

2016 Annual Report

Membership by the Numbers



Total Members **136**

New Members from Oct 2015 **47**

Dropped **18**

Retention **91%**



Member Benefits

11 Networking events	39% Email Open Rate
16 Ground Breaking & Ribbon Cutting Events	1162 Facebook
	140 Instagram
	450 Twitter
3 Member Orientation Events	130 New Resident Packets
10 Business After Hours Networking Events	57 Referrals
	450 Business Packets for Conventions & Meetings
1028 Event & Program Attendees	
21447 Website Page Views	268 Visitors & Phone calls to Chamber Office

Revenue:

Membership	\$49,500.00
Program/Events	\$31,800.00
Other	\$ 7,100.00

TOTAL \$88,400.00

Expense:

Administration & Salaries	\$61,877.00
Programs/Event & Benefits	\$24,310.00

TOTAL \$86,187.00

NET INCOME \$ 2,213.00