

YOUR BY THE NUMBERS 2016 CHAMBER THE NUMBERS

606



Member Businesses & Organizations



Our Mission

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

85 NEW MEMBERS
in the last 12 months

77%
New Member
increase in
revenue since
2014



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

LEAD.SERVE.GROW.

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

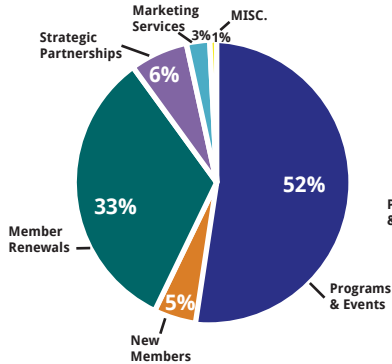
700+ attendees & 70 vendors

50% ↑ Since 2015

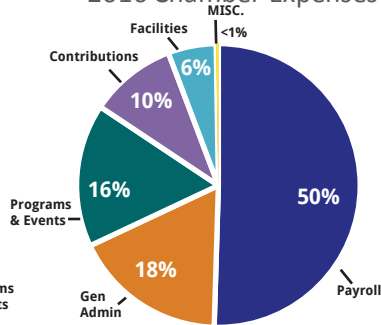
Taste of the Town
 Record attendance of **3,500** people!

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

2016 **69%** INCREASE
 2015
 2014

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!



PASADENA
 CHAMBER OF COMMERCE
 Connecting Your Community