



what the  
Salem Chamber  
did this year -  
and why it  
matters to you

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annual report | 2012 - 13



## who we are

The Salem Area Chamber of Commerce exists to help business prosper and to challenge employers around the region to innovate and evolve to reach new heights of business excellence.

## scope of work

Our work revolves around three pathways:

@dvocacy

i nv olvement

m arket ing

These pathways provide a return on investment specific to each members' needs.

## our vision

Salem will be known as the most business friendly place in Oregon. Customer service within municipalities and our commitment to preparing youth for the workforce will be second to none. Salem will be known as the hub for recreational activity within the Willamette Valley attracting families and entrepreneurs.

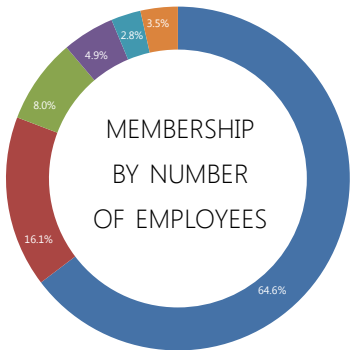
# by the numbers

from July 2012 - June 2013

1,242  
total members

Over the past year, we have seen signs of economic improvement in the outlook and confidence level of small business members and with that confidence has come an improvement in membership numbers. The Salem Chamber is now one of the three largest Chambers of Commerce in the State of Oregon.

1.5% growth over last year



- 10 or less employees
- 11-25 employees
- 26-50 employees
- 51-100 employees
- 101-200 employees
- more than 200 employees

84.7%  
retention rate

175  
new members

## accomplishment: launch of the Salem Chamber Mobilization Team

Too often, laws are passed during Legislative Sessions without input from small businesses. These small business people churn local economies throughout Oregon. Enter the Salem Chamber Mobilization Team. A group of 25 active Chamber members volunteered to serve as the voice of local small business in the halls of the 2013 Legislative Session. Over a dozen pieces of legislation proposed drew the attention of the mobilization team with active participation taking place during public hearings as a result.

### why it matters to you

Direct testimony from small business owners had an impact on end results, including fighting off labor laws that would have made it harder to do business in Oregon.

our work in

  
 **advocacy**

Efforts by the Salem Chamber resulted in the proposed Streetlight Fee dying with no votes in favor at City Council. The proposed fee would have **added an additional \$192 per year** to water and sewer bills for all businesses in the City of Salem.

The Salem Chamber provided testimony supporting the third vehicular bridge in Salem, which helped City Council reach a **9-0 vote in support of the project**. An additional bridge would improve public safety, as well as attract and retain manufacturing and agricultural jobs in West Salem and Polk County by allowing businesses to efficiently ship their products to market.

## Salem river crossing

highlights

## Parks Master Plan adoption

For years, City guidelines forced staff and Council into a situation where parks needed to be either fully developed or not developed at all. The recently adopted Parks Master Plan provides City staff with more flexibility in moving forward with a “pre-development” phase. Now, basic development work can begin, including planting grass seed, etc., making the land usable by neighboring residents and businesses. The Salem Chamber supported the amendment and will work with city staff to determine how to move as many parks as possible into a pre-development stage of construction.



our work in

## involvement

After years of planning the charitable arm of the Salem Chamber was launched - The Inspire Foundation. The Foundation will create a framework for further developing the Chamber's already established leadership programs - Leadership Salem, Leadership Youth, and Salem Area Young Professionals. These programs focus on the development of leadership skills in our youth and adults, who can then apply those skills to their school, their workplace and our community. It creates a highly skilled workforce who is connected with their community, allowing individuals to play their part in making Salem a great place to live, work play and shop.

### why it matters to you

By developing leadership skills in youth and adults, we ensure that we get the right individuals serving in the community, which creates a higher quality of life where business can thrive.

**accomplishment:** creation of The Inspire Foundation

## highlights

Leadership Youth had its largest class ever with **40** participants

Over **80** students participated in the 4 day Youth Leadership Conference

Nearly **900** Salem-Keizer high school students engaged with employers and improved their interviewing skills at Career Connections. More than **300** volunteer mock interviewers participated and over **30** businesses and organizations shared information with students about available opportunities.

**30,000** career related learning opportunities shared with students grades K-12 in the Salem-Keizer district through the Ready to Learn – Ready to Work program.

The 3rd Annual YoungPros Legacy Golf Scramble connected **84** young professionals with **28** business and community leaders, giving them the chance to network and learn from each other over a round of golf.

## accomplishment: introduction of Salem Restaurant Week

In August 2012, the Salem Chamber introduced the first ever Salem Restaurant Week. Twenty restaurants participated, offering special priced and three-course meal options. When Restaurant Week returned in January 2013, participation increased to 30 restaurants. The event was designed to get the community excited about local dining, raise awareness of the opportunities that exist in our community and encourage them to support area restaurants.

### why it matters to you

The Salem Chamber continues to innovate to find news ways to support local businesses and help them succeed, which boosts our economy and quality of life.

Some restaurants reported having a 25% increase in business during Salem Restaurant Week.

our work in

**m**arketing



# ranked #88

in the Top 100 Most Social Media Friendly Chambers of Commerce report by OnlineMBApage.com

# 1,000+

Face2Face crosses the 1,000 active member profile mark

# 1000+

average number of impressions per member on the online directory at SalemChamber.org

## creating a national spotlight

Salem Chamber launched the Vision Initiative event, an annual event which brings in a national CEO each year as a keynote speaker. The inaugural keynote address was provided by Richard Davis, CEO of US Bank.

highlights

# 127 businesses

participated in ShowBiz. An estimated 3,000 attendees came through the doors during this unique 5-hour tradeshow.



## looking ahead: 2013-14 priorities

The Salem Chamber's top priority this year is the May 2014 City Council Elections. With 4 seats up for election this year, it is crucial to find strong candidates who can bring a business perspective to City Hall. The Create Jobs PAC will be busy raising money to support these candidates as they seek public office.

**a** priority: May 2014 City Council Elections



## priority: The Inspire Foundation

Now that The Inspire Foundation has been established, work begins on fundraising, which will allow the Foundation to expand the capacity and reach of its programs.

Launched in July 2013, Member Marketplace is the newest member benefit. Designed to allow members to promote their special offers to the community, it also allows anyone from the community to reserve offers and submit requests. The technology will serve as a way to better connect the community with area businesses and encourage residents to buy local.



## priority: Member Marketplace



Salem Area  
Chamber of Commerce  
[SalemChamber.org](http://SalemChamber.org)