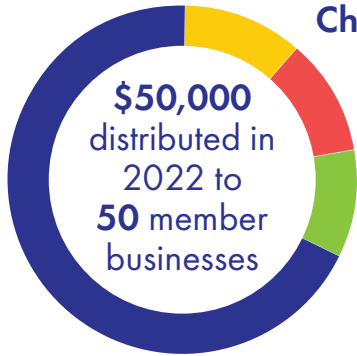




2022 BATTLE CREEK CHAMBER IMPACT REPORT



Chamber Holiday Gift Certificate Program

Dollar for Dollar Match

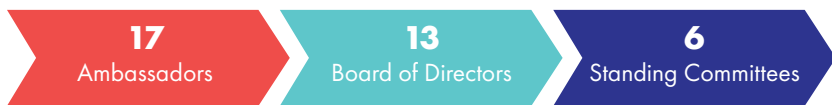
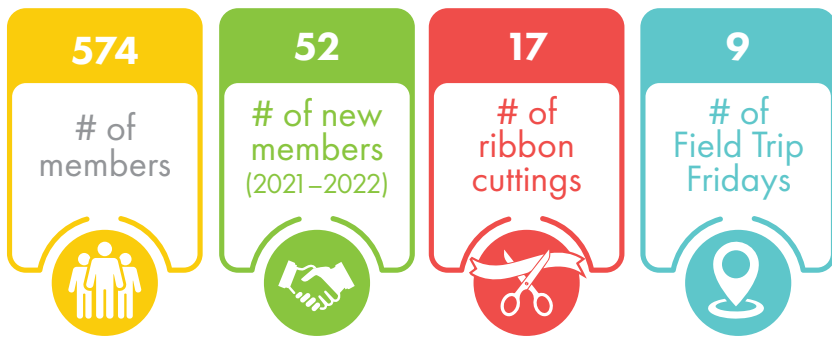
- Restaurants 69%
- Retail 11%
- Golf Courses 11%
- Salon Services 10%

**overall local economic impact \$170,000 since December 2020*



Social Media Statistics:

- Facebook Followers: **4.7K**
- Established** Instagram, Twitter, and YouTube Channel
- LinkedIn Followers: **700+**
- Tuesday Tidbits weekly e-newsletter: **29% Open Rate** (2,937 subscribed)



Hosted **100+** networking, professional development, community development, advocacy events in 2022

Distributed **5,000+** Community Maps

Workers Compensation Distribution: 7% Dividend = \$8,713 back to our members



Love Battle Creek & Calhoun County Awards recognized local businesses and individuals in **40** categories
310 nominations
Over **4,000** votes



Made **750+** referrals to member businesses

2022 Retention Rate
**National average for 5-star accredited chambers is 92%*

Presented at the National Association of Chamber of Commerce Executives (ACCE) Conference in Indianapolis

215 attended breakout session on Storytelling

**Highest attended breakout session at conference*

Backyard Burgers & Brews Festival
10,000+ in attendance
23+ food trucks

Staff Professional Development Hours
Completed 40 hours of PD per employee