

JANUARY - DECEMBER 2022

# YEAR IN REVIEW

ANNUAL REPORT



The Creators of



# Mission and Vision



## *"It's not about you"*

In 2015 we set out to change the culture of the chamber. We envisioned an environment that believed that in helping others succeed, you in turn would succeed. This slogan "It's not about you" has permeated throughout the chamber and we believe that we continually and successfully achieve our goal!

Our mission has not changed from back when the first chamber was formed in 1599. For centuries now traders have banded together to protect their trade. We're still doing that today. We **ADVOCATE** for pro-business and pro-market policies, we **CONNECT** you to the community and we **EDUCATE** on best practices - all in order to support your business in its journey to success.





## ADVOCATE

The Chamber continues to advocate for pro-business policies and legislation to help businesses in the area grow and prosper.

A review of the highlights ...

2 Legislative Council Meetings  
10 Current Events meetings

We hosted 1 Candidate Forum

Produced Candidate Interview Videos

Chamber Business Luncheon-Meet the Candidate with over 110 in attendance

Chamber went to Washington, D.C. with the North Texas Commission for multiple meetings with Legislators

For our Chairman and President memberships we held a Breakfast with the Mayor in the Spring and in the Fall.

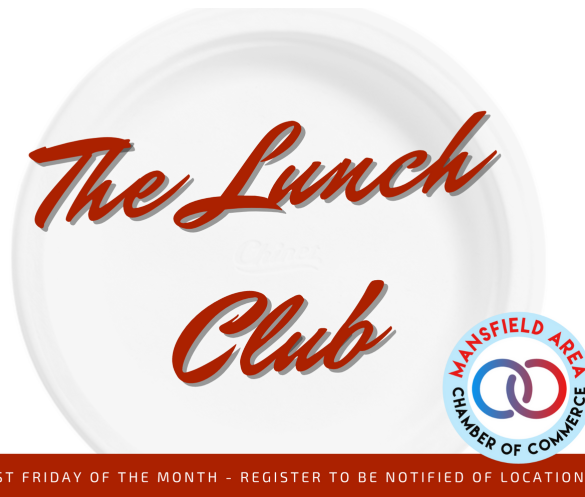
We continued support of South East Tarrant Transportation Partnership and The Coalition of East Tarrant Chambers

Our 2023 Legislative Agenda is complete and we've already begun our meetings with our legislators for presenting the Chamber's Agenda.

We're also preparing our trip to Austin March 22-23, 2023



***"Decisions are made by those who show up"***



## CONNECT

To succeed, businesses must continually connect with new people, cultivate emerging relationships and leverage existing business.

Launched a new Monthly Event - The Lunch Club, hosted 9 with attendance between 30-50

### 5 Business Unplugged Events

(Anchorage Event Center, American National Bank, Texas Health Hospital, Frost Bank and Walnut Creek Country Club)

We showed the movie Think and Grow and American Underdog at the Chamber

2 Chamber Chats with Randall Cannedy and Eric Tucker

In 2022 we had 489 members - 95.6% retention rate, 2.55% churn rate

86 New Members

Our Facebook followers total 5,865 and reached 54,761 - Age 35-55

Website over 36,735 hits with and 15,126 new users with most time spent on Business Directory

*SEO is one of the benefits of our Directory - you leverage the websites of all members for your ranking on Google*

## BUSINESS Unplugged



***"It's not about you"***





## EDUCATE

The chamber provides programs and opportunities to learn the inner workings of our community, develop effective leadership skills, and grow business through educational seminars and workshops.

### Content GALORE!

We have a Success Podcast (81 episodes), Success Blog (62 posts) and Resource Material/Guides (23)

### 48 Success Alliance Meetings

#### Workshops:

- Marketing Your Message 3x a year
- Google for Your Business
- Think and Grow the Course
- Move the Needle Webinar
- FIRE Committee Panel Discussion
- Board of Directors Panel Discussion on Inflation
- B2B Sales Training
- Learn to Use NLP
- ESG Scores
- Personal Branding

#### Our Weekly Newsletter

More content was added to Chamber University our online education platform



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



## AND MORE!

Our 50th Annual Chamber Business Awards with close to 200 in attendance - Yellowstone - what a night!

### 4 Chamber Business Luncheons

- State of the City
- Meeting Your Candidates
- State of Commerce
- State of the MISD

Average attendance over 120



We provided business education to our Junior Chamber Members with Ben Barber held 2 per month from January - May.

Held our annual Big Connect with MISD

### Established new committees

- Finance, Insurance and Real Estate with a monthly FIRE Report
- Healthcare Committee
- Non Profit Committee

We Volunteered! DECA mock competition, Reality Fair, Harvesting Food Bank

Continued with our Healthcare Channel on YouTube adding an additional 14 Videos



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



# THANK YOU

## TO OUR TOP INVESTORS



## President's Club

AdGiants  
 American National Bank  
 Golden Mechanical  
 Oncor  
 Sellmark  
 Southern Champion Tray  
 Tarrant County College  
 Texas Tech University Health Sciences Center  
 Truist

# Looking Forward to 2023

*Change is the only constant in life...*

One thing we know for a fact is that digitally, we can reach many more.

Check out our 2023 Trends Report.

We will still find ways to deliver on our three pillars:  
Advocate, Connect and Educate for our partnerships.