



Welcome to the 2023 STATE OF THE CHAMBER



Established in 1961, the Chamber is committed to developing and maintaining a vital and thriving economy.

We exist to create partnerships and opportunities that ensure South County businesses prosper.



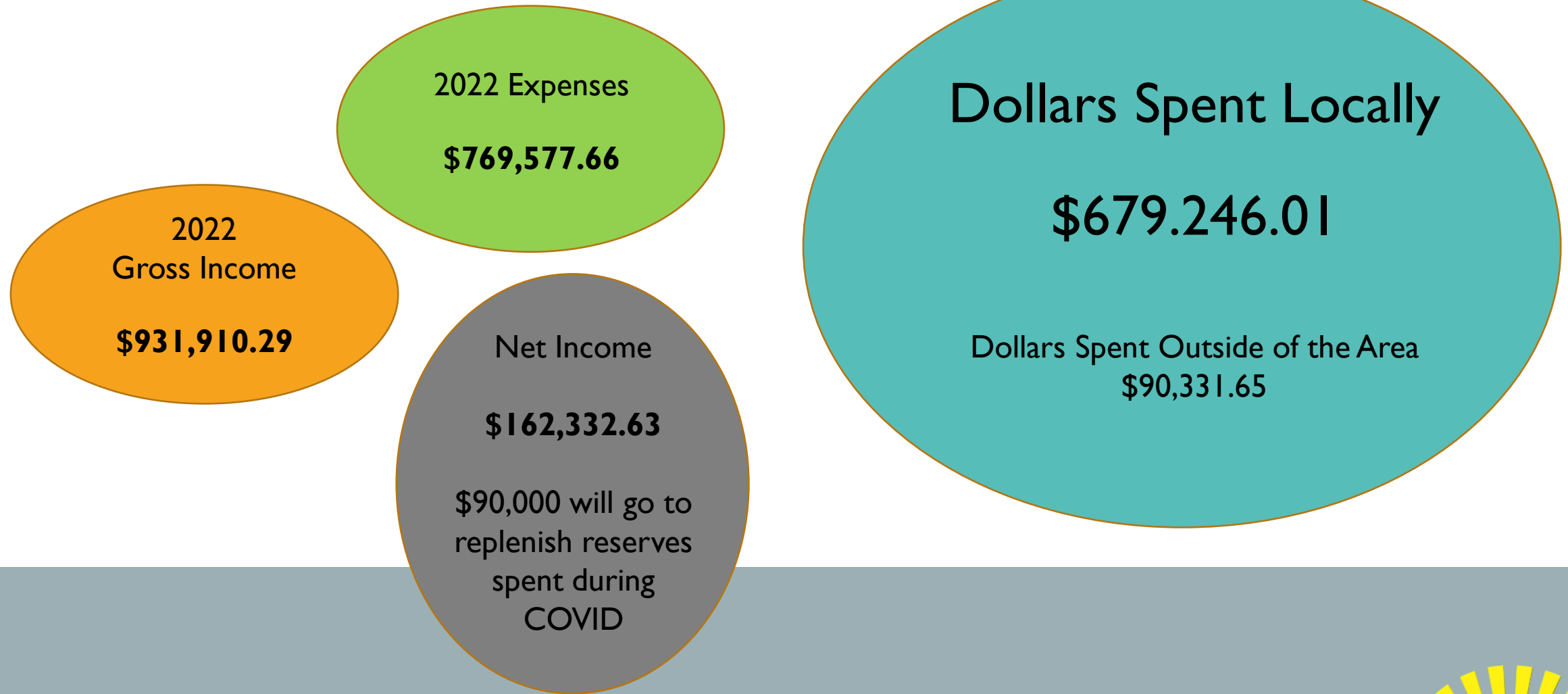


2022 HIGHLIGHTS

- Opened The Launch Pad in Grover Beach
- Hired a New CEO
- Contracted with Workforce Development to manage business grants in South County
- Contracted with Grover Beach on a “Buy Loyal” program
- Managed Arroyo Grande TBID
- Took Over Marketing and Social Media Content Creation for Visit Grover Beach
- Started remodel and reopened the South County Regional Center
- Graduated Leadership Class III
- Managed the California Welcome Center



Additional 2022 Highlights:



596

Chamber Members



40

Sponsors +
Partnerships



41

Ribbon Cuttings



3,739

Followers



79

Chamber Events



2,044

E-news Subscribers



64

Business News
Emails



88

New Members



71

Board +
Committee Members



Additional 2022 Highlights





Jan 1, 2022 - Dec 31, 2022

Website Activity Dashboard

Website Visitors
42.9K

Conversions
3K

Pageviews
98.4K

News Views
5K

Directory Views
19.4K

Previous Period -> ↓ -4.4%

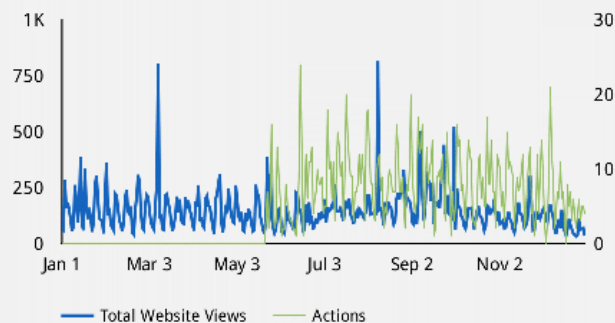
No data

↑ 0.6%

↑ 266.7%

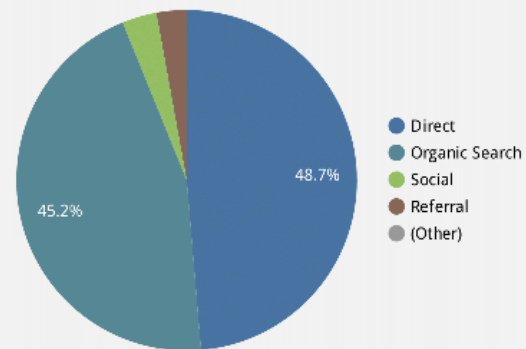
↑ 3.5%

Website Visitor Traffic



Which channels are driving engagement?

Goal: Engaged Users



Social Media

as of 11/2/2022

Facebook: 1,400 Followers

Instagram: 1,939 Followers

LinkedIn: 276 Followers

Twitter: 124 Followers

Top 5 cities by visits

	City	Visits
1.	San Luis Obispo	5,559
2.	Los Angeles	4,266
3.	Arroyo Grande	3,555
4.	San Jose	2,197
5.	Nipomo	2,083

Top Landing Pages

	Landing Page	Sessions
...	/	12,427
...	/stone-soup-music-festival/	940
...	/list/member/south-county-sanitary-service-6...	837
...	/list/member/radiology-associates-five-cities-...	735
...	/events/details/2022-arroyo-grande-valley-ha...	689
...	/annual-dinner-auction/	629

Additional 2022 Highlights





Regional Tourism

ASSISTING IN-MARKET
VISITORS & RESIDENTS

225,210

Total Traffic in 2022, up 6% YOY

361

Days Open

29,959

Total Guests Staff Assisted in 2022, up 11%

439

Phone Calls Fielded in 2022

94%

Average Staff Customer Service Score



STRATEGIC IMPERATIVES

- Be the CHAMPION for economic prosperity in South SLO County
- Serve as a CATALYST for businesses who create the jobs that strengthen our communities
- CONVENE leaders and influencers, goods, and services by building a strong network of leaders and professionals.
- Strengthen the Chamber's operational foundation to ensure growth and sustainability

**NEW
in 2023**



OBJECTIVES

- Focus on quality. Evaluate and reimagine our program and event offerings to meet with the needs and interests of our members
 - Develop customizable communication tools that allow members to receive information based on interests and preferences
 - Create a strategic marketing and communications plan that includes incorporating Spanish translations
- Host CEO-to-CEO Roundtables
 - Host Roundtables that are industry specific
 - Evaluate service models that increase our ability to meet member needs
 - Enhance programming to improve our business environment
- Organize programs that expand our network for tomorrow's leaders
 - Create Business Advocacy Task Force to Establish Papers
 - Continue to grow and build with regional partnerships
- Chamber Image/Rebranding/Website
 - Form our 501(c)(3) foundation
 - Continue regional efforts to ensure more services for the business community
 - Look for investments in services that will provide education, tools, and resources to ensure strong economic growth in the region

**NEW
in 2023**



*Thank you for joining us today at our first
State of the Chamber address*

*We are proud to serve the business communities of
Arroyo Grande, Avila Beach, Grover Beach, Nipomo,
Oceano, and Pismo Beach*

