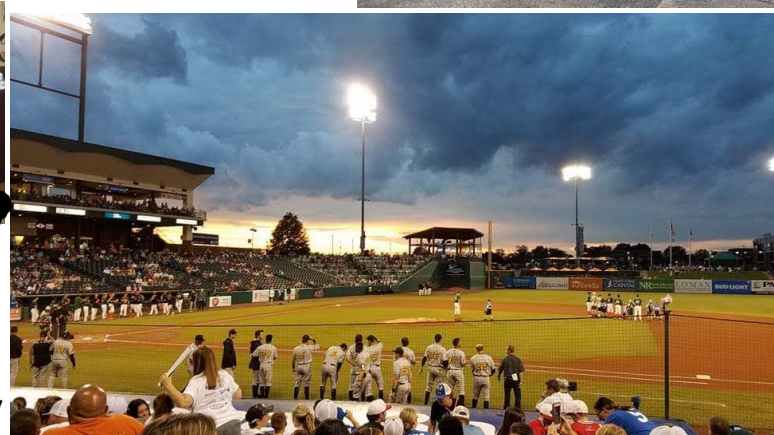




Reidsville NC Chamber of COMMERCE

EST. 1914 and Visitor Center



2019



Annual Report



2018

159,571
Total Website Hits

406
MEMBERS

56
Chamber Champions
Totaling
\$147,750

271
Use of Office Space

2
Ground Breakings

\$2K
in Scholarships to Reidsville High

67
NEW Members

\$5,229.22
Supporting Local Restaurants

23
Ribbon Cuttings

41
Board Members & Ambassadors

86%
Retention Rate

Followed by
21
Countries

220
Sponsors

3,547
Facebook Followers

30+
Relocation Packets

300
Breakfast with Santa Tickets Sold

320
Meetings Attended

82
Business Showcase Booths

36.4K
Minutes Live

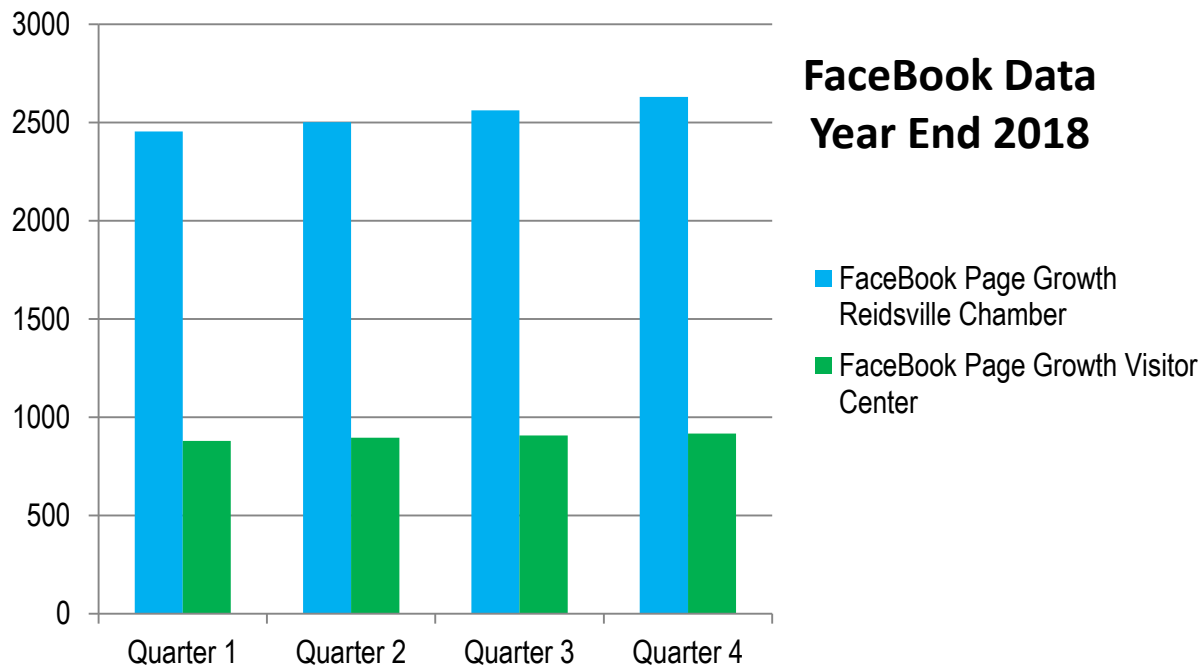
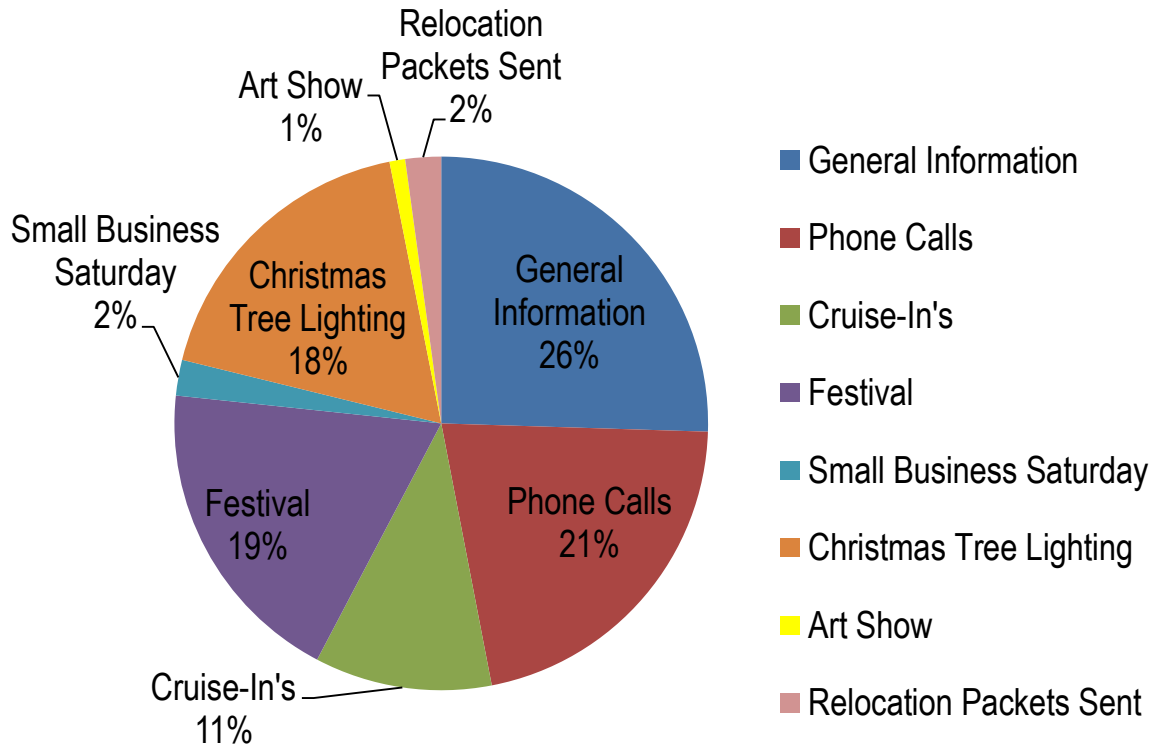
4,335
Chamber TV Views

159
E-mail Blasts

6
Topics @ Twelve

722
Grasshopper Tickets Sold

Visitor Center Report - 2018 Totals

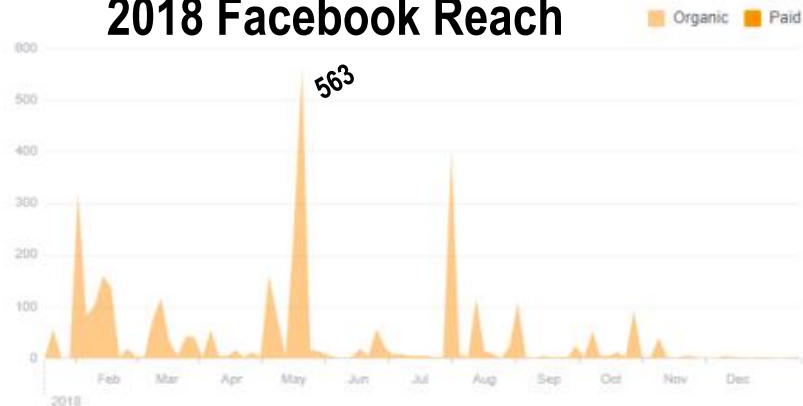


2018

Reidsville Chamber & Visitor Center Report

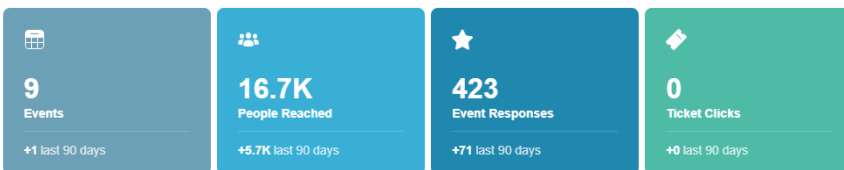
Total # of Residents &
Visitors Served 2,636

2018 Facebook Reach



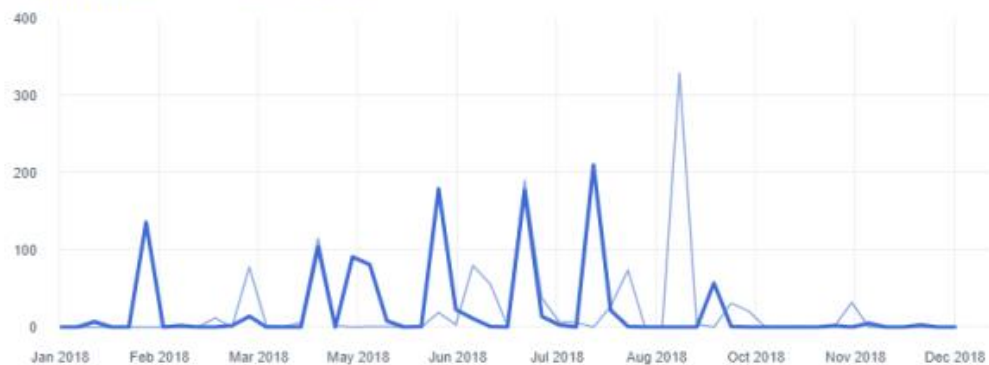
VISITOR CENTER PAGE STATS

 Reidsville Visitor Center



Jan 1, 2018 - Dec 31, 2018

1,155 Minutes Viewed 1,139 Previous Period



Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

Women

84%
Your Fans

Men

16%
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	918	Reidsville, NC	440	English (US)	910
Spain	1	Greensboro, NC	86	English (UK)	10
Pakistan	1	Eden, NC	71	Spanish (Spain)	1
Turkmenistan	1	Madison, NC	34		
		Danville, VA	16		
		Ruffin, NC	13		
		Stokesdale, NC	13		
		Pelham, NC	12		
		Mayodan, NC	10		
		Wentworth, NC	10		

1.2K

Minutes Viewed

▲ 1.4% from previous 365 days

2.3K

3-Second Video Views

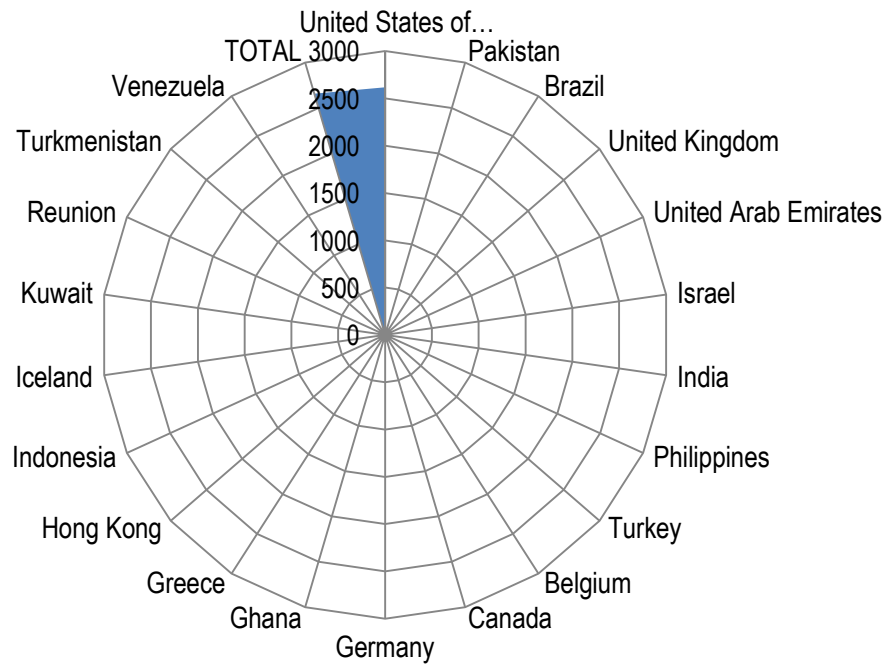
▲ 1.49% from previous 365 days



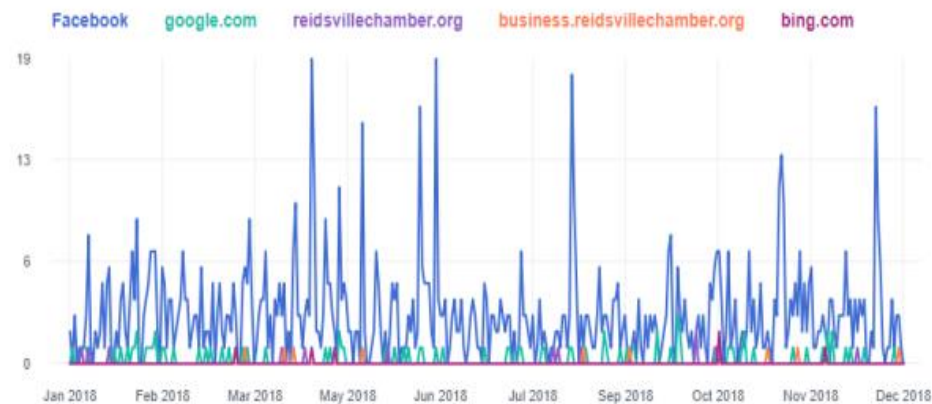
Reidsville NC
Chamber
 of COMMERCE
 EST. 1914 and Visitor Center



Reidsville Chamber of Commerce Fans



Top Sources



2018 Facebook Reach



36.4K

Minutes Viewed
▲30.7% from previous 365 days

58.9K

3-Second Video Views
▲53% from previous 365 days

CHAMBER PAGE STATS

2018 - Dec 31, 2018

Minutes Viewed 27,875 Previous Period



Page Responsiveness

As of February 25, 2019

100%

Response Rate ▲0%

3 hrs 0 mins

Response Time ▲0 hrs 0 mins

Reidsville NC
Chamber
of **COMMERCE**
EST. 1914 and Visitor Center



Facebook Fan Statistics

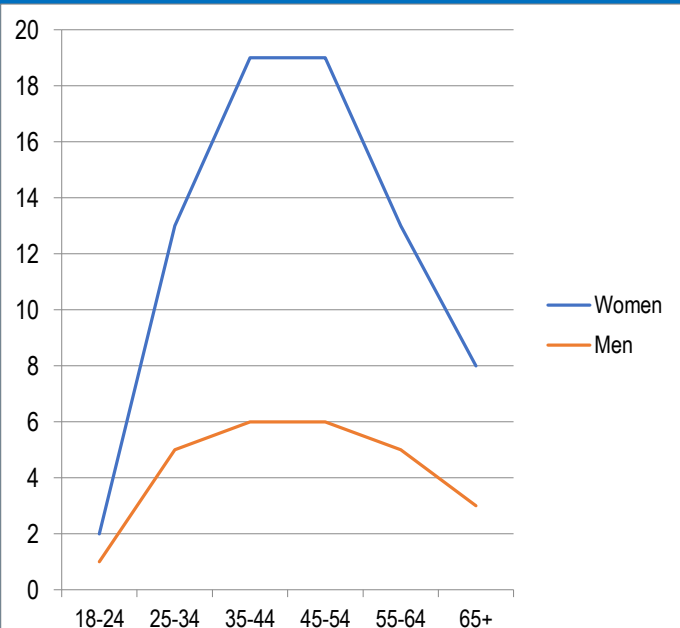
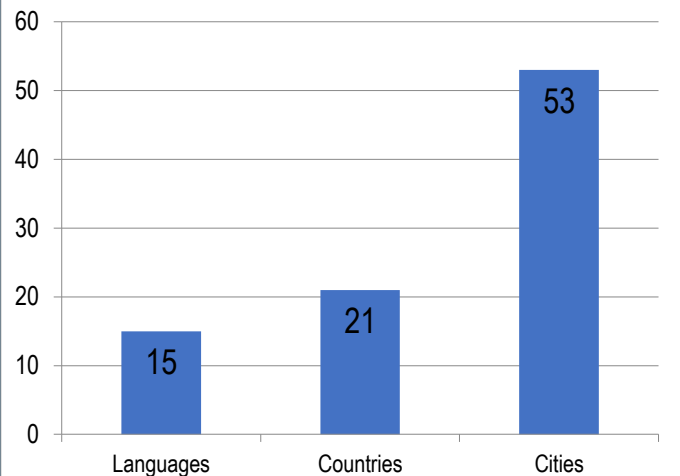
Countries (21)	Your Fans
United States of America	2618
Pakistan	12
Brazil	3
United Kingdom	3
United Arab Emirates	2
Israel	2
India	2
Philippines	2
Turkey	2
Belgium	1
Canada	1
Germany	1
Ghana	1
Greece	1
Hong Kong	1
Indonesia	1
Iceland	1
Kuwait	1
Reunion	1
Turkmenistan	1
Venezuela	1
TOTAL	2658

Languages (15)	Your Fans
English (US)	2585
English (UK)	48
Spanish	9
Portugese (Brazil)	3
French (France)	2
Turkish	2
Arabic	1
German	1
English (Pirate)	1
Spanish (Spain)	1
Hebrew	1
Indonesian	1
Italian	1
Filipino	1
Urdu	1
TOTAL	2658

Cities (53)	Your Fans
Reidsville, NC	1079
Greensboro, NC	310
Eden, NC	292
Madison, NC	62
Mayodan, NC	42
Wentworth, NC	39
Danville, VA	36
Stoneville, NC	33
Winston-Salem, NC	29
Burlington, NC	26
Ruffin, NC	26
Summerfield, NC	23
Stokesdale, NC	21
High Point, NC	17
Martinsville, VA	17
Raleigh, NC	16
Beaver Island, NC	14
Happy Home, NC	13
Ridgeway, VA	13
Charlotte, NC	12
Oakhaven Farms, NC	11
Pelham, NC	9
Durham, NC	9
Elon, NC	9
Faisalabad, Punjab,	8
Gibsonville, NC	8
McLeansville, NC	8
Yanceyville, NC	8
Roanoke, VA	8
Casville, NC	7
Kernersville, NC	7
Monroeton, NC	7
Oregon Hill, NC	7
Wilmington, NC	6
Browns Summit, NC	5
Richmond, VA	5
Lawsonville, NC	5
Dunn, NC	4
Cascade, VA	4
Blanch, NC	4
Rockingham, NC	4
Collinsville, VA	4
King, NC	3
Siler City, NC	3
Atlanta, GA	0
Bethany, NC	0
Dan River, NC	0
Ellisboro, NC	0
Midway, NC	0
Providence, NC	0
Myrtle Beach, SC	0
Rocky Mount, VA	0
Belews Creek, NC	0
TOTAL	2273



Ages	Women	Men
18-24	2	1
25-34	13	5
35-44	19	6
45-54	19	6
55-64	13	5
65+	8	3
Total	73	26



The Reidsville Chamber of Commerce and Visitor Center serves as the front door for the City of Reidsville during our regular operating hours and during special events for the Chamber and Visitor Center.

We serve people through phone calls and visits regarding the following:

- Economic Development Referrals
- Relocation Packets & Information
- General Information (Maps, phone numbers, contacts)
- Office Space Inquiries
- City services such as water, trash, etc.
- Utilities services (Piedmont Natural Gas, Duke Energy)
- Students looking for school information

The following are real life examples of people that we have encountered in the visitor center in 2018.

Cora Lima – Cora and her husband stopped at the Visitor Center on the way to her high school reunion. She attended Carver High School in Martinsville, Virginia and then went on to study teaching at A&T University in Greensboro. She completed her student teaching here in 1971 at Reidsville High School and came back to visit with her husband. They drove around and also visited the historical Booker T Washington High school. She is currently and English teacher in Atlanta, Georgia.

Albaad Expansion from Kentucky- This project was so much fun for the Chamber staff. As Albaad was working to relocate their plant from Kentucky, they had roughly ten employees who were trying to decide about relocating their families here with the plant. We sent twenty relocation packets to them through the Reidsville HR staff at Albaad. Next, partnering with City staff, we took the Albaad team on a tour of Reidsville including Lake Reidsville, Market Square, the RCARE facility, and other parks, neighborhoods, etc. They used the Chamber and Visitor Center as a landing pad, where they met with RCC President Mark Kinlaw, RCS Superintendent Rodney Shotwell, City Manager Preston Mitchell and County Manager Lance Metzler over lunch for a Q&A session. They were also able to meet with local realtors and find out about other public services such as the SKAT bus through ADTS.

Reid Family Visitors from New York- Family of Reuben Reid came to visit Reidsville in July. Their original plan was to visit the Governor Reid House. They came to the Chamber & Visitor Center for more information and were overwhelmed with excitement at how much information there was. They spent hours with our staff going over history books, getting information about local graveyards, local landmarks, purchasing Reidsville T-shirts and key chains, and the even ate lunch

at the Reid House! They sent us a lovely thank you card for all of our time and effort, these are the fruits of our efforts!

David McClean, of Easy Seat Inc., Kingsport TN- David is not the first person that has called the Chamber & Visitor Center looking for the old ZARN corporation. I am thankful to have the history to help businesses like Easy Seat, Inc. The gist of these phone calls has been that a lot of other cities and corporation use the bins that ZARN manufactured here years ago and they are wearing out. As it has become time for people to replace them, they follow the trail and usually land here at the Chamber for guidance about what to do next when they can't find the ZARN facility locally or out in Texas (where google directs them). I have been able to connect businesses and local governments in NC, such as Morehead City, who were customers. They have been able to sort out solutions to their needs They are very appreciative and find Reidsville to be a friendly and customer service-oriented place when we go the extra mile to connect them.

GCRF Events & Custom Creations

George Gutierrez Jr and his family stopped by the Chamber and Visitor Center in December. They are such a wonderful family. Rosemary, George's mother, moved to Reidsville 15 years ago from Miami to Greensboro. She wanted to move somewhere that the cost of living was lower. After some time, she realized that Reidsville was a welcoming town and made it her home. George and his wife Carolina got married and followed her here, where they have been raising their family. Since then, other members have followed and they together decided to open a business here in Reidsville, GCRF Events and Custom Creations.

These are the kinds of stories that make people remember Reidsville and want to visit and relocate here. We are proud to serve our community. I truly believe we are making a difference as the front door for Reidsville. Thank you for your continued support of the Reidsville Chamber of Commerce and Visitor Center. (Data & Reports attached)

Respectfully,

Diane Sawyer
President & CEO
Reidsville Chamber of Commerce & Visitor Center