



YOUR BY CHAMBER THE NUMBERS 2016

606 
Member Businesses & Organizations

85 NEW MEMBERS
in the last 12 months

77%
New Member
increase in
revenue since
2014



Our Mission

To promote economic development and community growth to ensure the prosperity of Pasadena's businesses and citizens.



We are working to
CONNECT YOUR COMMUNITY

Membership Engagement in 2016

11% Increase in membership revenue since 2014

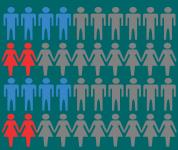


5% increase in retention revenue

Your Chamber hosted **28** FREE & **18** PAID networking/educational events!



968 individuals attended **78** volunteer committee meetings



Chamber Ambassadors visited **74** new & existing members & made **127** calls



47 Ribbon cuttings/ ground breakings
26 Beautifications awarded to area businesses



We also...

Provided **9** student internships in **collaboration** with PISD, San Jacinto College & UHCL

Awarded **\$9,000** in **scholarships** to students

Raised **\$50,000** for the PISD Education Foundation & raised **\$45,800** for the Pasadena Police Department

Visited **364** members in **1** day with the help of **75** volunteers for "Operation Thank You"

2016 "Of The Year" Winners
Business: Miles A/C Service
Industry: Houston Area Safety Council
Artist: Ms. Edna Pierce
Citizen: Darrell Morrison

2016 EVENTS AT-A-GLANCE

Membership LUNCHEONS

7 Events
1680 Attended
20% ↑ Since 2014

Pasadena Hispanic Business Council (PHBC)

6 Events
134 Attended
327% ↑ Since 2015
* Introduced Spanish Translation

Young Guns

"Connecting & Developing Young Professionals"
7 Events
172 Attended
50% ↑ Since 2015

*Rebranding planned for 2017

Rugged Race

650 Runners
66% ↑ Since 2015

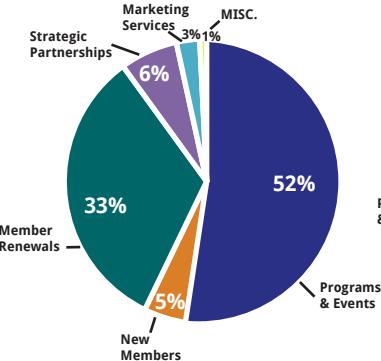
Business Expo

700+ attendees &
70 vendors
50% ↑ Since 2015

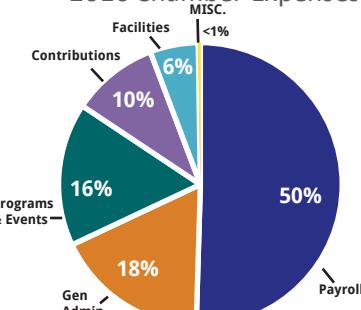
Taste of the Town
Record attendance of **3,500** people!

Financial Stewardship

2016 Chamber Income



2016 Chamber Expenses



Legislative Affairs

76 Attendees at 2 Lunch & Learn events

7 Committee meetings addressing issues critical to Pasadena

8 Position Statements/Endorsements since 2015 committee inception

1 Mayoral Forum planned in 2017

2017 Key Issues

	Education & Workforce Development
	Economic Development
	Local Government
	Transportation
	Industry & Maritime

Social Update

Facebook & Twitter



Instagram gained **95** followers

LinkedIn averaged **20** likes per week

Web traffic

18,159 total hits
50 % increase in Q4

E-Blasts

106 Emails sent to **3,000** contacts
20% Open & **6%** Click rates

MARKETING SERVICES Benefitting Our Members

- 115 utilized chamber information center for visitors
- 184 shared events on website calendar
- 47 took advantage of social media postings
- 8 advertised in newsletter or chamber monthly publications
- 3 shared job postings
- 204 upgraded directory listings
- 13 shared their company news on website news page

August 12 Declared Pasadena Chamber Day

2016 was the beginning of a new era for the chamber as we launched a new brand!