

January 19, 2022

Dear Kyle, Shonie, Rebecca and Annie,

It is with great pleasure that I submit an accounting of our 2021 progress in the St. George Area Chamber of Commerce. While 2020 was not the year any of us expected and truly was a “survival year” for all, 2021 gave us the tremendous opportunity to evolve the chamber in meaningful ways – establishing our organization as a visionary leader in this community.

Financial Growth and Stability

- 71% Increase in event revenue (\$96K)
- 692% Increase in publication revenue (\$18K)
- 71% Increase in gross revenue (\$370K)
- 72% Increase in new dues (\$30K)
- 36% Increase in renewal dues (\$71K)
- \$120,478 Increase in NET REVENUE (\$105K in BOG still not recognized in QBO)

Support our members

- 219 NEW members joined the chamber (up from 175 last year)
- 87% member retention
- Held 61 Ribbon Cuttings
- Created an annual member guide to clearly display the value of membership and provide transparency for both current members and prospective members
- 44 weekly chamber lunches
- Pioneered the RISE summit and generated \$34K in revenue and secured speakers at no cost (typical speaking fees would have been \$95K) with 500+ attendees
- Increased Gala attendance from 180 to 276 with a 221% increase in revenue
- Launched the 30 In Their 30's Awards with 300+ Attendees
- Launched the Element Awards with nearly 400 Attendees
- Held 18 Member 101 trainings with
- Planned and executed the annual Chamber Classic with the highest participation and revenue generation to date
- Complete revision of the chamber area guide

Elevate the local economy

- Launched the business and economic dashboard on the chamber website
- Championed the passage of the Tech Ridge development agreement
- Supported the Black Desert development project
- Supported the Desert Color development project
- Supported 11 companies directly with municipal barriers that inhibited their business growth



- Hosted the first ever St. George Jr. Entrepreneur Market supporting 20 young innovators
- Supported What's Up Down South

Champion community prosperity

- Increased presence on social media
- Events elevated to support chamber programs and drive community engagement
- Participate in a monthly radio show with Andy Griffith to promote the chamber
- Leveraged numerous Northern Utah connections to establish greater credibility state-wide
- Maintained Chamber Foundation 501(c)3 with over \$100K currently in the account
- Hosted 10 service projects, 4 blood drives and donated \$7,500 to local nonprofits and causes
- Launched the Salute to America luncheon
- Created the Southern Utah Business Coalition to increase coordination among key stakeholders

It has been a pleasure serving this organization, our members and our community over the last two years. The future holds enormous potential and I look forward to helping to drive impact in this community for many years to come.

Sincerely,

A handwritten signature in black ink, appearing to read 'Don Willie', with a horizontal line extending to the right.

Don Willie
President & CEO
St. George Area Chamber of Commerce.