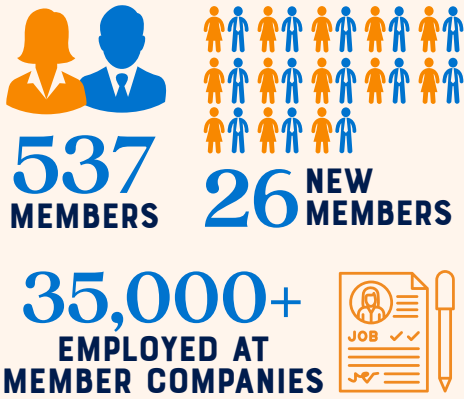


# 2023 ANNUAL REPORT - A YEAR IN REVIEW

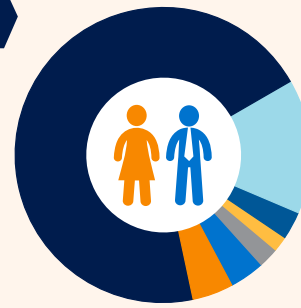
## MEMBERSHIP



## BUSINESS TYPE (TOP 6 CATEGORIES)



## BY LOCATION



- 20** ANNA
- 17** BOTKINS
- 25** FT. LORAMIE
- 12** JACKSON CENTER
- 10** RUSSIA
- 373** SIDNEY
- 80** OTHER

**95%** MEMBER RETENTION RATE

## COMMUNICATIONS



**NEWSLETTER SUBSCRIBERS**

**552** PRINT  
**999** DIGITAL

**DISCOVER MAGAZINE**  
**6,000** PRINT

**32.6K** WEB SESSIONS

**50.5K** PAGE VIEWS

**1.8K** FACEBOOK FOLLOWERS

**BROADCAST EMAIL**  
**116K** SENDS  
**37%** OPEN RATE

## EVENTS

**11** RIBBON CUTTINGS

**6** EMPLOYEE DEVELOPMENT SEMINARS

**8** SOCIAL/NETWORKING EVENTS

**3** SPECIAL INTEREST AFFILIATES  
(Human Resources, Workplace Safety, Young Professionals)

## FOUNDATION

**19** GRANT RECIPIENTS

**\$23,000+** INVESTED IN EDUCATION ENRICHMENT

## PLACEMAKING - [ExperienceSidney.com](https://www.ExperienceSidney.com)

**11K** WEB SESSIONS

**11.5K** CLICKS

**785K** FACEBOOK IMPRESSIONS

## TOURISM - [VisitSidneyShelby.com](https://www.VisitSidneyShelby.com)



**Sidney**  
OHIO  
SIDNEY VISITORS BUREAU

**37.8K** WEB SESSIONS

**2.5K** FACEBOOK FOLLOWERS

**654** INSTAGRAM FOLLOWERS

**11.7M** TOTAL MEDIA REACH