Your Chamber Far From Distant
In a Year of Distancing
ENHANCING THE BUSINESS CLIMATE

AS WE REMAIN AHEAD OF LEGISLATIVE ISSUES IMPACTING BUSINESSES AT THE STATE & LOCAL LEVELS

AND PARTNERING WITH ORGANIZATIONS IN OUR AREA TO BUILD AN EVEN STRONGER, MORE INCLUSIVE COMMUNITY

OUR FOCUS IS ON SERVING ALL MEMBERS, HELPING WITH BUSINESS CONNECTIONS AND OFFERING COST SAVING BENEFITS.
MISSION
To enhance the business climate and quality of life in our community.

VISION
To connect every business to every opportunity.

STATEMENT ON SOCIAL INJUSTICES IN OUR COMMUNITIES
The Westerville Area Chamber is driven by our mission and uphold our values through our daily efforts of: Advocate, Inspiration, Collaboration, Inclusion and Innovate and Tradition.

With recent events around the country, it propels us into action and reminds us of the importance of our values and specifically the values of Advocate and Inclusion. We believe in supporting and promoting all the employees and businesses equally. Our business community does not tolerate violence and harassment toward others. We strive for diversity among the leadership of the Chamber to broaden our thoughts and perspectives in representing the business community. The WACC will use its role as a convener along with the collective power of the businesses to keep the lines of communication open, encourage participation to drive economic prosperity and to demand more from ourselves and our nation.

We commit to working with our community partners to assure we have systemic change throughout our society. We ask greater Westerville businesses and employees to ensure that everyone’s rights are respected - no matter their race, ethnicity or national origin. We encourage thoughtful reflection and cooperation on a more equitable future for greater Westerville. It requires us to engage in conversations about race and speaking up when we see injustices. We are a community of caring and friendly people. We have been and we can continue to be a united TEAM where Together Everyone Accomplishes More in our efforts to draw on our rich, strong heritage advocating for meaningful and lasting systemic change.
Pre Covid Stats
THE YEAR OF RESILIENCE

745
Member businesses a part of the Westerville Area Chamber in January 2020.

65%
Businesses with under nine employees that make up the membership in 2020

15
Chamber events that were hosted in person January through March 2020

11
New member businesses a month who joined the Chamber prior to the shutdown.

"I have to say thank you for all the updates through it all. They have been SO HELPFUL."
Sunir Patel, Yespress graphics
Board of Trustees
EXECUTIVE COMMITTEE 2020

Ashley Fellers
Chair, Trailhead Financial Partners

Dina Shultz
Chair Elect, OCH Contracting, Civista Bank

Alli Redinger
Vice Chair, Robin Enterprises

Polly Clavijo
Vice Chair, Revolution Group

Bill Comisford
Secretary/Treasurer, Maloney + Novotny

Gene Hollins
Immediate Past Chair, City of Obetz

TRUSTEES
Amy Balster, Keller Williams - Craig & Amy Balster
Angie Bridges, Mount Carmel Rehabilitation Hospital
John Comerford, Otterbein University
Paul Hammer, Ace Handyman Services Northeast Columbus
Tom Harris, HMB
Don LaFollette, Mount Carmel St. Ann’s
Kendra Lytle, Welcome Wagon
Gwen Nichols, Nichol’s & Company, CPAs
Phil Nussdorfer, Edge Technology Consulting
Laurie Pfeiffer, Heartland Bank
AJ Principe, Nationwide Children’s Hospital at Westerville
Kasi Rether, OhioHealth Westerville Medical Campus
Mark Smolik, DHL Supply Chain
Eric Stolly, Stolly Insurance Group

Special Thanks
Outgoing Trustees

Laurie Pfeiffer
Gwen Nichols

2020
Since the Stay-at-Home CLOSER THAN EVER FOR YOU

- 750+ Views of our events on the Chamber’s YouTube Page
- 550+ Attendees for virtual events hosted
- 75 Members assisted to receive WeCAN Grant
- 65 Virtual events hosted since March 19th
- 25 Members received: Delaware County Grant, Franklin County Grant, U.S. Chamber Grant
- 3 Collaborations: Commerce Day, Virtual Hiring Event, Central Ohio Chamber of Commerce Week

Stats as of December 2020

"I just wanted to thank you for sending this info to us. We just received this grant and I never would have heard about it without you. We really appreciate all that you do!"

- Megan Owdom-Weitz
  Megan Lee Designs

Visit our online COVID-19 Resource
www.westervillechamber.com
The Westerville Area Chamber is active across four major social media platforms: Facebook, LinkedIn, Twitter and Instagram. We encourage you to follow us on each to get the most up to date information and announcements. We are also ramping up our videos on YouTube where you can view many of our virtual events we hosted through 2020.

LinkedIn
- LinkedIn impressions up 1,782%
- Twitter up 100% in followers and engagement
- Facebook up 7% with 2,393 likes and 3,069 followers
- Instagram up 20% in followers to 1,013
- YouTube increased by 500% in uploaded videos

Instagram
- Followers are up 20%

Email open rate is 15% above our industry standard according to Constant Contact
- Email click rate is 5% above industry standard and 5% higher from 2019

This past year presented a lot of communication challenges, yet we saw a lot of growth in people we’ve reached, which helps in sharing resources and promoting our member businesses and event sponsors.

“I continue to note how the Westerville Area Chamber goes above and beyond in any promotions for us. We are very appreciative of the partnership and all you do in the Community. You help make a difference.”

- Andy Hardy, OhioHealth
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Reaching Beyond our Community

EVENT PROMOTION OVERVIEW

PROMOTION
Weekly sponsor videos viewed 500+ times and reached over 1,000 people

COMMUNITY
The Music & Arts Festival reached over 48,000 people throughout central Ohio

INFORMING
120,000+ page views for westervillechamber.com throughout 2020

PERFORMANCE, STATISTICS, PROCESS & OUR MEMBERS

During such an unpredictable year, your Chamber increased virtual offerings and member updates utilizing more effective social media posts, published more frequent digital newsletters to members and were able to enhance seven pages of our website to be more mobile friendly and provide quicker, easier information for you to find.

8 OUT OF 10
people who visit westervillechamber.com are new visitors to the site