

JANUARY - DECEMBER 2021

# 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 ...

We participated in Tarrant County Days online this year.

Our Coffee and Conversation was an online event with Senator Cruz, Rep. David Cook, Commissioner Allen, Mayor Evans, Sup. Dr. Cantu and TCC Pres. Coppola. and online event.

We hosted 2 Candidate Forums and held our first Luncheon-Meet the Candidate with over 100 in attendance

3 Chamber Chats with new City Manager Joe Smolinski, Commissioner Devan Allen, Mayor Michael Evans.

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

We held an informative online conversation with Dr. Cantu about the VATRE as well as a Chamber Luncheon with MISD.

We continued support of South East Tarrant Transportation Partnership and 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.

2021 our word of the year - OPTIONS!

We had our first Business Unplugged since 2019 at Texas Health Hospital

We showed the movie Think and Grow at the Farr Best Theatre and then created a course!

We had our first Master Class with some of Mansfield's best business leaders.

In 2021 we had 489 members - 91.56% retention rate, 2.7% churn rate

76 New Members

Our Facebook followers total 5,468 and will reach over 11,000

Website over 292,000 hits with an average of 800 per day and 19,813 new users

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



*"It's not about you"*



*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.

## 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 (51 episodes), Success Blog (38 posts) and Resource Material/Guides (7)

Weekly Success Alliance Group

Marketing Your Message Workshop 3x a year

Book Reviews! The Fred Factor and Atomic Habits

Our Weekly Newsletter

More content was added to Chamber University our online education platform

And who can forget about our Special Event with Chris Cassidy



NEW MEMBER WORKSHOP

**MARKETING YOUR MESSAGE**

Are they listening?

The bottom line of any business is to make money and marketing is an essential channel to reach that end goal.



**CHAMBER CHAT WITH CHRIS CASSIDY**

Retired NASA Astronaut, US Navy SEAL and now President/CEO

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

# THANK YOU

## TO OUR TOP INVESTORS

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### 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 2022

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

## ***We have evolved!***

Ribbon Cuttings have been replaced with digital announcements and an opportunity for a Digital Launch in order to help boost the digital presence of our partnerships.

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.

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

The Chamber University is OPEN and 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

We also have partnered with AdGiants and continue that partnership in to 2022 with a very exciting campaign for growth.