

# Annual Report

## January 1-December 31, 2019



### LETTER FROM THE CHAMBER PRESIDENT



It has been a pleasure to serve the Mid County Chamber of Commerce as the Board President over the last year. I am grateful for the hardworking board members and volunteers, who work tirelessly to ensure programming, events, and services are relevant, informative, and bring value to each membership.

Delivering top notch service to our members was a priority for the Chamber Board and staff this year. The initiative was in response to our membership survey performed earlier in the year. While the vast majority of feedback from the survey was positive, we found

opportunities to make accessing membership benefits easier and more convenient for members. For example, we began holding morning networking events with our monthly Chamber Coffees, which continue to be well attended and received. We also added a Business Advisory feature to our website that quickly aligns members seeking advice with an expert in that area. These are just a couple of ways that we are working to ensure our member service is second to none.

While our Board of Directors and staff have the desire, commitment, and power to strengthen membership benefits, our best ideas originate from our members. I encourage you to make the most of your membership by getting involved, either through a committee or regularly attending membership events to join the conversations that shape our community and our Chamber.

Finally, I thank you for the opportunity and honor to lead the Mid County Chamber of Commerce and I look forward to seeing you in the new year!

All the Best,

T. Christopher Peoples  
President of the Board

### QUICK GLANCE

- 200 Chamber Members.
- 10,000+ visitors brought to town with events like the Taste of Maplewood Street Festival, Maplewood Christmas Tree Walk, and the Pub Crawl.
- 25 Ribbon Cuttings performed welcoming new businesses to town.
- 60+ member events held for the purpose of education, networking, and promoting businesses.
- 300+ businesses directly served by the Chamber.
- 10,000+ residents served by the Chamber with free community concerts, a community directory, discounts and savings offered to new residents.

(OVER)

### Chamber Board of Directors

*Paul Barker*  
*Premier Insurance Source*

*Christy Byrd*  
*Clarity Street Realty*

*Valerie Boring*  
*St. Louis Lighting Group*

*John Edwards*  
*EZ Web Marketing*

*Mike Klaus*  
*Forward Fitness*

*Dio Maranan*  
*Citizens National Bank*

*Vivian McBride*  
*The Legacy Law Firm*

*Dana Merritt*  
*Maya Cafe*

*Charles Orear*  
*Schlafly Beer*

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

*Jennifer Ridgeway*  
*Edward Jones*

### Ex Officio Members

*Anthony Traxler*  
*City of Maplewood*

*Amy Hamilton*  
*City of Richmond Heights*

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

## PROGRESS AND GROWTH

- Launched The Bloom, a group to promote, spotlight, and support women owned businesses in our region.
- Continued to build reserve resources to ensure organizational growth and sustainability in the future.
- Increased awareness and drove profits to local businesses with the Taste of Maplewood Street Festival, Christmas Tree Walk, Pub Crawl, and the Shop Local Holiday Punch Card.



2019 Taste of Maplewood Street Festival

## MEMBER SUPPORT, EDUCATION, AND ADVOCACY

- Offered a “Chamber Benefit Plan” with special rates on health insurance exclusively for members of the Chamber.
- The Economic Development Committee identified opportunities to better connect areas of Maplewood to the downtown business district. Additionally, they launched a new website feature that aligns members seeking help with resou2019 Summer Concert Series



Semi Annual  
Mix and Mingle

- Initiated a “Tower Takeover”, where all businesses in University Club Tower were visited and personally invited to attend an event by either a chamber ambassador or a staff member.
- Promoted and encouraged member to member business transactions via the Chamber Advantage Program which provides financial incentives and savings when shopping, dining, or doing business locally.
- Board leaders proactively kept informed on relevant business issues by regularly attending City Council meetings to represent the interests of the business community.
- Held morning, noon, and night opportunities for networking and education on relevant business topics.

## COMMUNITY ENGAGEMENT AND LEADERSHIP RECOGNITION

- Assisted and/or provided support to local groups and organizations including the MRH Weekend on Wheels Food Pantry, Professional Fire Fighters of Maplewood, Boy Scout Troop 362, Boy Scout Council of Greater St. Louis, Maplewood Mystery Santa, and MRH Career Connections. A college scholarship was also awarded to a MRH High School student.
- Provided (4) free outdoor concert events throughout the summer for members of the community to gather and enjoy live entertainment with friends and neighbors.
- Co-led initiative to recognize long-time City Manager, Marty Corcoran’s service to the community with a retirement party and establishing the Marty Award.
- Recognized the contributions and efforts of leaders serving in our communities: Citizen of the Year-*Nelson Mitten* | Educator of the Year- *Rebecca Stobbs* | Business Person of the Year- *Craig Storandt* | Business of the Year- *Forward Fitness*



2019 Summer Concert Series