

2021 BATTLE CREEK CHAMBER IMPACT REPORT

93%

2021 Retention Rate
*National average for 5-star accredited chambers is 92%

Total amount of **\$110,000** in chamber gift certificates in the community in 2021

Total local chamber gift certificates sold = **4,400**

Total number of participants in the local chamber gift certificate programs = **50 participating locations**

512

of members



42

of new members (2020-2021)



28

of ribbon cuttings



10

of Field Trip Fridays



15

Ambassadors

13

Board of Directors

6

Standing Committees



OUR TOWN

BROUGHT TO YOU BY
Consumers Energy
Count on Us



Love Battle Creek & Calhoun County Awards—recognized local businesses and individuals in **105** categories

\$15,729.21

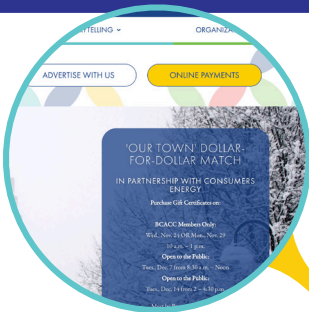
returned to members on behalf of Workers Compensation Dividend Program



Social Media Statistics:

- Facebook Followers: **3.4K**
- **Established** Instagram and YouTube Channel
- LinkedIn Followers: **480**
- Tuesday Tidbits e-newsletter: **22% Open Rate** (Over 2,500 received)

Highlights of Impact for 2021



- Updated new website and features
- Added online payment system to our website
- Added Career Openings section to website
- We referred you today postcards
- Increased social media footprint

Held over 10 Field Trip Fridays



Hosted over 75 Virtual Meetings, Workshops, Networking, etc.

Hosted 120 golfers at Annual Chamber Golf Outing 2021

Hosted 3,000 attendees at Backyard Burgers & Brewsfest 2021

Hosted over 50 artists at Fall into the Arts 2021



Updated our community map (city/county)

