

# CHAMBER BY THE NUMBERS

589 members

- 98% retention rate
- 64 new members

69 events

- 9 community outreach appearances (Energizers)
- 33 ribbon cuttings
- 65 Mega Mixer vendors
- 120 Home Show vendors
- 851 registered mixer attendees
- 1,473 pre-registered ticketed event attendees

4 new board members

3 new Chamber initiatives

- L.E.A.D. Committee
- NEWCA Bus Tours
- Smart Shoppers

4,100,506 total directory referrals

- 11,234 referrals a day
- 4,607 per member average

45,462 unique visitors to [gillettechamber.com](http://gillettechamber.com)

- New website launched in September
- 88% of visitors are new to the site
- 73% of visitors are outside of Campbell County

# EVENT HIGHLIGHTS



In addition to continuing initiatives introduced in 2018, like “Lessons From Leaders” and the “Mega Mixer,” 2019 saw the revamp of the Business & Commerce committee, as “L.E.A.D.”: Learn, Expand, Advance, and Develop. The committee launched “coffee chats” with the Chamber, to offer free informal training to our membership and the public, every other month. These “Chat with the Chamber” events provide an opportunity for networking, a look at local free or low-cost resources for business owners, and a way to provide “Chamber 101” training, all at the same time.

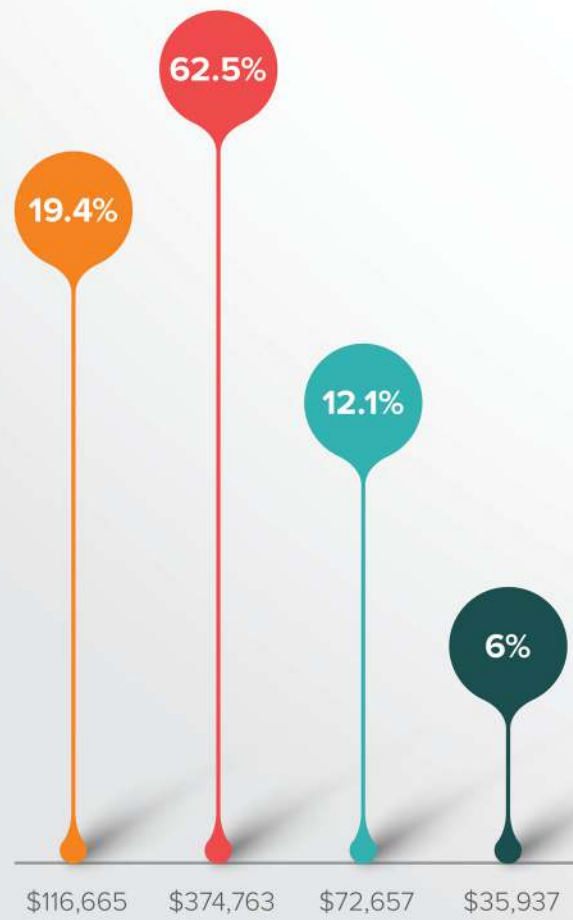
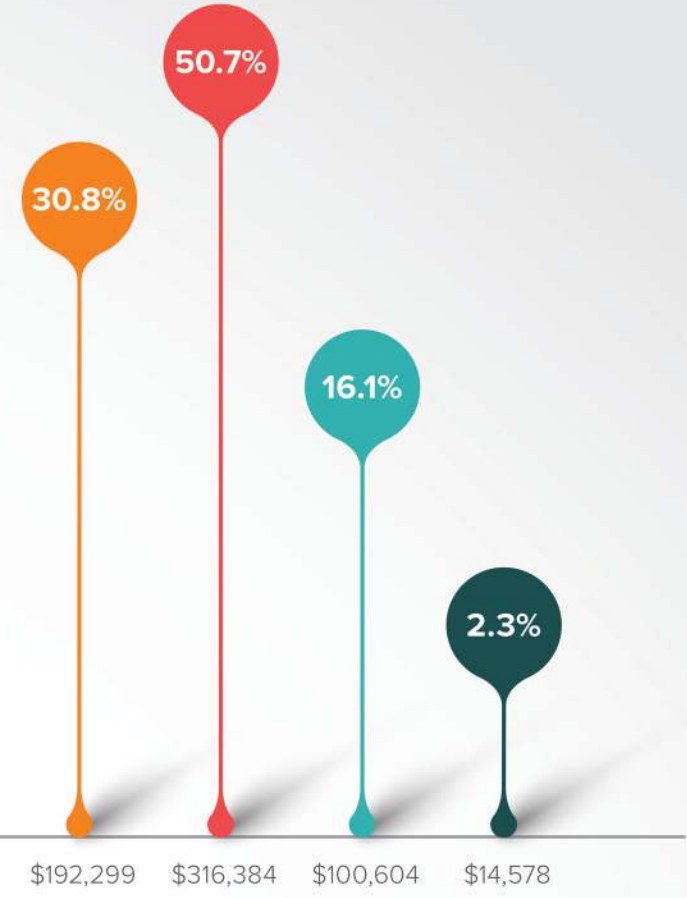
We also moved our “Thanks Give-away” promotion to the spring, so that it wouldn’t overlap with “Shop Down to Christmas” over the winter holidays. The third “Shop Down to Christmas” event brought in a record \$73,840 in receipts from local businesses.

The Northeast Wyoming Contractors Association (NEWCA) added an annual meeting to its regular schedule, to provide transparency to NEWCA members, and a way to focus NEWCA’s yearly efforts in the community. They elected a new board, formed a partnership with Habitat for Humanity, and started hosting bus tours of local construction projects for educators, to try and close the skills gap. They are also in the process of improving their “Career Day” event, and expanding it to both high schools.

# CHAMBER FINANCES

**TOTAL REVENUE:  
\$623,865**

- Event Sales
- Membership Dues
- Programs / Services / Ad Sales
- Interest / Contract Income



**TOTAL EXPENSES:  
\$600,022**

- Events ●
- Administrative / General ●
- Programs / Services / Ad Sales ●
- Meetings / Committees ●



**Campbell County  
Chamber of Commerce**