# Sananger A GREAT PLACE FOR BUSINESS TO LIVE

Moving FORWARD with 202020 Vision

# 2019 ANNUAL REPORT & 2020 PLAN OF ACTION



ACCREDITED

# 2020 BOARD OF DIRECTORS

# **OFFICERS**



**Chairman of the Board** Dr. Clifton Jones\* Angelo State University



**Chairman-Elect** Shane Plymell\* Shannon Medical Center



Treasurer Janet Karcher\* San Angelo Area Foundation



**Immediate Past Chairman** Sheryl Pfluger\* Pfluger Herefords LLC

# TERM ENDS DECEMBER 31, 2020



Lt. General Ronnie Hawkins, Jr.\* U.S. Air Force, retired Hawkins Group LLC



**Rodney Mayberry** R M Electrical Contractor, Inc.

Dr. Brook Dickison

Angelo State University

## TERM ENDS DECEMBER 31, 2021



Walls & Windows



Laurie Deckers



Jordy Moorman\* Workforce Technologies

## TERM ENDS DECEMBER 31, 2022



Texas Bank



Mike Berry Ethicon



Chris Evatt First Financial Bank



Randy Brooks\* **BNB** Ventures



Sherley Spears Spears Legacy Real Estate Group

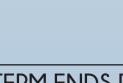




Shelley New Civic Leader



Bridget Carr **Bug Express** 



North San Angelo TIRZ Kandi Pool

Leadership SA Alumni Assn.

**EX-OFFICIO DIRECTORS** 

Honorable Drew Darby

Honorable Steve Floyd Judge, Tom Green County Honorable Brenda Gunter Mayor, City of San Angelo

State Representative

Daniel Valenzuela

Dr. Carol Ann Bonds Civic Leader

Frank Carter

Dr. Carl Dethloff SAISD

Dave Erickson ASU-Small Bus. Dev. Center

Matt Healy

Justin Jonas

Dr. Brian May Angelo State University Col. Andres Nazario 17th Training Wing, GAFB

Kristen Oliver Home Builders Assn.

Mary Payton

Lee Pfluger

Matt & Leslie Healy Realty

San Angelo Stock Show & Rodeo

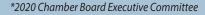
City Manager, City of San Angelo

San Angelo Police Department

San Angelo Assn. of REALTORS Jamie Rainey Howard College

**Bernay Sheffield** San Angelo Restaurant Assn.

**Del Velasquez** Downtown San Angelo Inc.



# LongHorn Coffee Company

# LETTER FROM THE OUTGOING CHAIRMAN Sheryl Pfluger



Welcome! The 103rd year of the San Angelo Chamber of Commerce celebrated San Angelo as a Great Place For Business To Live throughout 2019. From national award recognitions to economic development successes, we have enjoyed a fruitful year.

It has been a privilege to serve as chairman. What an honor to glimpse into the endless opportunities in our city and work with the quality people leading and dreaming these efforts. The Chamber is grateful to be a part of this journey and poised to work hard on your behalf.

We experienced a leadership change in the fall. A sincere thank you goes to Peggy Arnold and Chuck Shore, for stepping in to serve as interim president/CEO. Peggy not only led the Chamber at a crucial time but also led the massive effort to submit our reaccreditation. Chuck brings valuable knowledge and thoughtful leadership to the organization. The search committee is currently searching for a new CEO with expectations of a spring announcement.

Highlights from the year include a banner year for economic development with an estimated \$216,000,000 in capital investment to our community.

The Convention and Visitor's Bureau continues to put San Angelo on the map in the U.S. and abroad. We received a Texas Music Friendly Designation this year, complementing our Texas Film Friendly Designation. Those awards, in addition to national publicity for our western heritage, and other attractions, continue to make San Angelo an exciting place to work, play and visit.

We initiated task forces to celebrate San Angelo's rich heritage of Ethnic and Cultural diversity.

We held the highly respected West Texas Legislative Summit focused on International Trade: Agriculture, Energy, & Transportation. Success of the event is due, once again, to the support of co-hosts Congressman Mike Conaway, Texas Senator Charles Perry and Texas Representative Drew Darby, as well as an energetic and talented committee.

The City's support of Goodfellow Air Force Base garnered the highly coveted ALTUS award, and members of the Chamber's Military Affairs Civic Leader Group assisted Goodfellow in gaining three critical missions to our base. The group also helped secure nearly \$5 million in grants for projects needed at Goodfellow.

I was fortunate to serve with an outstanding executive committee and board of directors. What leaders they are! By their side are incredibly hard-working and professional Chamber staff members. They are making a difference and bringing opportunity to our city.

As I hand over the gavel to Dr. Clifton Jones, I do so with a large thank you for his unwavering support. His wisdom and steady leadership are invaluable as he *Moves us Forward with 2020 Vison*!

Sheryl Pfluger 2019 Chairman of the Board

# LETTER FROM THE CHAIRMAN

**Dr. Clifton Jones** 



# A GREAT PLACE FOR BUSINESS TO LIVE: MOVING FORWARD WITH 2020 VISION

Greetings! As the San Angelo Chamber of Commerce begins its 104th year, I have the privilege of serving as the Chairman of the Board of Directors for 2020. San Angelo truly is a Great Place for Business to Live, and the Chamber will move forward into the new year with 2020 vision, clearly focused on its mission to promote business and tourism in our city.

I want to thank the outgoing Board Chair, Ms. Sheryl Pfluger, for her outstanding leadership of the Chamber Board during 2019. Her vision of San Angelo as a Great Place for Business to Live struck a chord with the entire community as a perfect description of our town. As a result, the Chamber will continue to use this tagline in all of its marketing materials as we move forward through the coming decade. Following on the heels of the impressive work done under Immediate Past Chair C.J. Muniz's leadership in 2018, Ms. Pfluger's vision and strategic direction for the Chamber Board during 2019 have established a solid foundation for the Chamber in 2020.

As a membership organization, Chamber members are the lifeblood of the Chamber and have served as volunteers and servant leaders for more than 100 years. The Chamber Board and staff cannot be successful in 2020 without the ongoing participation of the many Chamber members and volunteers who serve in a variety of ways, including Concho Cadre, the Visitors Center, and committees such as Military Affairs, Government Affairs, and the task forces of the Diversity Committee. We are also thankful to our important partners in promoting economic development and tourism, including the City, County, and countless individuals and non-profit organizations which add to the quality of life of our amazing community.

I am honored to work with an outstanding Board of Directors, Executive Committee, and Chamber staff, including interim President/CEO Chuck Shore. Mr. Shore served as Chamber Board Chair in 2017, and he will provide a steady hand at the helm as we conduct a national search for the next permanent President/CEO for the Chamber during 2020.

I look forward to working with you and hope you will become involved with a task force or committee. Please feel free to reach out to me or the Chamber staff with any questions.

Thank you for your support.

#### Dr. Clifton Jones 2020 Chairman of the Board

# CHAMBER DIVISION HIGHLIGHTS & GOALS

The mission of the San Angelo Chamber of Commerce is to foster and promote a business and tourism environment which assures the economic growth and well-being of our members and our community.

The vision of the Chamber is to be the leader in business and tourism by working in unity with all segments of the community.

## **2019 Chamber Highlights**

- 15th Annual Goodfellow Appreciation Day A successful day honoring Goodfellow AFB servicemen and women and their families; more than 850 attended the event.
- 16th Annual West Texas Legislative Summit Focused on International Trade: Agriculture, Energy, & Transportation; more than 390 participants enjoyed the day co-hosted by Congressman Mike Conaway, State Senator Charles Perry, and State Representative Drew Darby.
- **Business Expo** The revitalized Expo was held in conjunction with the October's State of the City Chamber luncheon and focused on business-to-business networking, as well as community networking.
- **Diversity Committee** The Diversity Committee launched a new task force initiative to strengthen and reach five minority groups: African American, Asian American, Hispanic, Native American, and Women. With a dedicated budget for each group, the Chamber will help facilitate an initiative/project per group in 2020.
- Chamber Website The Chamber's website was successfully redesigned and launched in May.
- **Chamber Reaccreditation** The San Angelo Chamber of Commerce is a 4-Star rated Chamber with reaccreditation required every five years. In an effort led by Peggy Arnold, we submitted a 500-page application for reaccreditation.
- ALTUS Award San Angelo received the ALTUS Award for outstanding community support of Goodfellow. Awarded annually to only one AETC community in the nation, San Angelo is the only city to win the award twice (2014, 2018).
- Chamber Military Affairs Civic Leaders -
  - Secured nearly \$5 million in grants that were awarded for projects at Goodfellow AFB.
  - Helped campaign to successfully bring three new missions to Goodfellow: The Center for Excellence for Targeting and Weaponry, The Civil Aviation Analysis Center, and the Artificial Intelligence Training Mission.



West Texas Legislative Summit





Celebration of Diversity Awards





Annual Banquet

## 2020 Chamber Goals & Plan of Action

- Attain Chamber reaccreditation for the next 5 years.
- Enhance Chamber services for its increasingly diverse membership.
- Maintain strong partnerships with Goodfellow AFB and local governmental agencies.
- Serve as a voice and advocate for the concerns of small businesses in our community.
- Provide an array of strong member networking events throughout the year.
- Assist local legislators in planning and executing the annual West Texas Legislative Summit.

# **CONVENTION & VISITORS BUREAU GOALS**

The mission of the San Angelo Convention & Visitors Bureau is to enhance the quality of life for the citizens of San Angelo through tourism marketing and promotion.

The vision of the San Angelo Convention & Visitors Bureau Board is to generate economic impact by promoting and developing San Angelo as a premiere destination for business and leisure travelers, so they fully experience San Angelo's historic and cultural attractions, nature-based products, unique shopping, culinary options, entertainment and sports venues, and overnight accommodations.

## 2019 Convention & Visitors Bureau Highlights

- Attained Texas Music Friendly Designation from the Texas Music Office, a designation only 10 cities have received from the Governor's office.
- San Angelo was named the #2 Top 10 True Western Town in the U.S. in 2019 by True West Magazine.
- The San Angelo Convention & Visitors Bureau was recognized at the Texas Association of Convention & Visitor Bureaus' Annual Conference with the following:
  - 1st Place for National Travel & Tourism Week Promotion
  - 2nd Place for Local Awareness Campaign



## 2020 Convention & Visitors Bureau Goals & Plan of Action

- Develop and begin implementation of a three-year Visitor Improvement Program (VIP).
- Successfully host the 1st Annual San Angelo Revolution Film Festival in April 2020.
- Work with travel writers across the country to promote San Angelo as a place to visit, live, work, and play by showcasing the travel and tourism products in our city.

# Follow the Convention & Visitors Bureau on social media!



**@DiscoverSanAngelo** Followers: 15,013

**@VisitSanAngelo** Followers: 914

**@DiscoverSanAngelo** Followers: 1,789

www.linkedin.com/company/discoversanangelo Followers: 87



# ECONOMIC DEVELOPMENT GOALS

The mission of the San Angelo Chamber of Commerce Economic Development Division is to grow the economy of the San Angelo area with a two-part strategy of recruiting heavy industrial companies from outside the region and growing existing industrial companies located in the San Angelo area. The focus is to recruit industrial companies that manufacture goods or services locally that are exported outside the region, state or nation.

The San Angelo Chamber of Commerce works with existing industrial companies through our San Angelo Regional Manufacturers Alliance (SARMA) program. The over 100 industrial company members of the SARMA work in concert with the Chamber's Economic Development Division staff to create and implement strategies to strengthen the industrial base of San Angelo.

Since its inception in 2017, the Chamber's award-winning SARMA program has helped to recruit heavy industrial companies to San Angelo, creating high-skill/high-paying jobs and hundreds of millions of dollars in real estate and facilities capital investment.

#### **2019 Economic Development Highlights**

- **SMC Global Corporation** New York-based chemicals company completed third facility expansion in San Angelo and continues to grow.
- Allens Transportation, LLC Edmonton, AB-based heavy-haul company will construct a terminal in the San Angelo Business & Industrial Park.
- Duke Energy/Recurrent Energy/Canadian Solar Constructing Project Rambler, a 200-megawatt, \$180 million solar power generation plant on the west side of San Angelo on FM 2288.
- Rail Port San Angelo The City of San Angelo Development Corporation (COSADC) and San Angelo Chamber of Commerce Economic Development division worked together on the development of a 183-acre tract of land for development of a multi-modal rail port.

## 2020 Economic Development Goals & Plan of Action

- **Industrial Growth** The Chamber continues to expand the SARMA manufacturers program for existing industrial sector direct support, new employee recruitment and increased capital investment in San Angelo and Tom Green County.
- **Rail Service** Develop the industrial rail port in north San Angelo on the Texas Pacifico/South Orient rail line connecting San Angelo to Presidio, Texas and the Port of Topolobampo, Sinaloa, Mexico.
- **Agriculture Sector** Continue direct support of the regional agricultural sector of the economy with market-access via the planned rail port project, and with the SARMA Ag-Student scholarship and skills training program in partnership with the Texas Manufacturers Assistance Center (TMAC).
- **Corporate Housing** Source and encourage further development of market-rate, high-quality multi-family housing in San Angelo to provision industrial and other employees with proper and available housing options.
- Education Enhance programs between Angelo State Department of Engineering and regional San Angelo industrial companies with a focus on local workforce placement and further collaboration between ASU Engineering and local heavy industrial companies.
- **Workforce Training** Continue the SARMA-TMAC manufacturing training courses that are delivered to San Angelo heavy industrial companies by the Texas Manufacturers Assistance Center providing high-level industrial workforce training and certification.







# CORNERSTONE INVESTORS & GOLD MEMBERS

Cornerstone investments fund major initiatives for our community, and this public-private partnership continues to generate benefits for San Angelo by providing the additional funding needed for broad-based programs targeting legislative affairs, military affairs, and the recruitment and retention of jobs.

#### CORNERSTONE INVESTORS

Legacy Investors (\$50,000+ lifetime investment)

AEP Texas First Financial Bank Reece Albert Inc. Shannon Medical Center

#### Diamond (\$5,000 - \$9,999)

AEP Texas Ethicon, Inc. First Financial Bank Reece Albert Inc. Shannon Medical Center

#### Silver (\$2,000 - \$4,999)

Atmos Energy Automatic Fire Protection, Inc. Dierschke & Dierschke REALTORS Foster Communications Jackson Walker LLP Mitchell Automotive Group, Inc. Republic Services Rio Concho Retirement Community San Angelo Association of REALTORS San Angelo Community Medical Center San Angelo Stock Show and Rodeo Sunset Mall Texas Bank Texas Pacifico

#### Bronze (\$1,000 - \$1,999)

A-B Distributing Armstrong, Backus & Co., LLP Blue Cross Blue Shield of Texas BNB Ventures Company Printing/ISA Cattle Co. Eckert & Company, LLP Hydraulic Industrial Services Lamar Outdoor Advertising SKG Engineering Steve Eustis Co. REALTORS, Commercial & Investment Properties Steve Stephens Wendland Manufacturing Corp. West Texas Rehabilitation Center Which Wich/Jack's Convenience Stores

#### Concho Pearl (\$500 - \$999)

Angelo Glass & Mirror Angelo Water Service Cactus Hotel Chilton Wilcox & Fortenberry Concho Valley Electric Cooperative DeCoty Coffee Company Holtman, Eckert, Peterson & Wilson PC Housley Communications Majestic Homes/Vanguard Properties J. Mark McLaughlin Moleo Gas Corp. Prosperity Bank Jamie & Kerry Rainey San Angelo Motor Company Sonora Bank Twin Mountain Fence Co. Welch Transfer & Storage West Texas Fire & Industrial Supply Zesch & Pickett Insurance

#### **Public Partners**

City of San Angelo Development Corporation Tom Green County

#### **GOLD MEMBERS\***

1st Community Federal Credit Union 7 Oaks Lodging A Cut Above the Rest A.S.H. Electrical Services, LLC Advanced Custom Windows, Inc. **AEP** Texas All American Pump Solutions, Inc. Angelo Awards Angelo Home Team Angelo Inflatables Atmos Energy Automatic Fire Protection, Inc. **Azuma Media Solutions Blu Star Builders BNI West Texas BPL** Plasma Inc. **Brady Bunch Boutique Business Excellence Professional Consulting** Coldwell Banker Legacy, REALTORS Concho Christoval River Retreat and B & B The Concho Pearl Icehouse/Rio Concho Catering Concho Valley ER Concho Valley Home Health Care Concho Valley Radiator Service, Inc. **Consuro Managed Technology** Critical Health Connection, Inc. **Crumbs Bakery** Decker Custom Homes, Inc. **Dierschke & Dierschke REALTORS** Direct Auto Insurance Dirt Doctor E.ON Climate & Renewables North America Fast Signs of San Angelo Fat Matt Roofing **Firehouse Auto Works** Fort Chadbourne Foundation FOX West Texas Gateway Mortgage Group, LLC **Goodyear Proving Grounds** Gray's Transmissions, Inc. Hampton Inn - San Angelo Harper Funeral Home Hawkins Group LLC Heidi Douma - State Farm Insurance HR&R, LLC **IBEW Local Union 520** JC Penney, Inc. Jackson Walker LLP

Jim Slaughter REALTORS KG Salon & Co. **Kindred Hospice** L & J Roofing Legal Shield Lionheart Security LLC Lush Dental Madstyle Vintage Majestic Homes/Vanguard Properties McCarley Plumbing Co., Inc. **MDK** Services Mueller, Inc. NC Elite Krav Maga and Tactical New Haven Assisted Living and Memory Care Newk's Eatery of San Angelo NewQuest IT Solutions, LLC OrangeTheory Fitness Paige Ragsdale & Associates - CruiseOne Performant, Inc. Pitts Oilfield Products and Services, LLC **Power Systems Computers** Precision Hydraulic Technology Inc Ranch and Famous Boutique **ReMax Home and Ranch Republic Services** Ric Henry's Auto Service Sam's Club San Angelo Area Foundation San Angelo Association of REALTORS San Angelo Health Foundation San Angelo LIVE! San Angelo Real Estate San Angelo To Go Scott Allison Real Estate Senator Charles Perry Seth C. Becker - Allstate Insurance Shawndee's Massage SJT Commercial Development, LLC **Skyline Aviation Inc** Steve Eustis Co. REALTORS, **Commercial & Investment Properties** Stone-Settle Advertising Texas Disposal Systems Tony Villarreal Insurance Agency, Inc. **Tops Septic Tank Service** Twin Mountain Dentistry, PA Two If By Travel Univision 31, KEUS-TV **VGI** Technology Vistas at Red Creek Apartment Homes Walls & Windows Wells Fargo Bank Texas, N.A. Wendland Manufacturing Corp. West Central Wireless/West Central Net West Texas Rehabilitation Center White Buffalo Environmental Testing LLC Wone Solar

\*Gold Members pay an additional 50% of their regular membership investment.

# COMMITTEES & PROGRAMS

### **Chamber of Commerce**

#### **Concho Cadre**

- Serves as the goodwill ambassador arm of the Chamber.
- Volunteers at special events and ribbon cuttings for new businesses.

#### **Diversity Committee**

- Includes five task forces: African American, Asian American, Hispanic, Native American, and Women.
- Creates awareness about minority owned businesses.
- Assists and/or creates events that support minority owned businesses.
- Promotes involvement in leadership opportunities.
- Assists in connecting minority owned businesses to valuable city resources.
- Selects and distributes the awards for the Celebration of Diversity luncheon.

#### **Special Events Committees**

• Assists Chamber staff with planning the following annual events: Business Expo, Goodfellow Appreciation Day, and the Annual Banquet.

#### Leadership San Angelo Program

 Develops future leadership for our city by providing year-long intensive training in areas strategic to the city's well-being.

#### **Government Affairs Committee**

- Monitors and lobbies on legislation affecting San Angelo.
- Participates in the development of a state and national issues agenda.
- Updates Chamber members on pending legislation.
- Maintains communication between the Chamber and elected officials.
- Organizes the West Texas Legislative Summit.
- Attends meetings in Washington, D.C.

#### **Military Affairs Committee**

- Serves as a liaison between the Chamber and San Angelo's military community.
- Works with leadership at Goodfellow Air Force Base and with city leaders on community relations.
- Plans Goodfellow Appreciation Day and assists Operation Warmheart.

For more information on committees, please visit www.sanangelo.org.

## **Convention & Visitors Bureau**

#### **Convention & Visitors Bureau Advisory Board**

• Advises and supports Convention & Visitors Bureau staff in developing the strategic plan to increase travel and tourism to San Angelo.

#### **Economic Development**

#### **Economic Development Advisory Board**

• Assists Economic Development staff in planning and developing the department's program to attract and support businesses relocating to San Angelo.

#### San Angelo Regional Manufacturers Alliance (SARMA)

 Provides support and aids collaboration with regional industry, including manufacturers, fabricators, and energy companies.



Concho Cadre members celebrate the opening of the new Firestone Complete Auto Care.



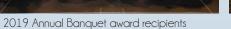
The 36th Leadership Class is all smiles after graduation.



The Agricultural Panel kicks off the 16th Annual West Texas Legislative Summit.

# A LOOK BACK









Leadership San Angelo



Diversity Committee Social Media Workshop



Rep. Drew Darby speaks at a monthly luncheon



Goodfellow Appreciation Day



Business Expo



Concho Cadre at a ribbon cutting



Amb. Doud at West Texas Legislative Summit



Business @ Happy Hour



Celebration of Diversity Awards Luncheon

# CALENDAR OF EVENTS & STATISTICS

## Membership Luncheon

- Second Tuesday of the month, 11:30 am 1 pm
- Register online at www.sanangelo.org

## **Business Brown Bag**

- Third Tuesday of the month, 12 pm 1 pm
- Free business training session hosted and organized by the ASU-SBDC, The Business Factory and the Chamber
- Register online at www.sanangelo.org

## **Ribbon Cutting**

Contact Heather Kumpe at heather@sanangelo.org for more details.

## **Business @ Happy Hour**

- Fourth Tuesday of the month, 5 pm 6:30 pm
- Network, socialize and unwind
- Drawings for jackpot and other door prizes
- Contact Tricia Peterson at tricia@sanangelo.org to host or sponsor

## Annual Events

- Annual Banquet: January 23, 2020
- Goodfellow Appreciation Day: May 16, 2020
- West Texas Legislative Summit: August 4 August 5, 2020
- Business Expo: October 13, 2020
- Celebration of Diversity Awards: November 10, 2020
- Shop Small Saturday: November 28, 2020



# 2019 Digital Presence By the Numbers 2019 Membership By the Numbers Image: Avg. Pageviews Per Month: 6,216 Image: Followers: 3,782 Image: Avg. Open Rate: 29% (Industry avg.: 21%) Image: Followers: 1,154 Image: Avg. Bounce Rate: 7% (Industry avg.: 21%) Image: Followers: 455

#### **2019 Events By the Numbers**

The Chamber held **more than 100 events** with **over 5,000 attendees**; **229 sponsors** made these events possible: Monthly Luncheons • Business @ Happy Hours • Business Brown Bags • Coffees with the Chair & CEO • Ribbon Cuttings

# San Angelo Chamber of Commerce Staff

#### **Chamber of Commerce**

**Convention & Visitors Bureau** 



Chuck Shore Interim President/CEO



Beverly Hanks Chief Financial Officer

Heather Kumpe Director of Membership & Operations



Tricia Peterson Events Director



Kayla Boyett Communications Director



Receptionist



Jonna Gaddy Membership Sales



Diann Bayes Vice President Convention & Visitors Bureau



Suzanna Aguirre Leisure/SMERF/Sports Sales Manager



Amy Roberts Association/Corporate/ Government Sales Manager



Ashlea Downing Communications & Digital Marketing Manager



Linda Burdell Visitor Center Coordinator

#### **Economic Development**



Michael Looney Vice President of Economic Development



Jessica Hoidahl Economic Development Specialist

# Our Mission

The San Angelo Chamber of Commerce is a membership association whose purpose is to foster and promote a business and tourism environment which assures the economic growth and well-being of our members and our community.

# Our Vision

To be the leader in business and tourism by working in unity with all segments of the community.

# SANANGELO

Chamber of Commerce 418 West Avenue B San Angelo, TX 76903 (325) 655-4136

www.sanangelo.org • www.discoversanangelo.com • www.economicdevelopmentsanangelo.com







J

@AngeloChamber

