

Annual Report

2016



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

2016 CLEBURNE COUNTY CHAMBER OF COMMERCE

TO OUR MEMBERS

Thank you for another year and the opportunity to continue to serve as your Executive Director. It is truly such a blessing to work in the community that I love so much with amazing volunteers who are passionate about making Cleburne County a great place. I am so thankful for my job and that I get to work with amazing people who share my passion for our home.

2016 was another successful 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. Any success in our chamber is a testament to you the hard work and dedication of our members and volunteers.

In this report you will see our accomplishments listed and quantified for you. My hope is that you will be reassured that your membership and support for the Chamber goes a long way and that your membership truly makes a difference in our community.

Again, thank you so much for allowing me to serve you. 2017 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 3, 2017

2016 Cleburne County Chamber of Commerce

ORGANIZATIONAL DEVELOPMENT

- Organizational budget increase from FY16 to FY 17 of 16%
- Total Active Members- 201
- Established working committees for chamber programs:
 - Keep in in Cleburne
 - Farmer's Market
- Voted to move all chamber membership dues for renewal in January of each year
- Partnership program with Cleburne County Career Technical School Business Class for Chamber Internship Opportunities
- Will have monthly column in the *Cleburne News* titled "Chamber Community Connection"
- Sent representatives and employee to multiple trainings on community and professional development
 - Chamber of Commerce Association of Alabama Professional Development Conference
 - Your Town Alabama
 - Main Street Alabama: Growing your Business Assistance Program

2016 Cleburne County Chamber of Commerce

CHAMBER PROGRAMS

KEEP IT IN CLEBURNE

- Continued as an education and marketing campaign for local shopping
- Implemented the first KIIC Back to School Promotional Shopping Week and Scavenger Hunt
- Produced the 1st Keep it in Cleburne Fashion Show
- Partnered with the City of Heflin for Holidays on Ross to encourage local Christmas shopping by providing free gift wrapping for local shoppers
- Created KIIC Facebook Page
- Created a working Keep it in Cleburne Committee
- Partnered with American Express to promote Small Business Saturday for our businesses

COUNTY FAIR

- Raised \$25,000 for the Chamber
- Added additional night of Rodeo
- Added Miss Cleburne County Fair Beauty Pageant
- Approximately 8,500 people attended the 2016 Cleburne County fair, an increase of 21% from 2015
- Total of 78 vendors
- 2017 County Fair will be August 11th – 12th
- Increased our budget by 43% from 2015-2016

CLEBURNE COUNTY LEADERSHIP PROGRAMS

- Both Adult and Youth Leadership programs graduated several new leaders
- 2016 marks the 11th year of Leadership Cleburne County
 - Currently 11 participants
- Over the past 10 years there have been 118 graduates of Leadership Cleburne County
- A Leadership Cleburne County Alumni Association was formed in 2016
- Youth Leadership continues to grow and is in the 7th year

2016 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
- Held 2nd Annual Farmer's Market Christmas Marketplace
- Attended CCES Farm day to promote farmer's market education and awareness
- Partnered with CCCNP for free monthly summer kids activities
- Held free tomato sandwich day for July 4th
- Held free sample Saturday
- Hosted Farm to Table Dinner as appreciation for local officials
- Created Cleburne County Farmer's Market Logo

COMMUNITY ACTIVITY AND LEARNING EVENTS

- Hosted 2 Business After Hours Networking Events
- Hosted multiple Lunch and Learn Events
 - Set 2017 Lunch and Learn Calendar Dates
- Partnered with Cheaha State Park to host second annual BigFoot Biobash
 - Also partnered with Heflin Main Street with promotional Bigfoot on Main event
- Hosted annual Bicycle and Wagon Parade for July 4th Celebrating America Event
- Worked with several organizations to aid in the procuring of grants for improvement and economic development
- Held Resume workshops at CCHS for senior students
- Participated in Mock Interviews for RHS seniors
- Hosted Festival of Trees for Holiday Season as fundraiser for CCCTS

TOURISM

- Designed new and updated full color map of Cleburne County
- Continue to actively support Tour East Alabama, regional tourism alliance
- With the JSU and Heflin Arts Council, sponsored the third annual Cleburne County Folk Pottery Show
- Continue to submit local events and attractions to the Alabama Department of Tourism

2016 Cleburne County Chamber of Commerce

ECONOMIC DEVELOPMENT

PUBLIC AFFAIRS

- Held (5) ribbon cuttings for new businesses
- Continuing to cultivate partnerships with key community influences
 - County Commission
 - City Councils
 - Local governments
 - Jacksonville State University
 - Cleburne County School System
 - Heflin Main Street
 - Alabama Cooperative Extension System
- Partnered, Volunteered, and Sponsored Worlds of Work for CCHS 8th Graders
- Continue to work with Accelerate Cleburne County Economic Development Program- Steering Committee, Recruitment Committee, Retention Committee, Renewal Committee
- Continue to be active on Facebook
 - 1,742 Chamber
 - 917 Keep it in Cleburne reach
 - 3,134 County Fair
 - 78% increase from December 2015
 - Biggest post was in August and reached 39,554 individuals
 - 57% increase from August 2015

2016 Cleburne County Chamber of Commerce

CONTACT INFORMATION

Abby Minter

Executive Director

256-201-2407

abby@cleburnecountychamber.com

COMPANY INFORMATION

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

www.cleburnecountychamber.com

www.keepitincleburne.com

www.toureastalabama.com



CLEBURNE COUNTY
CHAMBER OF COMMERCE