

JANUARY - DECEMBER 2023

YEAR IN REVIEW

ANNUAL REPORT



The Creators of



Mission and Vision



"It's not about you"

In 2015, we embarked on a transformative journey at the chamber, driven by a powerful belief: when you uplift others, your own path to success becomes clearer. This guiding principle, "It's not about you," has become the heartbeat of our chamber, steering us towards our collective achievements.

Our roots trace back to the inaugural chamber in 1599, where traders united to safeguard their interests. That spirit of unity and protection still drives us. Today, we stand firm in our commitment to **ADVOCATE** for policies that nurture a pro-business environment, to **CONNECT** you with a thriving community network, and to **EDUCATE** on the best business practices.

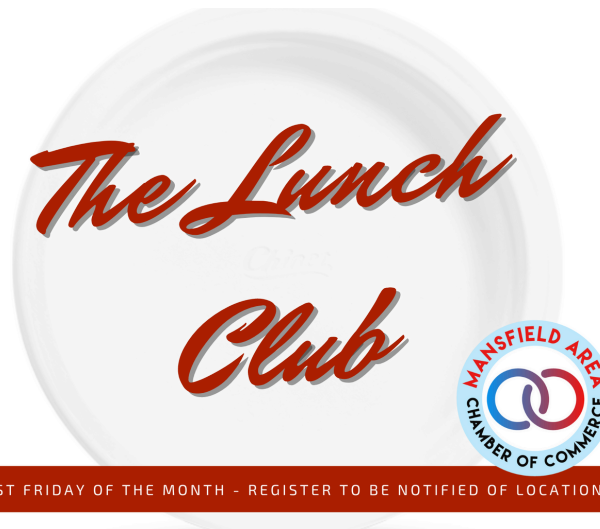
ADVOCATE

Throughout 2023, the Chamber steadfastly championed pro-business policies and legislation, fueling growth and success for local businesses. Here's a snapshot of our pivotal moments:

- Armed with our 2023 Legislative Agenda, we engaged directly with legislators, ensuring they received a copy.
- The State of the City Address, delivered by our Mayor, drew an impressive crowd of 215 community members.
- We organized 2 dynamic Legislative Committee Meetings.
- Held 8 enlightening Current Events meetings.
- Our commitment to informed voting led us to host 2 Candidate Forums.
- We produced and shared 6 insightful Candidate Interview Videos and 2 engaging Candidate Forum Videos.
- The Chamber Business Luncheon, themed "Meet the Candidate," was a hit with over 110 attendees.
- "Coffee with our Congressman" at the Chamber offered a unique opportunity for personal engagement.
- The State of Commerce Luncheon was another highlight, with 180 attendees.
- Participating in Tarrant County Day in Austin alongside our North Eastern Chamber Coalition was a testament to our collaborative spirit and commitment to regional prosperity



"Decisions are made by those who show up"

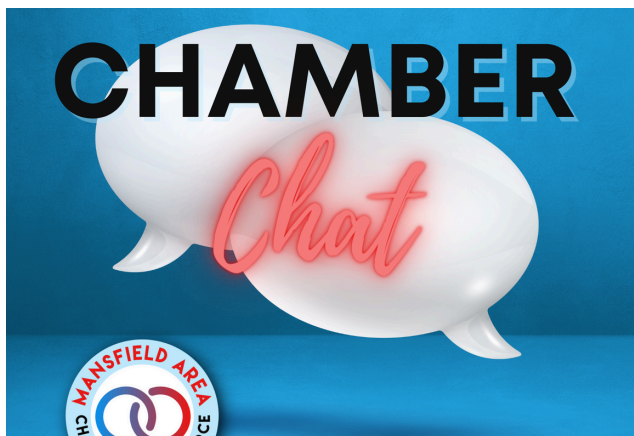


CONNECT

In the business world, the key to thriving lies in forging new connections, nurturing budding relationships, and maximizing existing business networks. Here's how we've been weaving these connections in 2023:

- The Lunch Club, our monthly event, consistently attracted 30-50 attendees across 10 gatherings.
- Our 2 Business Unplugged Events were a resounding success, with attendances of 55 and over 100 respectively.
- The Chamber Awards Gala was a night to remember with 198 attendees.
- The State of the District event saw a strong turnout of 164 participants.
- Our special screening of "Think and Grow" was attended by 40 insightful minds.
- We hosted 5 engaging Chamber Chats.

BUSINESS Unplugged



"It's not about you"

CONNECT

In the business world, the key to thriving lies in forging new connections, nurturing budding relationships, and maximizing existing business networks. Here's how we've been weaving these connections in 2023:



Membership and Engagement:

- Proudly, we maintained a robust membership of 466 in 2023, achieving a 97% retention rate and a minimal churn rate of 1.5%.
- We welcomed 120 New Members into our fold.
- On social media, our Facebook community grew to 6,229 followers, reaching an impressive 50,978 people, predominantly aged 35-55.
- Our website hit a remarkable 24,893 visits, with 15,126 new users spending most of their time exploring our Calendar & Business Directory.

Digital Presence:

- Leveraging SEO as one of the key benefits of our Directory, our members enjoy enhanced Google rankings, thanks to the collective strength of our website's reach. This strategic approach not only boosts individual visibility but also strengthens our community's online presence

"It's not about you"



GEN-Z

WORKFORCE OF THE FUTURE

"Digital Natives" are making waves. We'll discuss their unique characteristics and skills, as well as how to leverage them in your workplace.

We'll talk about how you can prepare for their arrival

- What they're like as employees
- How to train them effectively
- The best ways to engage them.

FRIDAY, SEPT 15TH

EDUCATE

Our chamber offered a wealth of programs to understand community dynamics, enhance leadership skills, and boost business acumen through various educational seminars and workshops. We were a content powerhouse!

Digital Learning:

- Success Podcast: 93 episodes.
- Success Blog: 95 posts.
- Resource Materials/Guides: 23 in total.

Interactive Sessions:

- Held 49 Success Alliance Meetings.

Workshops Galore:

- Marketing Your Message (three).
- Let's Play with AI.
- Unleash Your Digital Impact with AI.
- Mastering Social Media in the Age of AI.
- Marketing for Success.
- AI Power Up: Turbocharge Your Business.
- Gen-Z: Workforce of the Future.
- AI Unveiled: Demystifying the Future of Business.
- It's All About You.
- The Psychology Behind the Sale.

Consistent Updates:

- Our Weekly Newsletter kept everyone informed and engaged.
- We significantly expanded our Chamber University online education platform, offering even more valuable content

"If you do not conquer self, you will be conquered by self."



The Success Alliance

It's a learning opportunity, an exchange of thoughts to spark that "lightbulb" moment - that inspiration which brings all the pieces together and changes your life!

Aligning the 16 Principles in the Law of Success to achieve your purpose.

The Success Alliance

This is the "core" of the chamber - It's a learning opportunity, an exchange of thoughts to spark that "lightbulb" moment - that inspiration which brings all the pieces together and changes your life!

Based on the book by Napoleon Hill - The Law of Success we use the 16 principles to achieve not only success by your definite chief aim, your purpose.

This is what the chamber is about, supporting success.

We meet every Friday morning at 8am - that's 48 meetings a year. We have 55 members that participate.



UNLOCK BUSINESS SUCCESS WITH CHAMBER CUSTOM WORKSHOPS

Why venture out for training when top-notch expertise can come to you?

Tailored to meet your needs in Sales, Marketing, Leadership and more!



Led by Lori Williams
President/CEO with 40+ years of diverse expertise.

mansfieldchamber.org

"Whatever the mind can conceive and believe, it can achieve "



Celebration and Engagement – 2023 was a year of memorable gatherings and impactful initiatives:

- The annual Chamber Business Awards, themed "Arctic Night," was an unforgettable evening with nearly 200 attendees.
- Our 4 Chamber Business Luncheons, covering vital topics like the State of the City, Meeting Your Candidates, State of Commerce, and State of the MISD, consistently saw over 120 participants at each event.



Education and Youth:

- Twice monthly from January to May, we educated Junior Chamber Members at Ben Barber.

Community Service:

- Volunteered at DECA competitions and The Reality Fair.
- Attended Awareness events with Allies in Youth Development and Harvesting in Mansfield.

Digital Footprint:

- We continued to enrich our Healthcare Channel on YouTube, adding 8 new informative videos.
- The Digital Launch videos for our new partners were a resounding success, amassing close to 420 views in the first week alone. True to our thorough approach, we track these for 90 days and share detailed reports with our new partners, ensuring they see the full impact of their collaboration with us



"If you do not conquer self, you will be conquered by self. "

THANK YOU

TO OUR TOP PARTNERS



President's Club

AdGiants

American National Bank

EECU

ERTX Medical Center

Golden Mechanical

Interbank

Ollietheo, Inc.

Oncor

Plains Capital Bank

Sellmark

Southern Champion Tray

Tarrant County College

Texas Tech University Health Sciences Center

Texas Trust Credit Union

Looking Forward to 2024

Change is the only constant in life...

In this ever-evolving landscape, one certainty stands out: our digital reach has expanded significantly, allowing us to connect with many more effectively.

Don't miss our 2024 Trends Report.

Rest assured, we remain dedicated to delivering on our foundational three pillars: Advocate, Connect, and Educate, for all our partnerships