

2019 BOARD OF DIRECTORS



(back row, left to right) Dan Wright, Tara Cox, Paula Clark, Shaun King, Doug Ungru, Cathy Allen, Chad Lewis, Kim Brant, (front row, left to right) Dana Riddle, Brenda Eversole, Daniel Butler, Kim Taylor, Susie Poling, Casey Goode, Marybeth Boone, (not pictured) Jennifer Hensler

CHAMBER STAFF

Executive Director:
Lindsay Bloos



Office Manager:
Erik Bush



Member Services Specialist:
Cassey Higdon



ADVOCATE MEMBERS

Century 21/River Valley Real Estate
Clifty Engineering & Tool Co.
Clifty Inn & The Falls Restaurant
Farmers Bank of Milton
Grote Industries, LLC.
Indiana Kentucky Electric Corp.

Madison Precision Products
Meese
Nucor Corp.
River Terrace Health Campus
Super ATV
Vehicle Service Group, LLC.

2019 ANNUAL REPORT

IMPACT MEMBERS





2019 CHAMBER OVERVIEW

The Madison Area Chamber of Commerce continues to work for to provide the support and resources to develop business. This report is a brief overview of our financials, membership, and activities in 2019.

outreach and activities



What was new in 2019? Our tiered dues structure launched at the beginning of the year which transitioned members to 1 of 4 tier levels: Connect, Engage, Advocate, or Impact. Unlike our previous dues system, members rates are based on their needs instead of the number of people they employ. In August, we held our first Politics & Swizzle Sticks event during which members networked with their elected officials and discussed current events and legislative issues. In September, we launched our first Cash Mob! Attendees received \$10 Chamber Gift Certificates to spend at the "target" business. This was a hugely successful event for attendees, our sponsor, and especially the business being "mobbed." Check the event calendar and our social media for the next scheduled mob or consider sponsoring one!

SOCIAL MEDIA FOLLOWERS:

2887
1049
507

What was better than ever? Events like our Annual Chamber Dinner & Awards, Women in Business, Golf Scramble, and Soup Stew Chili & Brew were huge successes in 2019. The second edition of the Guide to the Madison Indiana Area was also a major success with the inclusion of the 2018 Madison's Best winners and the Wedding spread. Additionally the Madison's Best competition also received 40% more responses than those received in 2018.

membership by the numbers



INCOME

Annual Dues	\$95,226.37	37.38%
Events	\$138,891.86	54.52%
ISBDC	\$5,000.00	1.96%
Rent	\$5,725.00	2.25%
Other	\$3,767.32	1.48%
Insurance Proceeds	\$6,160.86	2.42%
Total	\$254,771.41	

EXPENSES

Payroll	\$111,878.47	45.06%
Events	\$91,631.97	36.91%
Other	\$26,365.37	10.62%
Utilities	\$2,268.78	0.92%
Supplies/Equipment	\$2,996.29	1.21%
Building & Insurance	\$13,142.56	5.29%
Total	\$248,283.44	

ASSETS

Current	\$252,406.18
Other	\$55,137.17
Total	\$307,543.35

LIABILITIES

Current	\$138,991.80
Equity	\$168,551.55
Total	\$307,543.35

GOOD CENTS

Purchased	\$99,775.00
Redeemed	\$77,044.01



Community

help to create a strong economy by attracting new talent, new business, and developing our quality of life



Visibility

stand out and be noticed in our directories, events, & promotions - be known as an active member



Credibility

raise your reputation through continued membership and support for other businesses & organizations



Voice

be heard - tell us what matters to your business so we can continue to inform, educate, & advocate for you



Network

build and strengthen your business relationships and attract new clients through events and member connections



Save

save big and increase your purchasing power through member-only discounts and perks



Learn

take advantage of resources, training, and informational opportunities to empower you and your staff



Grow

work together to attract more businesses and customers to the Madison, Indiana community