



Town Council Report 2nd Quarter 2021

Mr. President and members of the Town Council,

Thank you once again for the opportunity to share an abbreviated Chamber director dashboard. We returned to in person board meetings in April and moved our location to Elevate Office Suites. Information below is as of our board report on June 10, 2021.

MEMBERSHIP

- 278 active members to date
- 31 new members YTD
- 79% membership dues collected to date up from 66% last quarter
- 65% members are in the 1-20 employee range @ \$200 year membership dues level

COMMUNICATION:

- ENEWS AND EBLASTS: 32% e-news open rate compared to industry average of 16% and a chamber rate of 19.9%.
- SOCIAL MEDIA: FACEBOOK page and Members only group continue to grow in engagement
- MEMBER SPOTLIGHT VIDEOS: 52 videos have been taped to date

MEETINGS/EDUCATION:

- Monthly luncheons returned to in person in April with an average of 50 attendees for the last 3 meetings. Topics included Chamber Welcome Back, Power Updates and Economic and Workforce Development updates. July topic will be social media platforms and chamber tools to get your business noticed and your customers engaged. Meetings are now held at West Chase Golf Course.
- AM Connect coffee chats at Best Friends Coffee & Bagels returned to in person in April.
- Business Builders classes continue to be held the first Tuesday of each month at Elevate Office Suites.

UPCOMING EVENTS:

- CHAMBER TRIVIA NIGHT returns July 24 at the American Legion.
- ANNUAL CHAMBER GOLF OUTING returns Sept 15 at West Chase Golf Course
- New HC WOMEN CONNECT after hours event scheduled for Oct 27 in Brownsburg at Elevate Office
- SPLITZ HAPPENS bowling event TBD

Thank you for your time.

Rhonda Wiles

Executive Director

Greater Brownsburg Chamber of Commerce