

JANUARY - DECEMBER 2024



YEAR IN REVIEW

ANNUAL REPORT

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.

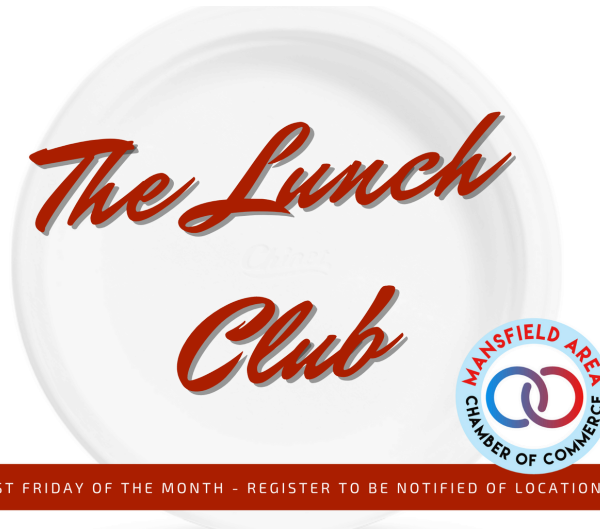
ADVOCATE

Throughout 2024, the Chamber steadfastly championed pro-business policies and legislation, fueling growth and success for local businesses. Here's a snapshot of our pivotal moments:

- The 2024 Business Playbook, drew an impressive crowd of over 150 members. Our guest speaker was Tarrant County Judge Tim O'Hare.
- We organized 3 dynamic Legislative Committee Meetings.
- Our commitment to informed voting led us to host a Candidate Forum for our MISD School Board.
- We produced and shared insightful Candidate Interview Videos and engaging Candidate Forum Video.
- The Chamber Business Luncheon, themed "Meet the Candidates," was a hit with 123 attendees.
- The State of Commerce Luncheon was another highlight, with 185 attendees. We received legislative updates from federal to state in regards to business.



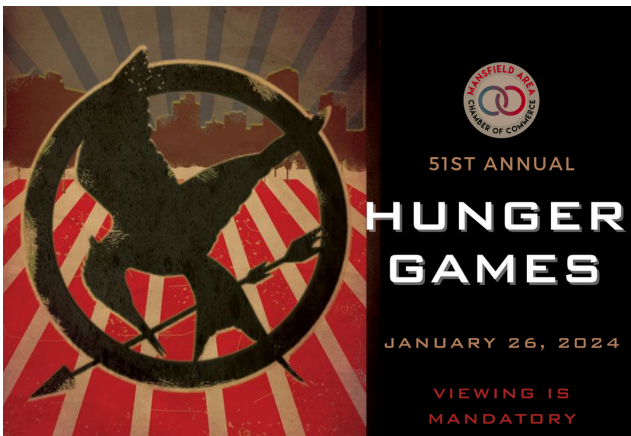
"Decisions are made by those who show up"



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 2024:

- The Lunch Club, our monthly event, consistently attracted 30-50 attendees across 10 gatherings.
- Our 2 Business Unplugged Events were a resounding success, hosted by Allies in Youth and Frost Bank.
- The Chamber Awards Gala was a night to remember with 177 attendees and the theme Hunger Games.
- Our new EduConnect event saw a strong turnout of 132 participants.
- Our special screening of "Think and Grow" was attended by insightful minds.
- We hosted 2 engaging Chamber Chats.



"It's not about you"

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Membership and Engagement:

- Proudly, we maintained a robust membership of 529 in 2024, achieving a 97% retention rate and a minimal churn rate of 1.69%.
- We welcomed 108 New Members into our fold.
- On social media, our Facebook community grew to 6,400 followers, reaching an impressive 75,800 people, predominantly aged 35-55.
- Our website hit a remarkable 85k visits, with 18k 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"



MANSFIELD AREA CHAMBER OF COMMERCE

AI UNLEASHED: CUSTOMGPT

ADVANCED Class

Transform your business with AI! We unlock the secrets of tailored AI technology. Elevate your brand, streamline operations, set a new standard in your industry. It's time to lead with AI - the future is now!

mansfieldchamber.org



MASTERING TEAM COMMUNICATION

INSIGHTS FROM CARL JUNG



UNLOCK THE POWER OF AI

Join our AI Empowerment Series for Business Growth, a comprehensive workshop series

Be part of this game-changing journey to harness AI for tangible business results!

MANSFIELD AREA CHAMBER OF COMMERCE

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: 124 posts.
- Resource Materials/Guides: 33 in total.

Interactive Sessions:

- Held 49 Success Alliance Meetings.

Workshops Galore:

- Data Driven Fundraising
- Mastering Ai: Prompt Engineering
- Digital Marketing & Your Message (2)
- Creating a Value Focused Marketing Plan
- Mastering Team Communication
- Ai for Small Business
- Unlock the Power of Ai
- Custom GPT for Your Business
- Connect to Succeed
- The Power of Ai Content Creation
- Sales Mastery
- Undercover Hidden Capital

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

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 111 members that participate and a weekly average of 22.

Every year we show the movie Think and Grow Rich The Legacy. A feature length docudrama film chronicling the story of some of today's most renowned entrepreneurs, cultural icons and thought leaders. This feature length film will tell their inspirational stories and how they ultimately achieved their success.

In addition we have an online course to use along with the movie.



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



Celebration and Engagement – 2024 was a year of memorable gatherings and impactful initiatives:

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



Education and Youth:

- Twice monthly from January to May, we educated Junior Chamber Members from the Entrepreneurship class 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 11 new informative videos. And 89 new videos total to the channel.
- The Digital Launch videos for our new partners were a resounding success, amassing close to 720 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



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THANK YOU

TO OUR TOP PARTNERS



President's Club

AdGiants
Allies in Youth Development
American National Bank
EECU
Golden Mechanical
Interbank
Johnny Williams Real Estate Brokerage
Ollietheo, Inc.
Oncor

Plains Capital Bank
Sellmark
Source Building Group
Southern Champion Tray
Tarrant County College
Texas Tech University Health Sciences Center
Texas Trust Credit Union

Looking Forward to 2025

Change is the only constant in life...

"In a world where change is the only constant, our commitment to progress and connection continues to grow. This past year, we've not only deepened our digital presence but also strengthened the very fabric of our Chamber community. Through each initiative, we keep our promise to be your advocate, your connector, and your educator.

Stay tuned for our 2025 Trends Report—it's filled with insights to empower your business journey. Together, let's make the year ahead one of purpose, growth, and shared success."