

Maricopa Chamber of Commerce 4 Month Update

FINANCE

Profit & Loss July – October 2017

- 2016 – 2017 Financial Update
- Chamber is debt free
- Chamber is showing a small profit in the month of October and a small overall loss for the year

Membership & Program Income

• 50/50 Raffles	210
• Breakfast	3,207
• Email Marketing	400
• Membership	22,538
• Other Events	4,065
• State of the City	5,055
• Website Advertising	925

Total Income **36,427**

Expenses

• Operating Expenses	30,770
• Program Expense	8,442

Total Expense **39,212**

Net Income/Loss **-2,785**

MEMBERSHIP

Board Members Report

Board Members Report

- Membership is increasing after a small decline
- Average member revenue \$300
- Average member size 0-5 employees

Beginning Date	Oct 1, 2017
Ending Date	Oct 31, 2017

Monthly Beginning Member Count	228	Dues Value	\$77,620.00
Monthly New Members	7	Dues Value	\$1,874.00
Monthly Dropped Members	9	Dues Value	\$2,490.00
Monthly Ending Member Count	226	Dues Value	\$77,004.00
Monthly Retention Rate	96.1%		
YTD Beginning Member Count	254	Dues Value	\$82,890.00
YTD New Members	48	Dues Value	\$11,654.00
YTD Dropped Members	76	Dues Value	\$17,540.00
YTD Ending Member Count	226	Dues Value	\$77,004.00
YTD Retention Rate	70.1%		
12 Month Retention Rate	68.5%	12 Month Retention Date	Oct 9, 2016

EXISTING PROGRAM GROWTH

- Chamber Networking Breakfast
 - Attendance continues to grow with numbers approaching 50+ each month
 - The addition of relevant topical speakers is well received
 - We have speakers scheduled out into 2018
 - January – Mayor Price
 - February – Erik Swanson
- Chamber Evening Mixers
 - It is all location, location, location!
 - We have mixers scheduled out to January 2018
- Big “Q” Lunch
 - This event continues to be a small mainstay and is slowly seeing an increase in activity
- Ribbon Cutting Celebrations



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2017 BIZ EXPO

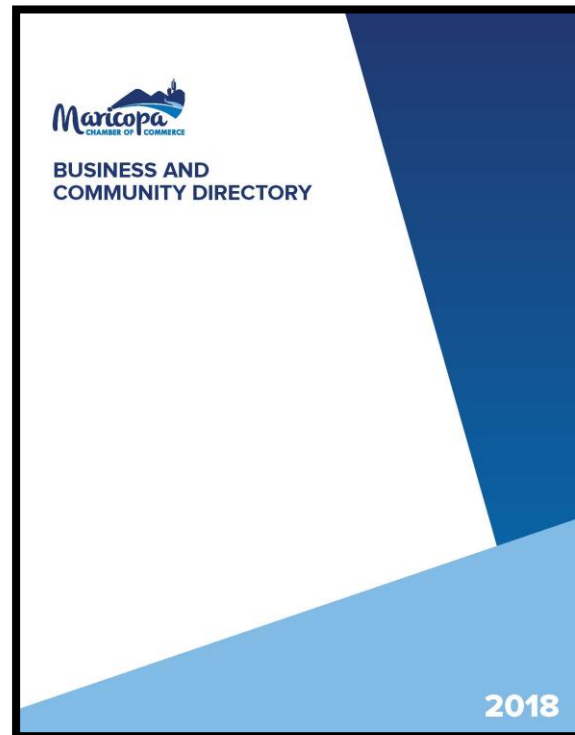
- 50 vendors
- 7 Sponsors, 5 title sponsors
- Generated \$3,300 in net revenue
- Community Participation was low due to many competing events

INCOME		<u>2017</u>	<u>Actual</u>
	Sponsorship	1,300.00	2,150.00
	90 Booth	2,400.00	1,545.00
	10 Non Profit Booths	250.00	195.00
	Goodie Bag Inserts	375.00	175.00
Total INCOME		3,950.00	4,065.00
	Table 5*10	50.00	0.00
	Banners & Signage	250.00	546.76
	Sound / Band	100.00	100.00
	Raffle Prizes	250.00	0.00
	Advertising	0.00	131.62
Total EXPENSES		650.00	778.38
	Net INCOME	3,300.00	3,286.62



2017/2018 BUSINESS DIRECTORY

- First Directory Since 2014
- Includes history and new resident information
- Generated much needed income



INCOME			<u>2017</u>	<u>Actual</u>	
	Potential Ad Revenue		15,000.00	21,999.50	
	Total INCOME		15,000.00	21,999.50	
			15,000.00	21,999.50	
	Design & Layout & Proofreadi		500.00	500.00	
	Photography		250.00	0.00	
	Printing 10,000 *.75		8,000.00	5,000.00	
			0.00	0.00	
			8,750.00	5,500.00	
	Net Income		6,250.00	16,499.50	

OTHER COLLABORATIONS

- Copa Bingo
- Monthly meeting with City Manager
- Marketing of Business Survey
- Business Site Visits with the Mayor
- Maricopa Hispanic Chamber collaboration
 - Business Alliance
- MCE – Pitch Contest Marketing
- MCE – Maricopa Marketplace Event
- SBDC Seminars
 - Google

November 29, 2017
Getting Found
On Google Search & Maps!

Central Arizona College
Room A-101
9:00 a.m. - 11:30 a.m.



LOOKING AHEAD 2018

- Manage the Maricopa Center for Entrepreneurship
 - Expand the Business Incubator
- Business Development Series – 90 Minute
 - Understanding Maricopa's Commercial Rental Market – January 2018
 - City Of Maricopa – First Steps to your own business - March 2018
 - Arizona Use Tax Reporting – June 2018
- State of the County Luncheon – May
 - Featuring Supervisor Smith
- Stagecoach Days – October 12-14 or 19-21- Pacana Park
 - 3 Day Park Event
 - Carnival, historical reenactments, vendor booths, whiskey tasting & craft beer
 - Partnering with the Historical Society and Maricopa Hispanic Chamber
 - Friday Golf & Gala
 - Saturday & Sunday in the Park

