

ANNUAL REPORT

2020

A NOTE FROM THE CHAMBER

Dear members,

The Chamber staff and Board of Directors can't say **THANK YOU** enough for supporting our organization in 2020. Like many of you, the Chamber had to adapt to a new way of doing business to help lead the community through the pandemic.

The staff put together this annual report to show you how our organization performed in an unprecedented year. Typically, we'd see many more in-person events, programs, new members and member celebrations but the impact of the restrictions limited us all. With your investment, we were able to update our website in late 2019, which was a critical part of our communication, promotion and referral efforts in the midst of the pandemic this year. With many visitors to our site, we are able to connect you to potential customers, job seekers and those looking to shop, dine, get involved or do business in our community.

This year, you will find the Chamber continued to be a community leader by helping businesses navigate through the pandemic. We were a great resource for critical, concise and accurate information through our website, emails and conference calls/zoom meetings. Our Chamber helped members connect to national, state and local leaders to make sure your voice was heard, and provide you with a chance to interact with legislators on key issues. We promoted our business members and celebrated alongside you when you were able to reopen.

I have no idea what's ahead or if things will be close to normal anytime soon, or if ever. Our Chamber staff and Board of Directors see you, we hear you, we are in this together! In 2021, we will continue to be a resource in some new and innovative ways. Our highest priority will be to provide services and opportunities that are relevant to your business needs in the current environment.

We can't do this without you, and your support is more critical now than ever. We are in this together and we look forward to partnering in 2021 and playing our part to tie this community back together!

Michelle Bundren
President/CEO



The National Chamber of the Year gavel was officially passed to Effingham, Illinois Chamber this year. We can apply every three years.



FACILITY UPGRADES

- Cityscape added to Chamber Conference Room, made by Helix Creative (see below)
- Conference Room updated with Smart TV donated by Walmart
- New Office Furniture donated by Cui Liu Designs & Ashley Homestore
- French drain to stop water entering the building by City of Murray and LMD Murray
- New gutters on facility

Any Chamber member can reserve our conference room for business use at no charge.

STAFF LEADERSHIP

Michelle Bundren voted to Kentucky Chamber of Commerce Executives Board of Directors

Hailey Anderson voted as Vice President of Murray State University Young Alumni Council





PRE-COVID EVENTS

Kentucky Chamber Day

- Represented Calloway County with state legislators, local government officials & Murray State University

Business at Breakfast

- Average 177 per event
- City/County Update
- Census Every Body Counts

Opioid Crisis Luncheon

- Attended in partnership with Paducah Chamber

Calloway 2 Capitol

- Highest amount of participants
- Luncheon with Secretary Gray
- Meetings with key legislators
- West Kentucky Thank You Night with Governor Beshear (Regional partnership event)

46

CALLOWAY TO CAPITOL
PARTICIPANTS

Leadership Murray

- Small Business & Government Day
- Jails & Justice Day
- Frankfort, Kentucky trip

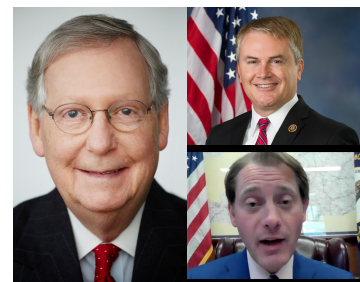
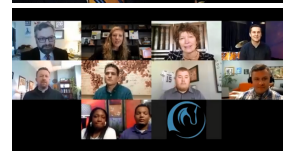
YPM

- YP Day at the Capitol
- Donuts & Development with Kingdom Trust
- Meet & Greet with Miss Kentucky at Shaffer Coffee
- Murray Main Street Trivia Night

ZOOMS & CONFERENCE CALLS

connecting members to national, state & local information

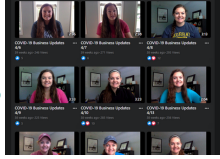
- United States Senator Mitch McConnell
- United States Congressman James Comer
- Secretary of State Michael Adams
- Lieutenant Governor Jacqueline Coleman
- Deputy Secretary Kentucky Education and Workforce Development Cabinet Josh Benton (hosted w/ multiple Chambers in West KY)
- Judge Executive Kenny Imes
- Mayor Bob Rogers
- Murray Calloway County Hospital
- Plugged In Series (presented by AT&T)
 - Dr. Robert Jackson, President Murray State University
 - Ashli Watts, President Kentucky Chamber of Commerce
 - State & Local Workforce Initiatives
 - Economic Development & Entrepreneurship
- Women in Business Series
- Leadercast
- Workforce Wellness/Mental Health Webinar
- Marketing Your Business with Social Media Webinar
- Community Prayer Zoom Meeting for National Day of Prayer



“ Thank you to the Chamber for doing such a marvelous job keeping the community connected. We very much appreciate the partnership we have with your organization. ”

Mark Manning
President Murray-Calloway Economic Development Corporation

MEMBER PROMOTION

**Back In Business & Yes! We are Open! Member Photos****Black Friday | Shop Small Saturday | Cyber Monday | Giving Tuesday****Chamber Check Program**

- \$10,000 worth of Chamber Checks in 2020 - all money stays in our community

Citywide Sidewalk Sale**Community Event Promotion**

- Downtown Farmers Market
- 4th of July Fireworks
- MSU Virtual Homecoming Events
- MSU Recycling Days
- Trail of Treats
- Selfies with Santa
- 2020 Census
- 2020 Elections

Daily COVID-19 Member Update Videos

- (Published to Facebook & Updated to Website)

Holiday Open House

- Printed Ads in Murray Ledger & Paducah Sun
- Digital Billboard Advertisements on HWY 641/80
- Social Media Promotion
- Bingo Card (to win Chamber Checks)

Love Local

- Year-long promotion of Shop, Eat, Play, Give, Worship, Support Local (#GoLocal)
- #LoveLocal launched in November held event with Handheld Food Truck and Cheri Theatre

Non-Profit Spotlights (#GiveLocal)**Member Referrals**

- Staff took calls, social media messages, emails, text messages and in-person requests for services - we proudly refer our members, new postcards to let members know of referrals

Rise Up #myMKY Community Video**Virtual Spring Open House****Weekly What's Up Wednesday Member Update Videos & Newsletter**

A LOOK INTO OUR SOCIAL MEDIA

**Daily COVID-19 Video Updates**

March 24 - June 6 | 350 Average Views

**#EatLocal Carry Out & Delivery Page**

8.9K Page Visits

**What's Up Wednesday Member Update Videos**

June 10 - Present | 300 Average Views

Rise Up #myMKY Video

25.3K Views | 1K Shares

National Day of Prayer Video

7.8K Views | 341 Shares

SBA Loan Information

9.5K Views | 120 Shares



MEMBER ENGAGEMENT

Career Fair with Manpower**E-Newsletters Weekly**

- Monday Morning Report
- What's Up Wednesday
- Urgent Updates on Government/CDC Guidelines

Guest Appearance on WKMS/Journey Facebook Videos**Member Check-In Calls, Visits & Note Cards****Member Referral Postcards****Membership Surveys**

- COVID-19 Economic Impact
- Internship Opportunities
- PPE Available
- Summer Jobs Available (High School Students)

Non-Profit Spotlights**New Member Recruitment**

- 23 New Members in 2020
- 13 Potential Members for 2021

New Board Member Training

23
New
Members

Online Job Postings**Rent List**

- Staff work with 300 property managers to maintain listing
- 60 lists sold monthly

Young Professionals of Murray

- YP Day at the Capitol
- Virtual Lunch Meetups
- Monthly Newsletter

Zoom/Conference Calls

- Hosted multiple calls to keep members engaged and informed

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We are so proud to be a member of the Murray Calloway County Chamber of Commerce! Our association with the Chamber is more than just a membership--it is a viable relationship with people who genuinely care about this community and our businesses. As a locally owned small business, we depend on the Chamber to provide support and promote visibility...and they always come through! Their excellence is nationally recognized, and we, the #lovelocal folks, always reap the rewards.

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Susan Williams, Red Bug Yarn & Gifts

MEMBER RESOURCES

Chamber Website | www.mymurray.com

- Coronavirus Business Resource Page
 - Avenue to share accurate and unbiased COVID-19 information in a timely manner. This page was updated daily as new mandates and guidelines were set in place.
- Unemployment Insurance Information Page
- SBA Loan Information Page
- Business Updates & Promotion Page
 - Page was updated weekly to reflect changes in business hours, way to shop/order, contact information, etc.
- Personal Protection Equipment Page
 - Allowed Chamber members to list what PPE they had available and informed community members on where they could get PPE locally.
- Virtual Tip Jar
 - Avenue to "tip" local service industry workers.
- Back to Business Toolkit
 - As our local economy began to reopen, we provided members a packet of signage for their business along with tips to have a strong digital presence.
- Member Information Center
 - Developed a user guide and video tutorials to help members best utilize the Member Information Center platform.

WEBSITE INSIGHTS

68,500 Member Page Visits
3,600 Job Listing Views
38,000 Event Calendar Views

E-Newsletters & Social Media Platforms

Chamber staff utilized our E-Newsletter & social media platforms to continuously share information about the following:

- Governor office updates, guidelines & mandates
- Loans (SBA, PPP, EIDL, City of Murray, etc.)
- Unemployment
- Voting
- Drivers license (application, testing & renewal information)

YouTube & Zoom

The Chamber was proud to host multiple calls and webinars to help keep our members informed during 2020. These calls along with the Member Information Center training videos are housed on the Murray Calloway County Chamber of Commerce YouTube Channel.

“

Being a part of the Chamber in 2020, we knew we weren't fighting alone. Having them on our team was priceless, so many things were fighting against us but we knew there was a team of people who believed in us and genuinely wanted us to succeed. In this community, we are very blessed to have the Chamber we do, with people who truly love this town!

Audra Napp, Intuition

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CHAMBER INITIATIVES



2020 COLLABORATIONS



Murray Works

Regional Chamber Collaboration

West Kentucky Regional Chamber Alliance | Paducah Area Chamber of Commerce | Mayfield-Graves County Chamber of Commerce | Kentucky Lake Chamber of Commerce | Greater Owensboro Chamber of Commerce | Christian County Chamber of Commerce | Princeton/Caldwell County Chamber of Commerce | Logan County Chamber of Commerce | Todd County Chamber of Commerce

Casual Conversations with Women In Business Series
Chamber Advantage Program through Anthem
Chamber Check Program
ClearPath Mutual Workers Compensation Insurance Program
Goin' on a Bear Hunt!
Leadership Initiative for Teachers Program
Love Local Campaign
Murray-Calloway County Rent List (300 property managers)
Plugged-In Virtual Meeting Series
Relocation Packet Distribution
TVA FlexJobs Remote Work Ready Program
Virtual Tip Jar
West Kentucky Workforce Board Job Fair
What's Up Wednesday Weekly E-Newsletter & Video Update

CHAMBER STAFF



Michelle Bundren
President & CEO

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CHAMBER OFFICE

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OFFICE HOURS

Monday - Friday
8:00 a.m. to 4:30 p.m.

2020-2021 BOARD OF DIRECTORS

Janette DeWitt | Board Chair
Mike Stanger | Immediate Past Chair
Katrina Coffelt | Incoming Board Chair
Chad Stubblefield | Treasurer
Allen Besand | Secretary
Amy Futrell
Greg Wyatt
Mike Hopkins
Mark McLemore
Cui Liu
Jesse Williams
LaCosta Beane-Hays
Johnathan Holder
Danny Pruitt
Jessica Jeffress
Whitney Cooper

Ex-Officio

Tres Settle
Erin Carrico
Kenny Imes
Mark Manning
Coy Samons
Bob Rogers
Deanna Wright
Dr. Bob Jackson

Kopperud Realty
SBG Real Property Professionals
Bridges Family Center
The Murray Bank
AgConnections
FNB Bank
Pella Corporation
DEVsource
Murray-Calloway Senior Citizens Center
Cui Liu Designs
Jarvis Vision Center
McConnell Insurance Agency
Walmart
Printing Services of Murray
Peel & Holland
Flowers by Whitney

Superintendent, Calloway County Schools
Executive Director, Murray Convention & Visitors Bureau
Judge Executive, Calloway County
President, Murray Calloway Economic Development Corporation
Superintendent, Murray Independent School District
Mayor, City of Murray
Executive Director, Murray Main Street
President, Murray State University