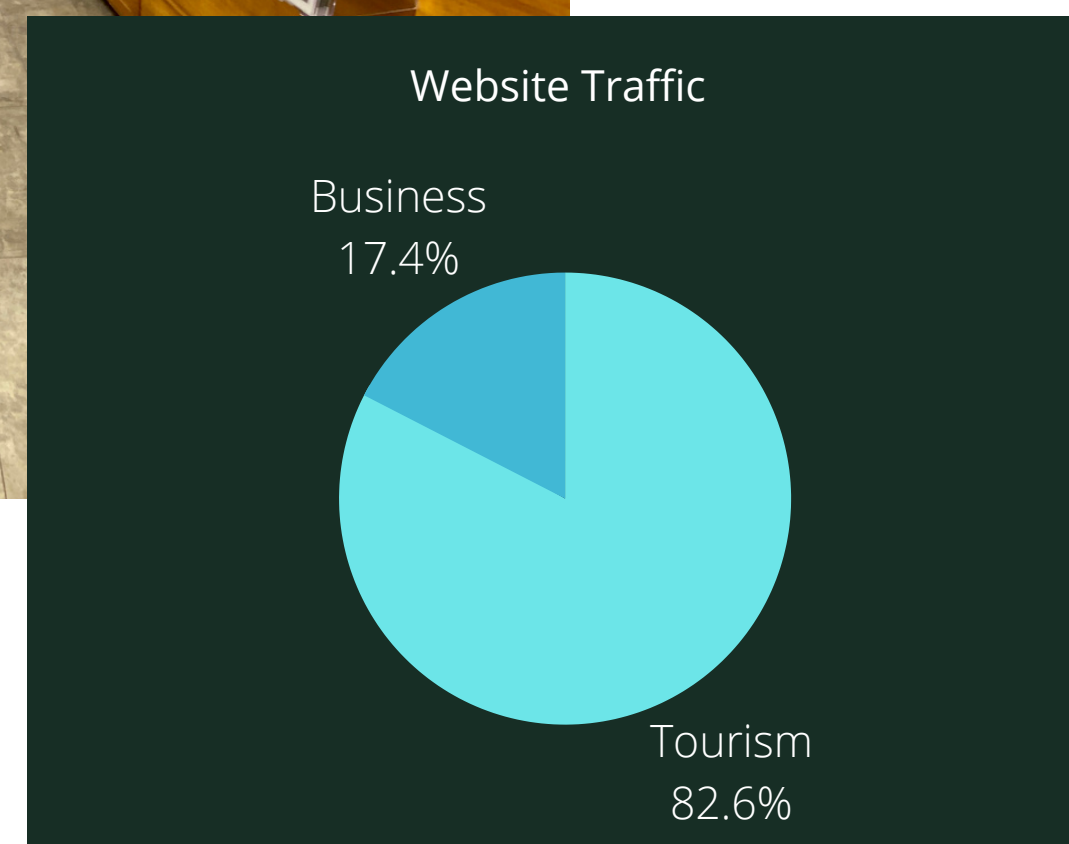
Hiking & trails +20%

Sweet Home Recreation +12.8%

Fishing in Sweet Home +12.7%

Rock Hounding +11.25%

Sportsman's Holiday +10.6%





4.

FACEBOOK ACTIVITY DIFFERENTIATING BETWEEN TOURISM AND REGULAR CHAMBER BUSINESS, IF POSSIBLE

Primarily business related in the first quarter, with sharing of member posts & our regular networking events.

This quarter will bring more tourism related posts with the upcoming Sportsman's Holiday Weekend.





5. INFORMATIONAL PACKETS DISTRIBUTED DIFFERENTIATING BETWEEN BUSINESS AND TOURISM

Primarily business related in the first quarter, with membership information packets going out.

Sent tourism packets to Pendleton, Monmouth, Stayton, Joseph, Newberg, and Condon.

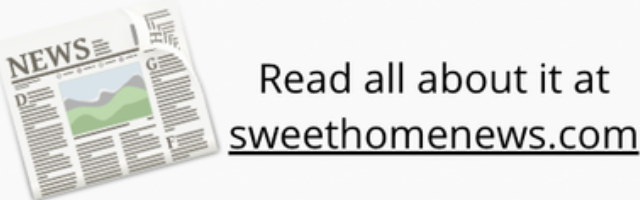
Tourism email sent to Veneta.





WHAT'S THE CHAMBER UP TO?

Thank you, Sweet Home, for another fantastic community awards banquet! HUGE thank you to our sponsors, the committee, emcee Don Knight, the Elks Lodge, Heaven's Jewell Photography, and Angila Tack Food Services for all of your work and creativity.



CONGRATULATIONS 2022 Award Recipients

JR. FIRST CITIZEN
Kayla Rosa

FIRST CITIZEN
Shari Melcher Smith

DISTINGUISHED SERVICE
Brenda Simmonds

WOMAN OF THE YEAR
Debbie Paul

BUSINESS OF THE YEAR
Buck's Sanitary Service

CURB APPEAL
Cascade Timbre Consulting

ORGANIZATION OF THE YEAR
Holley Church

Chamber hands out awards in true Ro
Twenties style Saturday night

Share Tweet +



6.

SAMPLES OF ADVERTISING EFFORTS OF THE CHAMBER DIFFERENTIATING BETWEEN TOURISM AND REGULAR CHAMBER BUSINESS

Our monthly newsletter goes out to about 1400 people per month. This has been our main source of advertising in the first quarter.



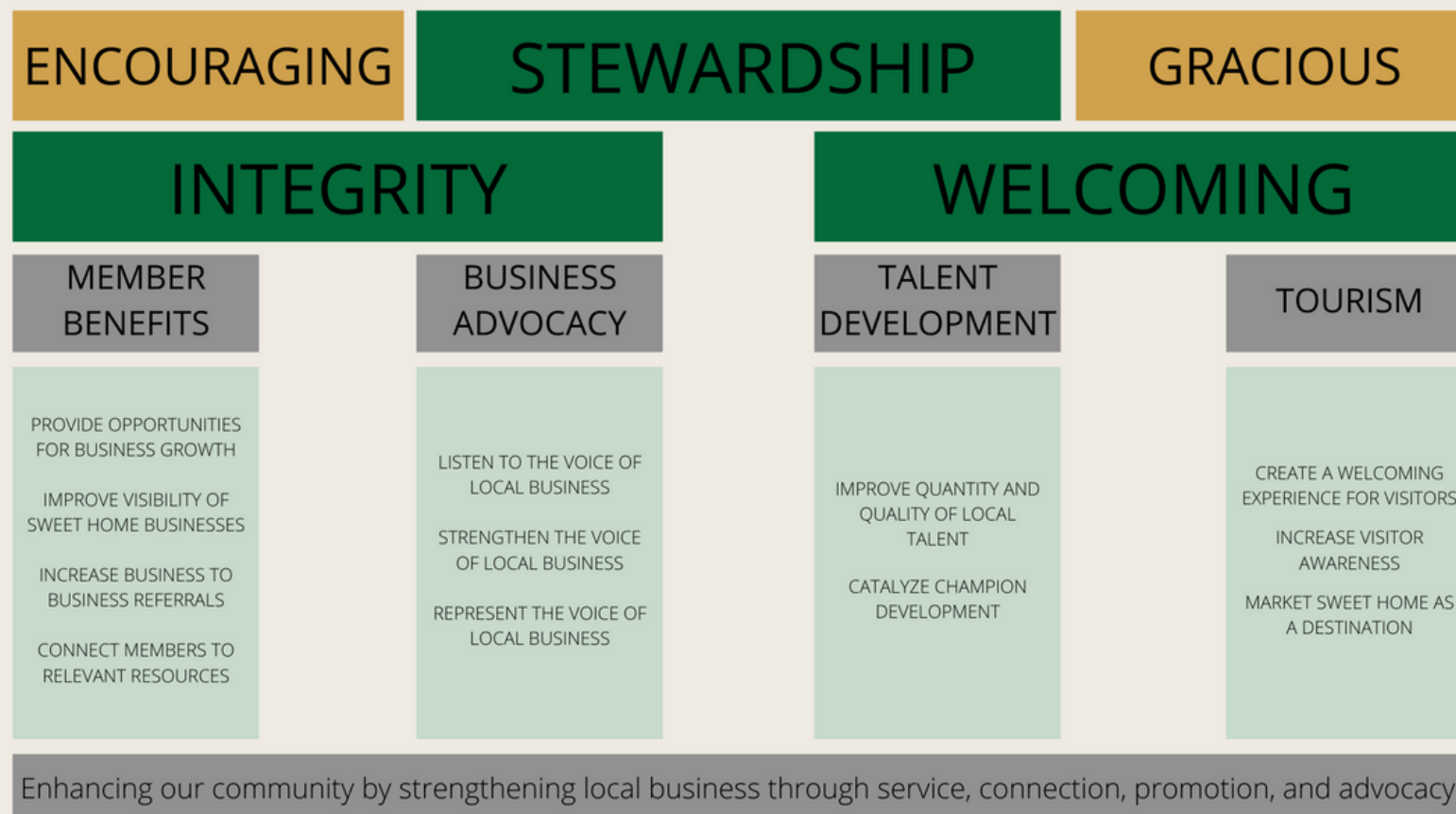


7. A BRIEF RECAP OF VARIOUS ACHIEVEMENTS RELATIVE TO THE CHAMBER'S BUSINESS PLAN OBJECTIVES

Added new tiers of membership, and brought on two new Elite Members this year.

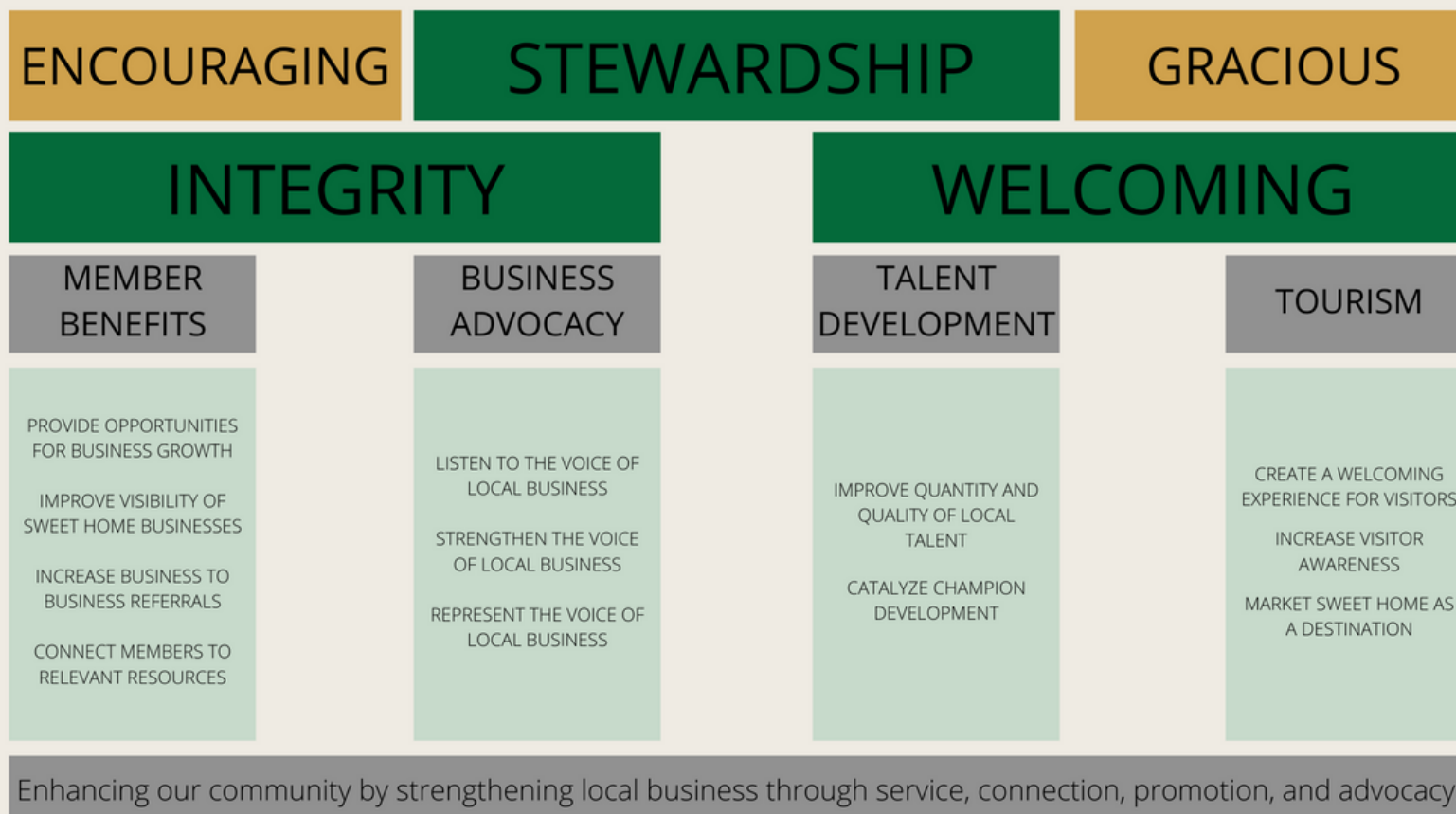


Sweet Home celebrates a thriving business community that fosters prosperity and well being for all.





Sweet Home celebrates a thriving business community that fosters prosperity and well being for all.



7.

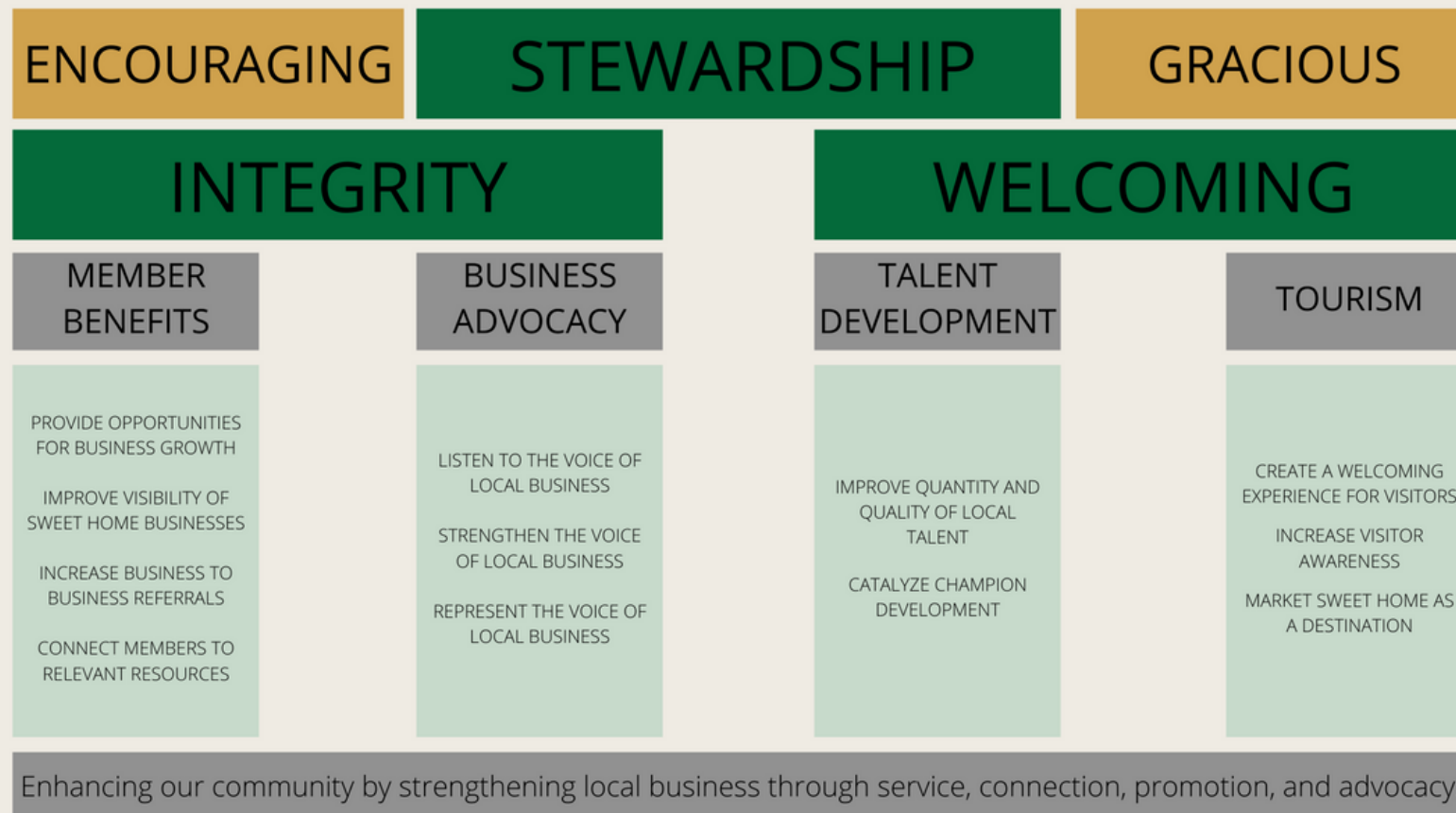
A BRIEF RECAP OF VARIOUS ACHIEVEMENTS RELATIVE TO THE CHAMBER'S BUSINESS PLAN OBJECTIVES

Added new tiers of membership, and brought on two new Elite Members this year.

Attended OSCC Conference and gained new knowledge of Chamber operations.



Sweet Home celebrates a thriving business community that fosters prosperity and well being for all.



7. A BRIEF RECAP OF VARIOUS ACHIEVEMENTS RELATIVE TO THE CHAMBER'S BUSINESS PLAN OBJECTIVES

Added new tiers of membership, and brought on two new Elite Members this year.

Attended OSCC Conference and gained new knowledge of Chamber operations.

Connection to High School Leadership program.



7. A BRIEF RECAP OF VARIOUS ACHIEVEMENTS RELATIVE TO THE CHAMBER'S BUSINESS PLAN OBJECTIVES

Added new tiers of membership, and brought on two new Elite Members this year.

Attended OSCC Conference and gained new knowledge of Chamber operations.

Connection to High School Leadership program.

Added a world map and pins for visitors to tag where they are visiting from.



8.

PROJECTED ACTIVITIES RELATED TO TOURISM.

Sportsman's Holiday Weekend

Coronation July 7

Cut the Gut, Chips N Splinters July 8

Parade, Vendor Fair, Logging Olympics, Fireworks July 9



THANK YOU! QUESTIONS?

