

# Annual Report

January 1-December 31, 2017



## LETTER FROM THE PRESIDENT

2017 has been a whirlwind of change and unprecedented success! We began the year under a new identity as Mid County Chamber of Commerce, which included a new logo, new website, printed materials, and more. Though we felt confident that we had adequately planned for every aspect of making such a significant change, there is always the unknown. As it turns out, the organization didn't miss a beat and the transition was seamless.

With the work of rebranding behind us, we were able to balance the budget and build our reserve account. We added two new events; the Cornhole Tournament and Golf Tournament, both of which generated a significant portion of revenue from non-members. Through the success of these events, and others, we have strengthened our financial state without raising membership dues or event fees. Highlights of the year include increased membership and retention, strengthening member engagement, and adding a platform to list and view commercial vacancies on our website. Throughout the year we have successfully supported our businesses and have been a resource that they can turn to for assistance, support and education.

I close this letter with a sense of gratitude and pride of having the opportunity to serve as the Chamber Board President for the last two years. Our Chamber is an exceptional organization with extraordinary people and communities and a promising future.

Thank you,

*Christy Byrd*

## QUICK GLANCE

- 203 Chamber Members.
- 90 % membership retention rate— 5% increase over 2016.
- 7,000+ visitors brought to town with events like the Taste of Maplewood Street Festival and the Christmas Tree Walk.
- 55 + member events held for the purpose of education, networking, and promoting businesses.
- 100+ new businesses welcomed by the chamber.

## Chamber Board of Directors

*Paul Barker*  
*Premier Insurance Source*

*Jim Barton*  
*Saratoga Lanes*

*Christy Byrd*  
*Clarity Street Realty*

*John Edwards*  
*EZ Web Marketing*

*Vivian McBride*  
*The Legacy Law Firm*

*Brian Pelletier*  
*Kakao Chocolate*

*Chris Peoples*  
*Pitzman's Company of Surveyors*

*Jennifer Ridgeway*  
*Edward Jones*

*David Schlafly*  
*Schlafly Corporation*

*Ben Triola*  
*Rampant Interactive*

## Ex Officio Members

*Marty Corcoran*  
*City of Maplewood*

*Amy Hamilton*  
*City of Richmond Heights*

*Karen Hall*  
*Maplewood Richmond Heights*  
*School District*

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## PROGRESS AND GROWTH

- The final phase of uniting the chambers' of Maplewood and Richmond Heights was realized when we formally rebranded as the Mid County Chamber of Commerce.
- Added two new revenue producing events with the Cornhole Tournament and Golf Tournament to grow reserve account.
- Increased awareness and drove profits to local businesses with Taste of Maplewood and the Christmas Tree Walk , and the Shop Local Holiday Punch Card.
- New website feature created to provide property owners a platform to promote commercial vacancies to prospective businesses.



## MEMBER SUPPORT, EDUCATION, AND ADVOCACY

- Launched a brand new, user-friendly website with added features to provide more opportunities for member visibility. The site includes a members-only portal for sharing news and events on the home page and community calendar. Other features include a job announcement board, listing of commercial vacancies, and easy access to event information and registration.
- Engaged with members through our “popped by” initiative where a member of the Board, Ambassador Committee, or Staff made a personal visit to Chamber Members.



- Promoted and encouraged member to member business transactions via the Chamber Advantage program by providing financial incentives and savings when shopping, dining, or utilizing the services of a fellow member.
- Board leaders proactively kept informed on relevant business issues by regularly attending City Council meetings to represent the interests of the business community.
- A members-only Facebook group was established to help businesses stay connected, informed, and to support one another.

## COMMUNITY ENGAGEMENT AND LEADERSHIP RECOGNITION

- Assisted and/or provided support to local groups and organizations including the Branch Outreach, Professional Fire Fighters of Maplewood, Boy Scout Troop 362, Richmond Heights Police PACT Unit, Maplewood Kiwanis Club, and MRH Career Connections. A college scholarship was also awarded to a MRH High School student.
- Provided (5) free outdoor concert events throughout the summer for members of the community to gather and enjoy live entertainment with friends and neighbors.
- Held a breakfast to honor and support law enforcement officers and fire fighters serving the communities of Maplewood and Richmond Heights.
- Recognized leaders serving our community: Citizen of the Year-*Joellen Gamp McDonnell (RH)* and *Laura Miller (MW)*, Education of the Year- *Suzanne Rosenthal (MRH ECC)*, Business Person of the Year- *Christy Byrd (RH)* and *Dana Merritt (MW)*, and Business of the Year- *Saratoga Lanes*.

