



ADVOCATE | CONNECT | PROMOTE

2020 ANNUAL REPORT

Richmond County
CHAMBER
of COMMERCE

Thank you to our Chamber Champions for
your continued support of the Chamber.

CHAMBER CHAMPIONS



from shirts to pens...your promotional company!



2020 ANNUAL REPORT

This past year was a year of unexpected challenges, not just for the Richmond County Chamber, but for every business in the country. The pandemic affected our community through jobs lost, businesses closed, and employees furloughed.



The first three months were business as usual, planning, working for our members and community and getting ready to launch new programming.

Then in March, we were hit with the challenges created by Covid-19 so we had to begin the pivot. The Chamber pressed on and in my 24 years it was the toughest. We didn't stop our service to our members in fact we worked even more to make sure they had daily updates from local, state and federal levels to prepare them in their business.

The Chamber worked hard to create vital resources to help our businesses stay open during the pandemic and prepare for economic recovery.

Some of the highlights of 2020 included:

- We launched a Covid-19 Business Resource page to keep you informed and connected. We also sent weekly updates to keep you up to date.
- Partnered with local SBC to provide business updates through a virtual platform.
- Maintained a 90% membership retention level: which is among the strongest rates in the nation when the industry average is only 82%

In closing, I am proud of the way we handled the stresses of 2020 no matter how hard they were. The Chamber is here to help you endure and come out even stronger. It will take a united effort for us to return to normal and I look forward to supporting and helping our community on the road to recovery.

In this together,

Emily S. Tucker, President & CEO

2020 CHAIRMAN - Year in Review

To say 2020 has been challenging, would be an understatement. Our Richmond County businesses have been forced to change how they do business to survive. In March of 2020, the Chamber board took stock of what was needed and set about doing things the Chamber had never done before.



**Caroline Goodwin,
2020 Chair**

The Chamber's priorities for 2020 were to: 1) increase community outreach through increased visibility of the Chamber, and 2) to expand member outreach and 3) continue to Connect-Promote-Grow our business community.

Our limited staff took on noteworthy tasks such as: launching a COVID-19 Resource page on our website with links to financial assistance and up to date information from our federal, state, and local leaders as well as post about much needed access to PPE and financial assistance resources. During these times, the Chamber promoted the day-to-day changes for all businesses.

Thank you for being a part of the Richmond County Chamber, stay safe stay connected and stay resilient.

2021 CHAIRMAN- Moving Forward

I am honored to be serving as the Board Chairman of the Richmond County Chamber of Commerce for 2021. I am grateful for the leaders here in Richmond County and want to thank them for their service and dedication to our community.

I am inspired by our community's resilience and ability to respond during a global pandemic. I believe the Chamber is well positioned to be a leading resource during this road to economic recovery. I pledge to respond to advocate for our members and help them recover and be more resilient in 2021 and beyond.



**Bob Young,
2021 Chairman**

Our strategies for 2021 are simple: To advocate, connect and promote. The Chamber will advocate for policies on behalf of our members that promote business growth. We will Connect businesses to customers and resources that help their business grow and we will promote the Chamber and community by working with our area partners to attract, develop and retain talent.

I ask for each of you to get involved. Some of the greatest displays of community have come during our biggest challenges. If you are looking to get involved, do not hesitate to contact the Chamber staff and your participation will greatly help us to achieve the goals for 2021.

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343

Members

29

New
Members



93%

Retention
Rate

15

Ambassadors

CONNECT.PROMOTE.GROW

Directory
Searches

21,065

Category
Searches

10,906

Event Calendar
Searches

19,407

Member Page
Views

25,269

Chamber
Champions

24

10

CUTTINGS



75

Years of
Business
Leadership

A LOOK BACK AT 2020

- -Connections After 5 & Coffee Connections Events
- -Candyland Theme Business Expo in March
- -COVID-19 Hit in March
- -Created a COVID-19 Updates & Resource page on the Chamber website
- -Sent out daily & weekly updates to membership to provide business resources to assist our members
- -Conducted 350+ calls to Chamber members by staff and ambassadors to share resources and respond to concerns
- -Hosted online events through social media to keep the community engaged
- -Luau on the Links Golf Tournament
- -With the help of Vulcan Materials, launched the RC Chamber Educational Scholarship
- -Delivered Hoptoberfest Baskets to sponsors
- -Delivered breakfast to industries for Industry Appreciation
- -Launched the 1st Annual Fantasy in Lights Contest
- -Best of the Rock Awards 2020
- -Promoted Chamber Members throughout the year by sharing information on social media & in the e-news

Social Media by the Numbers



5,468

Likes



1,237

Followers



277

Followers

The mission of the Richmond County Chamber of Commerce is to represent and support our members and to strengthen our county's economy and business environment.

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FINANCIAL SNAPSHOT

Fiscal Year from January 1, 2020 - December 31, 2020



REVENUE



Membership	\$109,090.47
Programs & Events	\$80,373.94
Other Income	\$6,266.65

Total Revenue	\$195,716
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EXPENSES

Programs & Events	\$20,047.87
Operations/Administrative	\$188,124.63

Total Expenses	\$188,124.
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Emily Tucker
President/CEO

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 [ig](https://www.instagram.com/rcochamber) @rcochamber
 [tw](https://twitter.com/chamberatrock) @chamberatrock



Lauren Brewer
Director of
Marketing/Membership

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