

JANUARY - DECEMBER 2020

THE MANSFIELD AREA CHAMBER OF COMMERCE

YEAR IN REVIEW

ANNUAL REPORT



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 probusiness 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.



CITY COUNCIL & MISD SCHOOL BOARD



Thursday, September 24th 10:00am
at The Mansfield Area Chamber of Commerce
114 N. Main



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 ...

I had the pleasure of interviewing Senator Ted Cruz with our Coalition of East Tarrant Chambers and we also hosted Governor Abbott in a Facebook Live

We interviewed all candidates on a "get to know you" which was more personal

We had three candidate forums

Then we had three run-off forums

Our forums were extremely popular on Facebook with 5,000 views on the mayor forum alone

We continued support of South East Tarrant Transportation Partnership

And our continued partnership with The Coalition of East Tarrant Chambers

"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.

2020 was the "virtual year" for the chamber with most all in person events cancelled due to COVID

We did numerous Webinars (Connecting at a Distance, Tools for Working at Home, It's Time to Pivot, Selling with Stories, Attraction Marketing)

We had several Online Forums (The Disruption of Business, COVID Panel, State of Education)

In 2020 we had 483 members - 96.78% retention rate, 1.6% churn rate

105 New Members

Our Facebook followers total 4,904 and will reach over 11,000

Website over 292,000 hits with an average of 800 per day



"It's not about you"



THE MANSFIELD AREA CHAMBER OF COMMERCE

A discussion about the gaps in today's workforce with TCC, MISD and YOU (the local business community).

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.

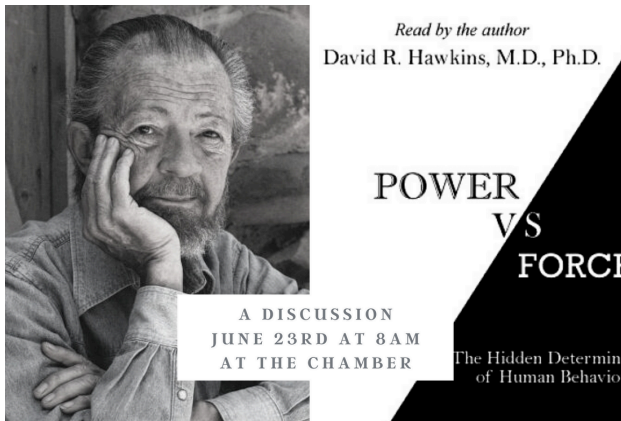
Special Event - Talent Forward with TCC and MISD, a discussion on the gaps in today's workforce

Mansfield Connects - A variety of topics from Making Introductions, Marketing, and Planning

Mastermind Group each week

Marketing was our heavy focus for the year, specifically DIGITAL

We also created the Chamber University and online education platform



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

THANK YOU

TO OUR TOP INVESTORS

Thank you to Our Chairman Circle Investors ...



President's Club

American National Bank
Golden Mechanical
Johnny Williams Real Estate Brokerage
Mansfield Independent School District
Methodist Mansfield Medical Center
Tarrant County College

Looking Forward to 2021

Change is the only constant in life...

We have definitely made a pivot in order to adjust to our new environment

Ribbon Cuttings have been replaced with new member announcements and an opportunity for a Digital Launch

Most all events now have a Zoom option and we will continue with this as well as our Facebook Live events. One thing we realized is that digitally, we can reach many more than just in person events.

We will still find ways to deliver on our three pillars: Advocate, Connect and Educate it will just be different (that is until we all adjust and get comfortable with the changes).

The Chamber University is OPEN!

The Chamber University is all about teaching the core basics that every business needs no matter if you're selling paper clips or airplanes. If you are focused on sales, marketing, leadership, management and personal development you will generate success.

Because you need flexibility and options
Because we need to reach more people,
the world - through the internet