

# Annual Report

2015



A report to our members on the successes and health of the Cleburne County Chamber of Commerce.

# TABLE OF CONTENTS

TO OUR MEMBERS.....	2
ORGANIZATIONAL DEVELOPMENT.....	3
CHAMBER PROGRAMS.....	4
ECONOMIC DEVELOPMENT.....	6
PUBLIC AFFAIRS.....	6
CONTACT INFORMATION.....	7

# 2015 CLEBURNE COUNTY CHAMBER OF COMMERCE

## **TO OUR MEMBERS**

Thank you for giving me this wonderful opportunity to serve as your Executive Director. It is truly such a blessing to wake up in the morning and be excited about going to work each day. I am so passionate about my home: my friends, my family, and my community. My job at the chamber gives my life so much fulfillment; thank you for giving me the best job in the world.

2015 was a great year for our Chamber of Commerce, your Chamber of Commerce. This chamber could not and would not be successful without our members and our amazing volunteers. So any success in our chamber is a testament to you all. In this report you will see our accomplishments listed and quantified for you. Our hope is that you will be reassured that your membership and support for the Chamber goes a long way.

Again, thank you so much for allowing me to serve you. 2016 looks to be even more successful for Cleburne County and our Chamber and I look forward to taking that journey with you.

Abby Minter  
Executive Director  
February 5, 2016

# 2015 Cleburne County Chamber of Commerce

## **ORGANIZATIONAL DEVELOPMENT**

- Organizational budget increase from FY15 to FY 16 of 21.33%
- Membership increase by 13.33% in 2015
- Hired an new Executive Director
- Created a mission statement for the chamber
  - “Engage, Enrich, Empower.”

# 2015 Cleburne County Chamber of Commerce

## CHAMBER PROGRAMS

### KEEP IT IN CLEBURNE

- Continued as an education and marketing campaign for Shop Local
- Partnered with the City of Heflin for Holidays on Ross to encourage local Christmas shopping by providing reusable shopping bags
- Designed a Keep Christmas in Cleburne logo
- Created shop local rewards cards
- Working with CCTS to create a KIIC YouTube channel

### COUNTY FAIR

- Raised \$15,000 for the Chamber
- Approximately 7000 people attended the 2015 Cleburne County fair, an increase of 17% from 2014
- Total of 74 vendors
- 2016 County Fair will be August 13<sup>th</sup>

### CLEBURNE COUNTY LEADERSHIP PROGRAMS

- Both Adult and Youth Leadership programs graduated several new leaders
- 2015 marks the 10 year of Leadership Cleburne County
- Participating in Adult Leadership Class X
- Participated in YLCC interviews
- Created a monthly budgeting project for YLCC students
  - Incorporate monthly challenges that have differing themes
    - Resumes, interviews, etc
    - The benefits of shopping local
    - Unexpected expenses
- Will award scholarships to two graduating seniors who are YLCC alumni

# 2015 Cleburne County Chamber of Commerce

## FARMERS MARKET

- Rhonda Green continues to serve as manager of the market
- Expense remains the power, water/sewer, and insurance; which the summer season fees continue to cover throughout the year
- Rented out spaces for the Highway 46 Yard Sale
- Had Christmas Farmers Marketplace
- The market was open the months of -

## COMMUNITY ACTIVITY AND LEARNING EVENTS

- Hosted Quarterly Business After Hours
- Hosted a Lunch and Learn Event
- Created Chamber Community Canvas Painting Events
  - Benefited the CCES PTO and the Chamber of Commerce
- Partnered with Cheaha State Park to host first annual BigFoot Biobash
  - Funds raised to construct a nature center
- Created “Giving Trees” at both the Ranburne and Heflin Christmas Marketplaces
  - Christmas cards were made and distributed to residents of the Cleburne County Nursing Home
- Worked with several organizations to aid in the procuring of grants for improvement and economic development
- Set up a booth at CCHS Career Fair to promote chamber and community and involvement

## TOURISM

- Designed interpretive panels for 6 locations in the county
- Continue to actively support Tour East Alabama, regional tourism alliance
- Hosted second annual Wine, Arts, and Cheese Festival with Smith Farms and the local wineries
- With the JSU and Heflin Arts Council, sponsored the second annual Cleburne County Folk Pottery Show

# 2015 Cleburne County Chamber of Commerce

## **ECONOMIC DEVELOPMENT**

### **PUBLIC AFFAIRS**

- Held (5) ribbon cuttings for new businesses
- Hosted a Congress on your Corner with Congressman Mike Rogers
- Published second edition of *Discover Cleburne County*
- Designed and produced 6 tourism interpretive panels from County Commission Funding for 6 different locations in the county
- Implemented a bimonthly newsletter
- Started a Pinterest and Instagram account
- Implemented the #discovercleburne
- Continue to be active on Facebook
  - 1547 Chamber
  - 1768 County Fair
    - Biggest post was in August and reached 25,167 individuals

# 2015 Cleburne County Chamber of Commerce

## CONTACT INFORMATION

Abby Minter

Executive Director

256-201-7184

[abby@cleburnecountychamber.com](mailto:abby@cleburnecountychamber.com)

## COMPANY INFORMATION

Cleburne County Chamber of Commerce  
PO Box 413  
Heflin, AL 36264

[www.cleburnecountychamber.com](http://www.cleburnecountychamber.com)

[www.keepitincleburne.com](http://www.keepitincleburne.com)

[www.toureastalabama.com](http://www.toureastalabama.com)



**CLEBURNE COUNTY**  
CHAMBER OF COMMERCE

# 2015 Cleburne County Chamber of Commerce