

TEMPLE CITY CHAMBER OF COMMERCE

Monthly Executive Director Report: April 2011

KEY ACCOMPLISHMENTS

CHAMBER EVENTS

Chamber Mixer: On April 18, the Chamber co-hosted a chamber event at the First Lutheran Church and School. The event was attended by over 60 and many of our members were in attendance. This was an opportunity to solicit new members and provide a large audience for networking with our members. The Camellia Court was introduced and received gifts from the Chamber. Nan Fish thanked all the businesses for their contributions to the Festival.

Coffee Connection: The Temple City Code Enforcement team and the Temple Sheriffs gave a presentation to about 20 business members on April 27 at 7:00 p.m. This was held in the Chamber Board room.

Miss Temple City: The contestants had a yard sale on April 23 in the Chamber parking lot. Miss T.C. and Honor Court finished the work on their platform through the Relay for Life event.

MARKETING AND PUBLICITY

Marketing Shift: Still working with the Pasadena Star News to distribute Temple City Life on a monthly basis. This arrangement provides advertisers with a larger market, going from 4,000 to 6,000 subscribers in Temple City and surrounding communities (91007 and 91775 zip codes). We also secured a special rate for our members to receive the Star News. We have 49 advertisers this month.

News Releases: We sent four press releases to the Pasadena Star News, Mid Valley News and the Temple City Tribune. None were picked up.

Flyer Distribution: Two different fliers were mailed to over 500 members and businesses, one for local businesses and one for the City. This is another way of communication that targets those who do not use e-mail.

E-Notification: We launched Constant Contact, an e-subscription service, in mid April. We have 260 e-mail addresses confirmed within our membership which equates to 73% of members receiving notifications. We sent four notices in April and received several e-mails thanking us for this service.

Temple City Lifestyle Magazine: We continue to distribute this publication throughout the community and use it as a resource guide for our new members.

OPERATIONAL

Sales Personnel: The Chamber's sales agent (June Keveson) has made 28 more business visits this month, generating six new memberships. She has made 150 business visits since the first of February and this month she did return visits to 30 of them. We are still seeking a salesperson to sell ad space in the Temple City Life publication.

Executive Director's Report: Initiated the Executive Director's monthly report that discusses accomplishments and upcoming initiatives. The timely report serves as an information tool to the Chamber Board of Directors and Temple City Council.

Organizational Refocus: We are working closely with the Workforce Investment Board, the City staff, SBDC, VEDC and the SBA to bring a financial resource event to T.C. on May 20. We're calling it "Where's the Money?" This event will showcase all resources available to businesses, large or small, new or established. It will cover topics like how to get financial help, how to survive these hard times, how to start a business and how to obtain city licensing. After this event, we will hold four more events focusing on social media, web presence, how to start a new business and quick books for business.

Junior Chamber: The Junior committee has a new mentor, Chamber member Platinum Academy. The owner David Ho will be in charge of the Junior committee by providing leadership and direction. The Chamber hopes to have a more educated workforce for the community and our businesses through our participation with this group.

REFERRALS

Number of referrals: We handled 265 business calls through the office via the phone. Sixty seven of these were promotion of local businesses.

Issues and concerns: Increasing number of homeless sleeping in front of businesses, parking tickets issued to customers, Gateway project, Rosemead project.

PARTNERSHIPS

Camellia Festival: We hosted a Royal Court visit on April 18.

TC Schools Foundation: We joined this foundation to route educational donations to our student community rather than lose the money to surrounding cities. This foundation's vision is "a community where all children meet their full potential." The group met two times in April.

American Cancer Society: This group held a Relay for Life in T.C. on April 16 & 17 at Live Oak Park. The Chamber provided a meeting place on Saturdays in the board room and actively promoted this event through our publications and online. This is directly related to Miss T.C. and Honor Court's platform for this year.

City Communications Ad Hoc: The Chamber will help promote the City's efforts to better inform the community about issues, concerns and upcoming community meetings. The group met once in April.

Temple City Certified Farmers Market: The Chamber board decided to give up their booth at this event.

Valley Association of Chamber Executives: On April 4 the Chamber CEO met with 16 chamber executives to share information and ideas on business promotion and retention. Topics this month were city funding and budgets.

San Gabriel Valley Legislative Coalition: Meeting was held on April 13 at the Irwindale Chamber office. Nine area Chambers were in attendance, along with representatives from the California Chamber, SGVEP, Metropolitan Water District and AT&T. We met to discuss current legislation.

San Gabriel Valley Economic Partnership: CEO was a guest of the Gas Co. at this month's networking event held on April 20 at the Huntington Library.

MEMBERSHIP ACTIVITY

April 2011

Current Members as of April 30, 2011: 364

New Members (10)

San Gabriel Japanese Community & Cultural Center
EH Financial Group, Corp.
Dance Syndicate
Valu Mart
The Poop Hunter/Dog Waste Removal
Bahooka Restaurant
Dilbeck Realtors/Joan Bang Agent
Unique MBW Inc./European Motor Service
Val Babczenko
Susan Matchett

Non-Renewing Members (5)

Pasadena Web Design
Artic Luv
Edible Arrangements
JoAnne Bryce
Doug Sears

Renewing Members (29)

Henry Acevedo
Westminster Presbyterian Church
Paul Lau, Realtor

S K Tae Kwon Do School
Harry Kangas
Sharon Cooper
Myles Abrams
Chuck Hammond Photography
L & W Kitchen & Baths
Shin Dance
Pregnancy Help Center
San Gabriel Academy
Franca Scorsone
Janice Helmer
PT-RN Care., Inc
Italian Catholic Federation
Temple City Christian Church
WSGV Assoc. of Realtors
Lotus Property Services
Temple City Church of Christ
Dilbeck Realtors/Rita Padilla
Verdugo Hills Chorus
Eloise Bennallack
Spiritual Assembly of the Baha'is of Temple City
CALAC
Arthur Murga
Conrad Dratwa
George's Appliance Repair
TCUSD

COMING UP

May 2011

CHAMBER EVENTS

- May 9: Chamber Board meeting
- May 16: Chamber Mixer, Chamber parking lot 5:30 p.m.
- May 20: Business Resource Outreach, co-hosted with the City, 11a.m. to 1 p.m. Chamber office
- May 25: Coffee Connection 7:00 p.m., Chamber Board room.
- May 28: Attendance at Supervisor Antonovich's Veteran's Day Event

CHAMBER PROJECTS

Dining and Bridal Guides: Still putting together a marketing strategy with Eraxtyle Design (member). They will do all the marketing, publishing and ad sales. Target launch is mid June.

Temple City Life Expansion: Expansion goals are to add 2,000 inserts to the existing circulation to encompass all surrounding cities, and increase from 16 pages to 20 pages.

Fundraiser Excursions: We are promoting an Eastern European and a Tuscany trip to depart in November 2011. The European trip has seven travelers so far and the Tuscany trip has two travelers. The Pala Casino bus excursion on April 3 was a success and special thanks to Athens Disposal for their donations and support.

E-Waste Event: Gathering e-waste and promoting the event to be held on June 4 & 5. This is a convenient way for our businesses to get rid of e-waste and it also generates fund-raising dollars.

Business Expo: We are looking to partner with another organization or with the City to combine a Business Expo with an on-going community event.