



TEMPE CHAMBER
— *of* **COMMERCE** —

2020-2021

ANNUAL REPORT



Board of Directors

OFFICERS

Chad Akin, Board Chair
State Farm Insurance

Raveen Arora, Chair Elect
The Dhaba

Jihan Cottrell, Past Chair
Cox Business

Suzy Greenwood, Treasurer
Arizona Tax Advisors

Mark Holthaus, Vice Chair
Edward Jones

Megan Martin, Vice Chair
SRP

Kyle McIntosh, Vice Chair
MAC6

DIRECTORS

John Bauer
Dignity Health

Tom Binge
Renaissance Financial

Ashley Bunch
APS

Sarah Clifford
Davis Miles McGuire Gardner

Josh Diker
Wells Fargo Bank

Jayashree Ganesan
*TCH - The Centers for
Habilitation*

Brent Cope
Tempe St. Luke's Hospital

Clark Landrum
Waste Management

Joaquin Perez
Lumen

Julie Rodriguez
Phoenix Sky Harbor

EX-OFFICIOS

Andrew Ching
City of Tempe

Brian McCartin
Tempe Tourism Office

Kate Borders
Downtown Tempe Authority

Kristin Irwin
Arizona State University

Letter from the Outgoing Board Chair

The 2020-2021 physical year has been one of the most challenging and unpredictable times in our country's history. The economic and social disruption we have experienced has affected the business climate in ways that were simply unimaginable, so thank you for placing your trust in the Tempe Chamber of Commerce.

At the Chamber, we have adapted our processes and changed the way we work to ensure we are delivering on our promise to be the voice of business, connect professionals with each other, and promote our membership and their businesses within the community.

Over the past year, we have:

- Changed the way we do business – we were the first to transition to high quality virtual events and as a result, other Chambers learned from us and followed our lead. We have offered thirteen live studio signature events with more than 5,500 attendees over the past twelve months.

- Been a resource for business owners – we quickly became the one-stop-shop for helping business navigate changes in governmental regulations/loans and today we are facilitating business academies and providing other resources to help companies large and small adapt to a changing environment.

- Solved problems – we have connected members to supply chains, connected the city to Hownd for the BuyNowSaveLocal campaign, and collaborated with Desert Financial to establish a microloan loan program for local merchants. We have also been a leading voice for SB1377, which protects businesses and organizations from undue litigation because of the pandemic.

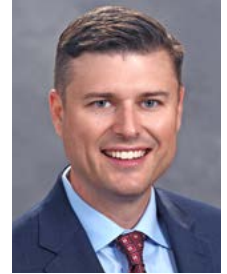
We are also looking forward; the Board of Directors has used the turbulence of the past year to introduce a new three-year plan that is rooted in our mission to serve as the voice of business, be a catalyst for economic growth, and champion for a strong community. I am eager to see how this vision will benefit the Tempe business community in the years to come.

In such a challenging economic climate, it is reassuring to know 80 Tempe businesses chose this year to join the 500+ members who already know the value the Tempe Chamber of Commerce offers its membership. It has been an honor to chair the Chamber's board of directors over the past year. Thank you to Anne Gill for your leadership, the Chamber team who exemplifies the mission in everything you do, and to the board for providing the guidance that makes Tempe the best place to do business in the valley.

Sincerely,



Chad Akin



Chad Akin

CHAMBER FOUNDATION

The Tempe Chamber Foundation carries out the charitable and education objectives of the Tempe Chamber that positively impact Tempe's quality of life. **Tempe Leadership** is a program of the Tempe Chamber Foundation, and more than 800 dedicated individuals have participated since its inception in 1985. Tempe Leadership also offers the **Tempe Youth Leadership** program and Tempe Cares.

In addition, the **Career Ready Tempe** youth workforce initiative in partnership with the City of Tempe aims to help prepare and develop Tempe youth to participate in the future workforce by connecting youth to college and career readiness support and partnering with Tempe employers to provide paid internship opportunities in fields that are in-demand.



2020-2021 Committee Chairs

Ambassadors

Tom Binge

Business Excellence Awards

Chad Akin

Business Innovation & Strategy Council

Tracy Bullock

Business Owners Forum

Brian Stinson

Economic Development Committee

Anne Gill

FUEL Young Professionals

Jake Hutchins

Government Relations & Transportation

Peter Adams

Military Affairs

Bobby Zavala

Sustainability Committee

Jake White

Women in Business Council

Jennifer Burwell



Covid-19

Throughout the COVID-19 pandemic, the Tempe Chamber advocated on our member's behalf to assure that federal, state and local agencies and elected officials understand the economic damage that COVID-19 and the related public policy responses inflicted on the Tempe business community.

Tempe businesses are the backbone of our city's economy and the spirit of building the future. Our workplaces are rapidly changing and how you conduct business is evolving faster than ever before. As the trusted source of information for our business community, we have and will continue provide resources and information to help businesses through the economic recovery.



Tempe Chamber Business Academy

The "Tempe Chamber Business Academy" launched its inaugural class in 2020 during the height of the pandemic. Developed by the Chamber's Businesses Innovation and Strategy Council, the curriculum was designed to give businesses and business leaders the knowledge they need to grow their companies and strengthen our community. Opening with a 3-week intensive geared towards pandemic and economic recovery for businesses, Academy participants also received structured training in various disciplines ranging from customer acquisition, to marketing, to human resources, to finance. Held virtually, the inaugural 7-month course, consisting of 90-minute classes was taught by expert instructors and was well received.



We've Moved!

The Tempe Chamber of Commerce has relocated its office to the MAC6 business campus to accommodate a need for space and future growth. The short move from its previous headquarters took place on March 13, 2020.

The Tempe Chamber has been part of the fabric of Tempe more than 112 years, and our valued partnership with MAC6 and will provide room to expand our team, streamline our operations and better serve our members. The office MAC6 has created for us will accelerate the momentum the Chamber has created over the past several years with our dedicated team members, and focus on being a champion for a strong community.

CHAMBER *by the* NUMBERS



80%
Membership
Retention Rate



80
New
Members



539
Active
Members



Digital Marketing Efforts

EMAILS

269
Email
Campaigns Sent

338,995
Recipients

WEB

24,518
Unique Users
(29% Increase)

69,530
Page Views
(6% Increase)



Social Media



2,632 Followers
Post link clicks
up **51.2%**



1,925 Followers
19% increase
in followers

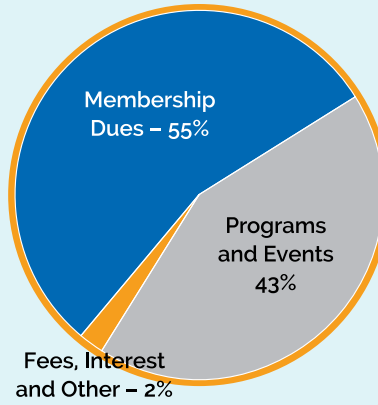


2,199 Followers
66.7% increase
in posts

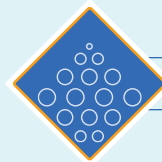
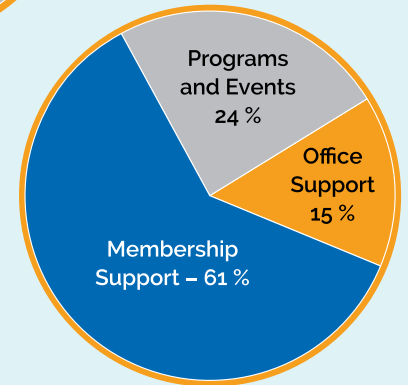


8,007 Followers
115% increase in
mentions & retweets

REVENUE



EXPENSES



Event Stats

200
Events and
Meetings

13
Live Studio
Signature Events

5,500+
Registered
Attendees

10
Pandemic Recovery
Webinars



Community Volunteer Efforts

Over **140** hours
of member
volunteer time:

325
Safety Supply
Kits Delivered to
Tempe Small Business

Drive-Up Toy Drive
Toys For Tots

Donation Drive
Treasures 4 Teachers

Blood Drive
Vitalant

Advocacy



Days of session:	162
# bills introduced:	1,774
# bills signed into law:	381*
# chamber-supported bills signed into law:	11

As of press time the State Legislature was still in session.

COMMUNITY CHAMPIONS



COMMUNITY INVESTORS



COMMUNITY LEADERS

APS	Mode Public Affairs
Arizona Coyotes	Resound
Copperstate Farms	Southwest Airlines
EMD Electronics	United Dairymen of Arizona
MAC6	Video West
Markitors	Viasat

CHAMBER STAFF

Anne Gill, IOM President/CEO	Mark Tarabori Membership Relations Specialist
Sukki Jahnke, CMP Vice President of Marketing & Programs	Julie Flanigan, CPA Director of Finance
Erika Acorn Vice President of Business Development	Jazmine Reyes Marketing Consultant
	Michelle Kauk Social Media Consultant



The Tempe Sustainability Pledge is a growing community of businesses committed to reducing their environmental footprint. Sustainability helps businesses manage resources and cut costs. Taking the pledge is free and offers a useful information on how your business can take steps to improve our community through sustainable practices.

Thank you to our Sustainability Supporters

Platinum level



Gold level



Annual Report layout and design by



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NEW ADDRESS!

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