



ANNUAL REPORT

2018

Energizing the PACE of business



STRATEGIES

PROMOTE

Actively promoting member businesses



ADVOCATE

Providing bold advocacy on behalf of business



CONNECT

Building strong business connections



EDUCATE

Providing essential business resources



RESULTS FROM 2017-18 PLANS

After much planning and discussion throughout 2017, the decision was reached to continue serving the business community from our current location at the corner of Highway 10 and Main Street, where our offices have been for the last 25 years. It still provides the best visibility and ease of access for visitors, new comers and members alike.

The Board of Directors is expanding to reach a maximum of 15 members to better serve the broad interests of the Elk River region. The by-laws changed to allow 12-15 board members to serve on staggered terms

A new Workforce Development Task Force was initiated to identify programs and resources that will have a direct impact on workforce concerns. This task force developed and delivered a workshop that showcased Strategies for Attracting and Retaining a Skilled Workforce, in Spring 2018 and is creating a Cool Jobs Tour for Fall 2018

A business development survey was created to be completed by business owners, developers, contractors and others doing business with the City of Elk River to obtain constructive, objective, and meaningful feedback to City leadership for the purposes of improving government relations for the economic benefit of all.

Mission Statement:
Energizing business by promoting, advocating, connecting, and educating

By the Numbers



212

Lunch Mob attendees - a fun monthly networking event for members to experience the variety of restaurants in our area



30

New Members since September 2017 and a retention rate of 88.5%



44

Ambassador visits to new members, new owners and new business locations



12

Ribbon Cutting events to recognize new businesses or new locations



737

People attended Chamber Connections, our weekly lead referral group



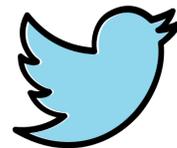
291

Attendees at membership events: Annual Meeting, Business of the Year, Leadership Luncheon and Membership Appreciation BBQ



1457

Facebook Likes - an increase of 22% from 2017



874

Twitter Followers +67 from 2017



15K

Distribution of Community Guide & Membership Directory to homes and businesses throughout the Elk River Area



17

Leadership Elk River graduates - emerging leaders that will serve our future community needs



1000+

Volunteer hours - to make our programs and chamber a success



330K

Web Hits on pages focused on member information (directory, events & jobs)

2018 - 2019 Board Goals

Focus on membership growth by articulating the value of engagement and retention through programs and services that create tangible value

Broaden board member engagement and connect them directly to the members they serve to help identify what programs are essential in developing our future

Collaborate with public and private stakeholders in workforce development to bring a skilled and engaged workforce to area employers.

Ensure enough margin in the budget to enable strong support of the chamber's mission and growth by identifying new non-dues revenue streams and modernize our dues structure to provide meaningful options for businesses

Recognize and celebrate business and leadership success to encourage a continually growing and vibrant business community

Build synergy for a broader reach across the region through partnerships and collaboration

Build a strong public policy agenda that addresses pro business and economic development needs

Continue to train and engage the next generation of leaders for our businesses and the community