

## Membership - By The Numbers



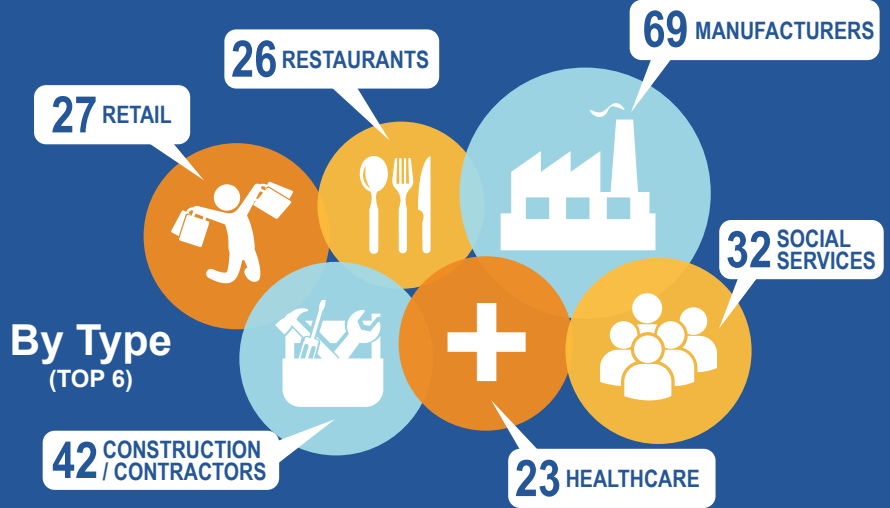
Total **525**

New **34**

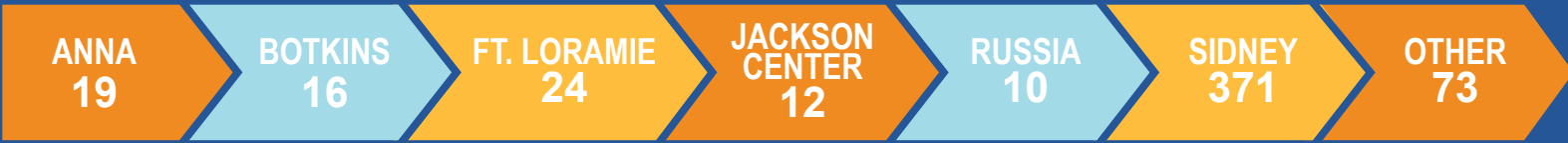
Dropped **28**

Retention **95%**

New Member Retention **74%**



## By Location



### Member Services

**\$180,418**  
WORKERS COMP  
GROUP/RETROSPECTIVE  
RATING SAVINGS

**25,199**   
WEBSITE SESSIONS

**485** SPECIAL  
INTEREST  
COUNCIL PARTICIPANTS  
AND FOLLOWERS

**41,262**  
WEBSITE PAGE VIEWS

**12** RIBBON CUTTING  
GROUNDBREAKING  
EVENTS

**1,357**   
FACEBOOK FOLLOWERS

**10** BUSINESS  
NETWORKING EVENTS

BROADCAST  
EMAIL  
OPEN RATE **29%**

**\$133,240** CERTIFICATE  
ANNUAL GIFT SALES

### Chamber Foundation

**13** EDUCATION  
GRANTS FUNDED

AMOUNT OF  
GRANTS FUNDED  
**\$13,620**

### Visitors Bureau

**58,819** WEBSITE  
PAGE VIEWS

**43,801**  
WEBSITE SESSIONS

**2,203**   
FACEBOOK FOLLOWERS

**117,086**  
FACEBOOK IMPRESSIONS

Placemaking  
[ExperienceSidney.com](http://ExperienceSidney.com)

PRODUCED **3,437** WEBSITE  
**5** NEW TESTIMONIAL VIDEOS  
**334,533** FACEBOOK IMPRESSIONS