



# 2022 ANNUAL REPORT



PUBLISHED JULY 5TH, 2022

The FH Chamber staff continues to ~~receive~~ direction and support from its **19** member Board of Directors. The Directors meet monthly and actively participate in the annual strategic planning, serve on committees and at events.

## EXECUTIVE BOARD



SCOTT SOMMER - CHAIR



JEFF STACK - VICE CHAIR



SUZANNE NANN - PAST CHAIR



KIM WIDNER - TREASURER



CHRISTINE COLLEY - SECRETARY



BETSY LAVOIE - CEO & PRESIDENT

## BOARD MEMBERS



BILL HINZ



CHERIE KOSS



LAUREN STRATTON



JAY SCHLUM



KAREN LOGAN



SCOTT HOLMAN



SCOTT SCHLOSSBERG



DEBBIE CLASON



ANDREW DAY



MICHAEL GANT



DEBBIE SKEHEN



BRIAN BEDNAR



DR. CAIN JAGODZINSKI  
HONORARY DIRECTOR

In addition to supporting our local businesses and nonprofits, we value the opportunity to contribute in more ways throughout our community. Collectively, our staff and Directors volunteer outside of the Chamber activities in **30+** local organizations.

The staff at the Fountain Hills Chamber of Commerce has a nickname as the "Dream Team" due to their dedication to our organization and the community. Our current staff consists of **5** community minded and member driven individuals.

**CHAMBER STAFF**



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## SUMMARY OF INITIATIVES



Providing effective education, networking and marketing to support the prosperity of local commerce and nonprofit organizations.

## Strategic Priorities

**In 2021, the Board and Staff created a 3 year Strategic Plan (2021-2023) outlining 4 strategic priorities with measurable timelines. In the following report, all 4 strategic priorities are outlined with progress measured for this past fiscal year.**

This year a **27%** **MEMBERSHIP GROWTH RATE** resulted in the largest membership in our history at **508!** Recognizing this growth, the Phoenix Business Journal **RANKED** the FH Chamber the **17th** **LARGEST BUSINESS ADVOCACY GROUP** in the state of Arizona!

**137 NEW** members joined and over **128** members have stayed in our **CHAMBER FAMILY** for over 10 years!

*Thank you for giving us the opportunity to support you in so many ways!*





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## **SUMMARY OF INITIATIVES**



Providing effective education, networking and marketing to support the prosperity of local commerce and nonprofit organizations.

## **Strategic Priorities**

### **Grow the Know, Like and Trust Factor**

- **INCREASED SAVE LOCAL PROGRAMMING**
  - **MOBS YEAR ROUND AND INCLUDES 3 BUSINESSES PER MONTH**
  - **THRIVE VISITS IMPLEMENTED**
  - **UNIQUELY FOUNTAIN HILLS (MEMBER INSPIRED AND COLLABORATED FACEBOOK SHOW)**
  - **FOUNTAINCAST TRIPLED AUDIENCE WHEN ENHANCED WITH VIDEO**
- **RE-BRANDED ELITE LEADS TO SUCCESS FACTOR**
  - **LAUNCHED 5TH GROUP**
- **INDUSTRY STAKEHOLDERS GROUPS GREW TO MONTHLY MEETINGS**
  - **HEALTH SERVICES**
  - **RESTAURANT & RETAIL**
  - **FINANCE & INSURANCE**
- **INCREASED EXPOSURE/VISIBILITY FOR GALA NOMINEES AND WINNERS**
- **PER MEMBER REQUEST, ADDITIONAL MEMBERSHIP LEVEL WAS CREATED TO INCLUDE MORE SPONSORSHIP OPPORTUNITIES; INVESTOR PARTNER**



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## **Strategic Priorities**

### **Provide Meaningful Experiences for FH Residents, Visitors & Members**

- **NEWLY REMODELED CHAMBER BUILDING TO SUPPORT BUSINESS**
  - **ADAMO ED, MATHNASIUM, PRIORITY HEARING, KELLER WILLIAMS, 4 PEAKS ROTARY AND MORE UTILIZE SPACE**
- **INTRODUCED NEW CHAMBER UNIVERSITY PROGRAMMING**
  - **DEATH AND MONEY (FINANCE AND INSURANCE INDUSTRY STAKEHOLDERS)**
  - **HEALTHY YOU IN 22 (HEALTH SERVICES INSURANCE STAKEHOLDERS)**
  - **MARKETING LUNCH AND LEARN**
- **ENHANCEMENTS TO FOUNTAIN FESTIVAL OF FINE ARTS AND CRAFTS TO GREATER SUPPORT LOCAL BUSINESSES**
  - **INCREASED FINANCIAL DONATION TO INCLUDE ADDITIONAL SERVICE CLUBS**
  - **LAUNCHING CLOSURE OF PARKVIEW**
  - **INVESTIGATING BALLOON EVENT AT FAIR RETURNING**
- **INCREASE BUSINESS PARTICIPATION FOR PARADE AND STROLL**
- **INTRODUCTION OF NEW EVENTS**
  - **FOUNTAIN HILLS DAY**
  - **OKTOBERFEST AT THE FOUNTAIN**
  - **STATE OF THE DISTRICT - FHUSD**
  - **STATE OF THE CHAMBER**
  - **KIDS BAKE-OFF AT STROLL IN THE GLOW**

## **Strategic Priorities**

### **Improve FH Economic Environment**

- **INDUSTRY STAKEHOLDERS INSPIRED INITIATIVES INCLUDING**
  - **RESTAURANT DELIVERY CO-OP INITIATIVE**
  - **HEALTH SERVICES WALKING TOUR**
- **KIOSK DIRECTORY PROJECT**
- **ILLUSTRATED MAP DISTRIBUTION**
  - **150 MAPS DISPLAYED THROUGHOUT TOWN FOR GREATER BUSINESS EXPOSURE**
- **COLLABORATION WITH TOWN TO ADVOCATE ON BEHALF OF BUSINESSES**
  - **SIGN ORDINANCE**
  - **NOISE ORDINANCE**
  - **SOBER HOMES**
  - **DEVELOPMENT PROJECTS**
  - **SHOP LOCAL SUMMER AD CAMPAIGN**
  - **AVENUE BANNERS**
  - **BUSINESS RETENTION AND EXPANSION PROGRAM**
    - **TWICE WEEKLY SITE VISITS WITH BUSINESSES TO SUPPORT THEIR NEEDS**

## **Strategic Priorities**

### **Scale for Growth**

- **INCREASED PARTICIPATION IN "BUSINESS EXPO" NOW "FOUNTAIN HILLS DAY" BY 50%**
- **REDUCED EXPENSES BY 47% OVER A 3 YEAR PERIOD**
- **INCREASED STAFF FROM 3 TO 5 TO SUPPORT CHAMBER PROGRAMMING & GROWTH**
- **INCREASED MEMBER BENEFITS TO 50+ WITH ADDITIONAL TRAINING OFFERED; BREW WITH BETSY AND WEEKLY BREW BITES TO MAXIMIZE BENEFITS**
- **IDENTIFIED SPECIAL PROJECTS NEEDED TO GROW THE BUSINESS COMMUNITY**
- **UTILIZED CHAMBER FOUNDATION; FUNDRAISING ARM, TO BRING TO FRUITION (IN PROCESS)**
- **PARTNERED WITH STAKEHOLDERS TO CREATE COLLABORATION TO SUPPORT BUSINESS COMMUNITY**
  - **TOWN OF FOUNTAIN HILLS; ECONOMIC DEVELOPMENT DEPARTMENT, COMMUNITY SERVICES DEPARTMENT**
  - **TOASTMASTERS**
  - **FHUSD & PTO**
  - **PLAT 208**
  - **FHCOALITION**
  - **FHCCA**
  - **RIVER OF TIME MUSEUM**