

VALDOSTA - LOWNDES COUNTY



CHAMBER OF COMMERCE

Leading Businesses.
Leading Communities.™

2009 Chairman's Challenge



Chamber General Fund

July 31

Current Assets

Current Liabilities

<i>2003:</i>	\$129,000	\$14,200
<i>2004:</i>	\$116,700	\$9,700
<i>2005:</i>	\$160,000	\$46,000
<i>2006:</i>	\$186,000	\$57,200
<i>2007:</i>	\$201,600	\$40,200
<i>2008:</i>	\$197,500	\$55,200
<i>2009:</i>	\$170,000	\$53,000



Net Working Capital July 31

<i>2003:</i>	\$114,800
<i>2004:</i>	\$107,000
<i>2005:</i>	\$114,000
<i>2006:</i>	\$128,800
<i>2007:</i>	\$161,400
<i>2008:</i>	\$142,300
<i>2009:</i>	\$117,000



30 Days Operating Budget

<i>2003:</i>	<i>\$36,500</i>	<i>(\$438,400)</i>
<i>2004:</i>	<i>\$36,600</i>	<i>(\$440,000)</i>
<i>2005:</i>	<i>\$41,300</i>	<i>(\$495,200)</i>
<i>2006:</i>	<i>\$42,600</i>	<i>(\$511,000)</i>
<i>2007:</i>	<i>\$45,700</i>	<i>(\$548,000)</i>
<i>2008:</i>	<i>\$48,500</i>	<i>(\$581,400)</i>
<i>2009:</i>	<i>\$44,300</i>	<i>(\$531,600)</i>

2009 30-day budget x 3 = \$132,900



What Happened to Our Cash Reserve??

- Fund-raising campaign
- Architectural fees for Barber House expansion
- Lower than expected dues collection in past years
- Accounts Receivable Days Longer



Membership Overview

December 31

Total Members

<i>2003:</i>	1,366
<i>2004:</i>	1,372
<i>2005:</i>	1,417
<i>2006:</i>	1,501
<i>2007:</i>	1,519
<i>2008:</i>	1,546
<i>2009:</i>	????



New members January - July

<i>2003:</i>	135
<i>2004:</i>	146
<i>2005:</i>	135
<i>2006:</i>	137
<i>2007:</i>	134
<i>2008:</i>	136
<i>2009:</i>	124



Dues Collected January - July

<i>2003:</i>	\$200,000
<i>2004:</i>	\$215,000
<i>2005:</i>	\$231,500
<i>2006:</i>	\$221,500
<i>2007:</i>	\$222,000
<i>2008:</i>	\$215,000
<i>2009:</i>	\$224,000



Dues Collected

	<u>Annual</u>	<u>Per Member</u>
<i>2003:</i>	\$332,500	(\$243)
<i>2004:</i>	\$393,000	(\$286)
<i>2005:</i>	\$396,000	(\$279)
<i>2006:</i>	\$378,500	(\$252)
<i>2007:</i>	\$368,200	(\$242)
<i>2008:</i>	\$368,500	(\$238)



2009 Membership GOALS

- Total new members: 100
(New members as of 7-31-09 = 124)



- Total membership: 1,556
(Membership as of 7-31-09 = 1,501)



- Retention rate: 88%
(Retention rate as of 7-31-09 = 91%)





Dues Collection Rates

January – July

	<u>2008</u>	<u>2009</u>
Current	68%	60%
1-30 days	15%	17%
31-60 days	24%	8%
61-90 days	7%	7%
91-120days	8%	16%
120+ days	11%	12%
Total collection rate	70%	61%



Write-Offs

January – July

	<u>2008</u>	<u>2009</u>
– Budget restrictions	4	25
– Business sold	3	7
– No benefit seen	0	4
– Business consolidated	0	1
– Member deceased	0	1
– Member moved	4	4
– Member retiring	0	2
– Nonpayment	29	7
– Out of business	28	85
– Requested cancel	25	33
– Unhappy/angry	0	0
– TOTAL #	93	169
– TOTAL \$	\$17,500	\$32,960



Chamber Staff: "Get A Member Days"

New in 2009

# Visited	120
# New members	19
Dues revenue generated	\$3,320





Chamber 101:

How to get the most out of your Chamber membership

January – July

2008 2009

Invited 109 119

Attended 54% 53%





The Ambassadors are doing their part

“Member Crashers”

Ambassadors call on ‘at-risk’ members

New in 2009

businesses “crashed” = 37

% that have renewed since the “crash” = 21%





Dues Collection Rates

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Appreciation Calls from the Board

New in 2009

Assigned

725



Completed

186





2009 Chairman's Challenge:

- \$20,000 in *additional* (unbudgeted) dues revenue by Dec. 31, 2009
- 75 additional new members from the Board's efforts by Dec. 31, 2009
- End 2009 with \$70,000 in reserve in the General Fund (includes \$30,000 CD)
(1.6 months reserve operating budget)

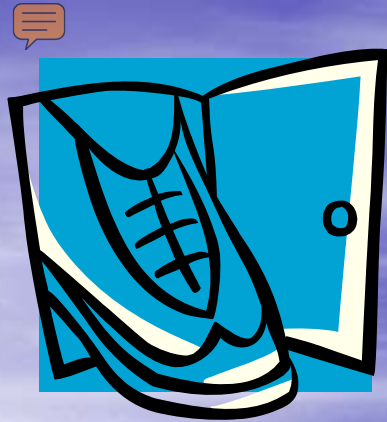




Here's what we need
from our Board
members:

45 minutes





Betty's "FOOT IN THE DOOR" Campaign: Easy as 1-2-3

1. Before you leave the meeting today, schedule a 45-minute meeting in your office with Betty sometime between August 21 - 27
1. Review the list of 450+ prospective new members with Betty at your meeting
2. Make 5 appointments for Betty while she's in your office...and you're DONE!!



***“I’m not good at sales....
What should I say?”***

“I’m serving on the Chamber Board this year, and I’m really impressed with all the things our Chamber can do to help businesses in our community. I think you’ll be impressed, too. Will you give Betty Morgan 20 minutes to tell you about the programs and services the Chamber offers that can benefit your business?”



...Then what??

"GREAT! I have Betty here with me now, and she has her calendar in front of her. What would be the best time for her to meet with you at your business?"



Just FYI.....

Here are some special incentives Betty will be using to encourage businesses to join by October 31:

1. Membership Directory (\$50 Value)
2. Web site link for one year (\$120 Value)
3. Chamber Administration Fee (\$25 Value)
4. Discount on B<2>B Booth (\$85 Value)
5. Listing on one *Chamber In Motion* e-newsletter (\$25 Value)

Total Value: \$305



Promotion In Motion 2010



Promotion In Motion 2010

Providing Invaluable Impressions...

- Step 1: Share the Options
- Step 2: Appoint a Task Force
- Step 3: Choose and Improve Options
- Step 4: Implement Program in October



Generating Additional Revenue in 2010...

Estimated Sponsorships 2009*

• Annual Dinner	-0-
• Early Birds	\$17,000
• BAH	\$18,000
• Military Affairs	\$13,500
• Mid-Year Membership	\$3,000
• Government Affairs events	-0-
• TBEC events	-0-
• Tradeshow	\$10,000
• Workforce Enrichment	-0-
• MetroOne	-0-
TOTAL 2009 Sponsorships	<u>\$63,000</u>

**Does not include IMPACT 2012 investments, nor advertising revenue*



Total Potential Revenue from Sponsorship Packages/Bundles in 2010*

• Annual Dinner	\$5,000
• Early Birds	\$20,000
• BAH	\$18,000
• Military Affairs	\$13,500
• Mid-Year Membership	\$3,000
• Government Affairs events	\$1,000
• TBEC events	\$14,300
• Tradeshows	\$10,000
• Workforce Enrichment	\$10,500
• MetroOne	\$4,600

Total Potential Revenue from Sponsorship Opportunities
\$99,800

**Does not include IMPACT 2012 investments, nor advertising revenue*



Here are the options for *Promotion In Motion 2010*

- Option 1: Investment Levels
- Option 2: Build Your Own
- Option 3: Target Market Groups



Option 1: Investment Levels

- Investment Levels

- *Maximum Exposure:* \$10,000 Investment
- *Supreme Showcase:* \$7,500 Investment
- *Extreme Exhibition:* \$5,000 Investment

Choose events or programs of interest and level of exposure. Each investment level offers incentives, increasing with each level.



Investment Levels Example

- Maximum Exposure
 - Targeted Careers Educational Media Series Co-Sponsor \$5,000
 - Presenting Sponsor: four Boot Camps \$4,000
 - Presenting Sponsor: Metro Valdosta Emerging Leader Award \$1,000
- Total Investment \$10,000



Option 2: Target Market Groups

- Target Market Groups
 - Packages customized by target markets selections
 - Example:
 - Target Market: Military Personnel and families
 - Package: Military Appreciation Package
 - Sponsorship for Moody Appreciation Fun Fair
 - Attending Sponsor for three Red Carpet Parties
 - Moody PromoPAK Advertisement



Option 3: Build Your Own

This is for the business who is looking to get its name in front of a wide variety of markets.

- Build your own package
 - Opportunities are divided into price levels
 - Example:
 - Choose one from levels
 - Purchase three from three most expensive levels and save 10% along with other incentives
 - Purchase three from other levels and receive additional incentives



Marketing the Sponsorship Program

- Market Strategies
 - Focus on the Member's exposure and success
- Develop promotional materials
 - Menu of opportunities
 - List of sponsor benefits
- Use Chamber e-publications and Web site to communicate sponsorship opportunities with membership



What's Next??

- Appoint Task Force to critique the sponsorship program
- Share feedback
- Roll out
- Buy in



- Questions?
- Comments?