

Membership - By The Numbers



Total **520**
 New **44**
 Dropped **41**
 Retention **92%**
 New Member Retention **99%**



By Location



Member Benefits

\$488,331
 WORKERS COMP
 GROUP/RETROSPECTIVE
 RATING SAVINGS

385 SPECIAL
 INTEREST
 COUNCIL PARTICIPANTS

12 RIBBON CUTTING
 GROUNDBREAKING
 EVENTS

\$77,174
 SAFETY COUNCIL
 PARTICIPATION SAVINGS

25,201
 WEBSITE SESSIONS

6
 EMPLOYEE
 DEVELOPMENT
 SEMINARS

43,964
 WEBSITE PAGE VIEWS

251 SEMINAR
 WORKSHOP
 ATTENDEES

701
 FACEBOOK FOLLOWERS

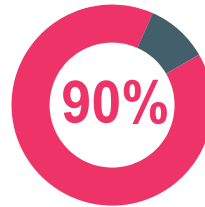
8 BUSINESS
 NETWORKING EVENTS

BROADCAST
 EMAIL
 OPEN RATE **34%**

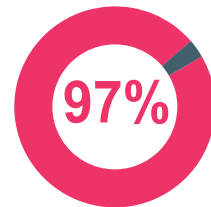
1,043 BUSINESS
 NETWORKING
 ATTENDEES

\$120,050
 ANNUAL GIFT
 CERTIFICATE
 SALES

Key Member Survey Results



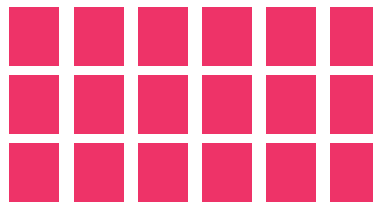
OF MEMBERS
 FEEL THE
 CHAMBER IS
 MEETING OR
 EXCEEDING
 ITS MISSION



OF MEMBERS
 ARE SATISFIED
 OR VERY
 SATISFIED
 WITH THEIR
 MEMBERSHIP

Chamber Foundation

18 EDUCATION
 GRANTS FUNDED



AMOUNT OF
 GRANTS FUNDED
\$18,150

Visitors Bureau - Shelby County Tourism

\$60.7 DIRECT
 VISITOR
 SPENDING
 (LODGING, FOOD, RETAIL SALES)

1,252
 TOURISM
 RELATED JOBS
 NOW
 HIRING

\$33.7 INDIRECT
 VISITOR
 SPENDING
 (WHOLESALE, UTILITIES,
 SERVICE ORGANIZATIONS)

\$25.3 MILLION
 WAGES PAID

\$94 TOURISM
 RELATED
 ECONOMIC
 ACTIVITY

\$11.7 MILLION
 TOURISM RELATED
 TAX REVENUE

\$2.4 MILLION
 LOCAL TAX REVENUE

*2017 consumer-based research study spearheaded by Tourism Ohio and conducted by Tourism Economics and Longwoods International