

# Annual Report

2017



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
PUBLIC AFFAIRS.....	6
CONTACT INFORMATION.....	7

# 2017 Cleburne County Chamber of Commerce

## **TO OUR MEMBERS**

Thank you for the opportunity to continue to serve as your Executive Director. It is truly such a blessing to work in the community that I love and call home. I am so thankful for my job and the support that you all give me on a daily basis.

This past year, 2017, was another successful one for our Chamber of Commerce. This chamber could not and would not be successful without you, our members, and our amazing volunteers. Any success in our chamber is a testament to 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. Next year 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  
January 2, 2018

# 2017 Cleburne County Chamber of Commerce

## ORGANIZATIONAL DEVELOPMENT

- Organizational budget increase from FY17 to FY 18 of 6.7%
- Total Active Members- 182
- Continued working committees for chamber programs:
  - Keep it in Cleburne
  - Farmer's Market
  - County Fair
- Voted to move all chamber membership dues for renewal in January of each year
- Sent representatives and employee to trainings on community and professional development
  - Chamber of Commerce Association of Alabama Professional Development Conference
  - Alabama Department of Tourism Workshops

# 2017 Cleburne County Chamber of Commerce

## CHAMBER PROGRAMS

### KEEP IT IN CLEBURNE

- Continued as an education and marketing campaign for local shopping
- Hosted 2<sup>nd</sup> Annual KIIC Back to School Promotional Shopping Week and Scavenger Hunt
- Produced the 2nd Keep it in Cleburne Fashion Show
- Produced a Keep Christmas in Cleburne Holiday Shopping Gift Guide
- Created multiple online and print promotional campaigns for local businesses
- Active Keep it in Cleburne Committee
- Partnered with American Express to promote Small Business Saturday
  - Over 16 businesses participated

### COUNTY FAIR

- Raised \$29,000 for the Chamber
  - Increase from 2016 of 16%
- Approximately 8,500 people attended the 2017 Cleburne County fair
- Total of 84 vendors
  - Increase from 2016 of 8%
- Added additional stage
- Increased our budget by 11.7% from 2016-2017  
2017 Budget - \$55,201.85

### CLEBURNE COUNTY LEADERSHIP PROGRAMS

- Both Adult and Youth Leadership programs graduated several new leaders
- 2017 marks the 12th year of Leadership Cleburne County
  - Currently 11 participants
- Over the past 11 years there have been 128 graduates of Leadership Cleburne County
- A Leadership Cleburne County Alumni Association was formed in 2016
  - This organization serves as a way to connect volunteers to volunteer opportunities in the community
  - Became active in 2017
- Youth Leadership continues to grow and is in the 8<sup>th</sup> year

# 2017 Cleburne County Chamber of Commerce

## FARMERS MARKET

- Rhonda Green continues to serve as manager of the market
- Expenses remain 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 3rd Annual Farmer's Market Christmas Marketplace
- Partnered with ACES for free monthly summer kids activities
- Held 2<sup>nd</sup> Annual Free tomato sandwich day for July 4<sup>th</sup>

## COMMUNITY ACTIVITY AND LEARNING EVENTS

- Hosted 2 Business After Hours Networking Events
- Hosted multiple Lunch and Learn Events
  - Set 2018 Lunch and Learn Calendar Dates
- Partnered with Cheaha State Park on third annual BigFoot Biobash
- Hosted annual Bicycle and Wagon Parade for July 4<sup>th</sup> Salute to 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
- Partnered with Heflin Main Street for promotional activities for local businesses
  - Girls Night Out
  - Small Business Saturday
  - Holidays on Ross

## TOURISM

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

# 2017 Cleburne County Chamber of Commerce

## **PUBLIC AFFAIRS**

- Held 8 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 8<sup>th</sup> Graders
- Continue to work with Accelerate Cleburne County Economic Development Program- Steering Committee, Recruitment Committee, Retention Committee, Renewal Committee

# 2017 Cleburne County Chamber of Commerce

## CONTACT INFORMATION

Abby Minter

Executive Director

256-201-2407

[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