

The logo for the MACE Operations Survey 2015 is a dark blue square with white text. The text is arranged in four lines: "MACE" in a bold, sans-serif font; "OPERATIONS" in a bold, sans-serif font; "SURVEY" in a bold, sans-serif font; and "2015" in a large, bold, sans-serif font. The background of the square features a faint, stylized map of the United States.

# MACE OPERATIONS SURVEY 2015

## **MACE Operations Survey Insight: Chambers Return to Prerecession Profitability Levels**

The 2015 Mid-America Chamber of Commerce executives operations survey reveals that chambers have returned to their historic level of profitability for the first time since the great recession. Historically chambers reported about 75% profitability and 25% loss in any given year prior to the recession in 2008. The 2015 survey data reported those exact numbers, 75% profitability and 25% loss. This compares with a low point during the recession, 2010, when only 55% of all chambers reported a profitable operation. Significant differences based on location and size were also reported.

The 2015 data reveals that as an example South Dakota, having the lowest profitability at 57.1%, while Wisconsin reported the highest level of profitability at 80.0%. Smaller chambers with budgets below \$50,000 reported only 50% profitability, while chambers with budgets of greater than \$1 million reported 100% profitability. The complete survey data can be found on the Mace website. Analysis provided by Larry Dowell Executive Director

*Analysis created May 22, 2015 by Larry Dowell, MACE Executive Director*