



SPRINGDALE
Chamber of Commerce
WE'RE MAKING IT HAPPEN

Board of Directors Packet September 2019

Agenda Items

Approval of Minutes
Approval of Financials

Departmental News

- Development
- Events/Programs
- Workforce
- Government Affairs
- Communications
- Economic Development

Chamber Updates

Board Minutes

July 9, 2019

The July meeting of the Springdale Chamber of Commerce Board of Directors was held on Tuesday, July 9 in the Zachary Conference Room of the Springdale Chamber. Board members present at the meeting were: Murry Cline, Sam Hollis, Perry Webb, Patrick Swope, Hex Bisbee, Jeff Wood, Joel Kelsey, Danny McGinley, Sarah Brothers, Kent Williamson, Eddie Vega, Don Elmore, Diana McDaniel, Denten Park, Heather Matthews, Heather Lind, Greg White, Ashley Harris, Gus Plumb and Clinton Bell. Guests included Derek Harrison of S.F. Fiser & Company and Mark Bergethon of Convergent Nonprofit Solutions.

Staff members present included Rhonda Hughes, Sarah Gordley, Bill Rogers, Jim Ed Reed, Scott Edmondson, Lance Eads and Brooke Morgan.

Chairman Cline called the meeting to order and introduced Harrison for the audit report. Harrison explained that due to federal tax law changes for not-for-profits, the Chamber had changed the way it classifies net assets. He explained the Chamber reported a net profit of \$15,897 for 2018 which Webb noted was uncommon for the organization, which annually submits a break-even budget to the Board. The Board was asked to review their copy of the audit and direct any comments or questions to S.F. Fiser & Company or to the Executive Committee.

In a review of financials, the Board heard that as expected May and June were loss months with the Chamber showing a greater loss in May 2019 than the previous year but not as great a loss in June 2019 as in 2018. The rescheduling of the spring golf tournament and its revenue to the fall is one factor in the deficits. Webb noted there are five major events between now and the end of the year and that revenue from those events will be important. He explained that several recent staff departures will help to offset budget deficits and that, while he expects to build the staff back to around 14 people, he is in no hurry to do so. The Board was told the executive committee agreed to modify the financial dashboard to show an additional column of year to date financials rather than only a rolling 12-month picture. A motion was made and seconded to approve the financials and the motion passed.

The Board reviewed minutes of its May meeting. A motion was made and seconded to approve the minutes and the motion passed.

In department reports, Brooke Morgan was introduced as the Chamber's new director of communications. She will temporarily continue to fulfill her duties as director of workforce development, including completion of two workforce magazines and the upcoming NWA Workforce Summit. In development, 121 separate companies have sponsored an event in 2019. With sponsorships still being sold for five remaining events, the next six months remain busy for sales. Staff is finalizing work on the August 8 teacher appreciation event including sponsor sales, vendor booth sales and gift donations. The golf scramble field is full for the September 23 event. The second Rise & Rally Auto Show will be July 20 and will continue through October on the third Saturday of each month. Chickin, Peelin' & Politickin' will be held at Shiloh Square, October 3. The deadline for Leadership Springdale applications is nearing and the Board was asked to consider October 16-18 as dates for the 2019 Board Retreat and to let staff know if there were any conflicts.

In workforce, the Board heard of record attendance at the ACES teacher conference with 40 educators and 35 businesses participating. Work continues on two workforce magazines with a minimum of 8 more advertorials needing to be sold for the Springdale magazine. There currently are 37 Springdale leaders registered to attend the October 27-29 Washington D.C. Fly-in. Registration is \$1,590 plus airfare. The U.S. Senate finally approved a concurrent resolution endorsing the Marshallese living in the United States and encouraging a full Census count of that population. The resolution also opens the door for local providers of services to the Marshallese to seek discretionary federal funds. The Chamber continues to be engaged with Sen. John Boozman's office and local entities like the city, school district and health care providers. In economic development, 1,605 new jobs have been created in Springdale in 2019 through May

while unemployment remains among the very lowest of all Arkansas cities at 2.2%. Year-to-date sales tax receipts are up 4.2% over 2018.

Convergent's Bergethon, with Whit Shepard participating by phone, addressed the Board with a report on the Opportunity Analysis his firm conducted for the Chamber as a first step toward a possible capital campaign being conducted. The company conducted 61 interviews with Chamber business leaders in March, seeking their opinions and feedback on a Prospectus developed by the Chamber after more than a year of member and community input. The interviews are designed to help staff modify the prospectus and to gauge potential financial support for the plan.

Among the research compiled, the company found that 89% of those interviewed are very satisfied with NWA growth, 85% strongly agree the economy is positioned to keep pace or do better than the national economy, 86% are familiar with the Chamber and believe the organization's programs, board and staff is effective. 91% consider the Chamber helpful in recent economic development efforts and 86% rate the Chamber's support to existing business and industry as helpful. 59% had read the Prospectus prior to being interviewed with 41% having been involved in one way or another in helping to develop its initiatives.

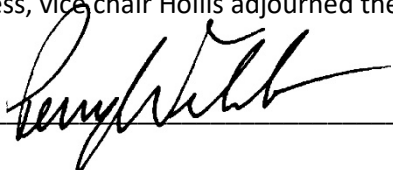
Four main categories included a variety of initiatives. In Economic Development, workforce training initiatives were the overwhelming top priority, followed by transportation initiatives contained in the Transportation and Infrastructure category. In the Springdale Growth category, diversity initiatives were the leading priority. The Downtown Springdale category was led by initiatives surrounding entrepreneurial and startup programming. Bergethon and Shephard each noted those interviewed expressed interest in a number of initiatives but did not rate them high because they failed to see how the Chamber could achieve progress on them.

When asked if a \$2.9 million campaign goal was realistic, 63% either agreed or strongly agreed but with the caveat that a goal that high would be greatly dependent upon the strong participation by the city's major players.

The company's research showed the city's business leaders are confident about the economy, see benefit from Chamber efforts to grow the economy, like the plan with pending adjustments and are willing to invest and fill leadership roles. Bergethon said his company recommends immediately launching the quiet phase of an 8-10 month campaign with an initial goal of \$1.5-\$2 million. He said a stretch goal could be identified but would be dependent on the success of the quiet phase.

Webb explained that Convergent was working on an impact analysis that could provide fund raisers an ROI report that could be shared with businesses as they consider their potential investment. He said the Board would receive the final report by email later in the day for review. Questions or concerns would be discussed at the September Board meeting when, if the Board chooses, a vote could be taken whether to proceed or delay any campaign. The plan being discussed would be over a five-year period. Webb said the current thought is for the fund raising component to be carried out by Chamber staff rather than to hire an outside firm but that decision has not been finalized. If the Board votes to proceed, the quiet phase could be conducted in Q4 2019 and Q1 2020 with investment contributions coming to the Chamber sometime later in 2020.

With no further business, vice chair Hollis adjourned the meeting.

Submitted by:  Date: July 9, 2019

JULY FINANCIAL DASHBOARD

REVENUE ITEMS	CURRENT MONTH		Last 12 Month Comparison		YTD	
	Jul-19	Jul-18	Aug 18 - July 19	Aug 17 - July 18	Jan - July 2019	Jan - July 2018
Membership Information						
Total Number of Members	1133	1157				
Total Number of Dropped Members	12	6	146	166	50	103
Total Dues Revenue	\$ 41,293.34	\$ 43,650.77	\$ 516,213.94	\$ 497,111.87	\$ 295,555.68	\$ 287,202.36
Number of New Members	10	4	113	205	79	97
New Member Revenue	\$ 4,130.00	\$ 1,500.00	\$ 46,972.80	\$ 81,636.00	\$ 31,760.80	\$ 37,610.00
Financial Information						
Total Assets	\$ 1,029,761.39	\$ 1,033,053.89				
Total Liabilities	\$ 878,633.37	\$ 849,232.47				
Total Equity	\$ 151,128.02	\$ 183,821.42				
Total Revenue	\$ 86,992.59	\$ 97,720.71	\$ 1,843,864.77	\$ 2,034,409.18	\$ 877,808.57	\$ 909,466.02
Total Expense	\$ 115,541.70	\$ 135,304.26	\$ 1,876,558.17	\$ 2,022,380.42	\$1,052,808.69	\$1,023,109.65
Net Profit	\$ (28,549.11)	\$ (37,583.55)	\$ (32,693.40)	\$ 12,028.76	\$ (175,000.12)	\$ (113,643.63)
Membership Programs						
Revenue	\$ 2,980.95	\$ 3,729.83	\$ 70,786.47	\$ 53,368.68	\$ 49,031.32	\$ 36,262.70
Ambassador Expenses	\$ 287.25	\$ 173.14	\$ 2,522.21	\$ 5,796.38	\$ 1,294.32	\$ 2,926.99
Membership Events Expenses	\$ -	\$ 19.26	\$ 17,356.39	\$ 7,375.02	\$ 15,858.06	\$ 6,379.61
Net Profit	\$ 2,693.70	\$ 3,537.43	\$ 50,907.87	\$ 40,197.28	\$ 31,878.94	\$ 26,956.10
Programs						
Leadership						
Revenue	\$ -	\$ -	\$ 73,207.20	\$ 57,239.03	\$ 37,501.10	\$ 31,135.59
Expenses	\$ -	\$ -	\$ 16,357.02	\$ 16,985.97	\$ 10,244.03	\$ 10,464.19
Net Profit	\$ -	\$ -	\$ 56,850.18	\$ 40,253.06	\$ 27,257.07	\$ 20,671.40
Springdale.com						
Revenue	\$ 2,358.42	\$ 2,397.67	\$ 58,497.25	\$ 34,152.71	\$ 16,508.94	\$ 16,783.69
Expenses	\$ 2,226.36	\$ 2,175.12	\$ 27,382.89	\$ 27,018.39	\$ 16,062.17	\$ 15,650.94
Net Profit	\$ 132.06	\$ 222.55	\$ 31,114.36	\$ 7,134.32	\$ 446.77	\$ 1,132.75
Ignite Springdale						
Cash on Hand	\$ 28,194.43	\$ 29,395.92				
Amount Billed	\$ 2,000.00	\$ 4,220.83	\$ 39,245.97	\$ 126,520.79	\$ 20,070.99	
Chamber Investment	\$ -	\$ 10,000.00	\$ 20,000.00	\$ 206,620.00	\$ -	

REVENUE ITEMS	CURRENT MONTH		Last 12 Month Comparison		YTD	
	Jul-19	Jul-18	Aug 18 - July 19	Aug 17 - July 18	Jan - July 2019	Jan - July 2018
Events						
Annual Meeting - January						
Revenue			\$ 115,526.12	\$ 107,641.29	\$ 115,526.12	\$ 107,641.29
Expenses			\$ 41,844.05	\$ 44,724.37	\$ 41,844.05	\$ 44,724.37
Net Profit			\$ 73,682.07	\$ 62,916.92	\$ 73,682.07	\$ 62,916.92
Education Programs - Aug						
Revenue			\$ 124,800.00	\$ 118,381.00	\$ -	\$ -
Expenses			\$ 12,002.12	\$ 16,408.06	\$ -	\$ -
Net Profit			\$ 112,797.88	\$ 101,972.94	\$ -	\$ -
Golf Tournament - Sept						
Revenue			\$ -	\$ 57,857.00	\$ -	\$ 57,857.00
Expenses			\$ -	\$ 25,898.62	\$ -	\$ 25,898.62
Net Profit			\$ -	\$ 31,958.38	\$ -	\$ 31,958.38
Government Affairs - Jan & Oct						
Revenue			\$ 74,244.80	\$ 42,569.00	\$ 11,369.00	\$ -
Expenses			\$ 38,757.91	\$ 25,687.12	\$ 5,743.87	\$ -
Net Profit			\$ 35,486.89	\$ 16,881.88	\$ 5,625.13	\$ -
Chickin, Peelin' - Sept.						
Revenue			\$ 78,496.00	\$ 70,359.01	\$ -	\$ -
Expenses			\$ 18,364.73	\$ 20,066.52	\$ -	\$ -
Net Profit			\$ 60,131.27	\$ 50,292.49	\$ -	\$ -
Workforce - June & Nov						
Revenue			\$ 168,488.00	\$ 183,277.00	\$ 8,810.00	\$ -
Expenses			\$ 78,908.43	\$ 112,745.81	\$ 2,438.62	\$ -
Net Profit			\$ 89,579.57	\$ 70,531.19	\$ 6,371.38	\$ -
City Future/Board Retreat - Oct						
Revenue			\$ 18,000.00	\$ 116,554.00	\$ -	\$ -
Expenses			\$ 12,930.69	\$ 63,066.59	\$ -	\$ -
Net Profit			\$ 5,069.31	\$ 53,487.41	\$ -	\$ -
Economic Development	Jul-19		Jul-18			
	Permit #	Amount	Permit #	Amount	% of Change	
New Commercial Building Permits	14	\$4,715,161.00	5	\$2,442,049.00	93%	
New Residential Building Permits	46	\$11,286,335.00	20	\$4,516,155.00	149%	
	Jul-19	Jul-18	% of Change	YTD	% of \$ Change	
Sales Tax \$'s	\$ 1,388,746.00	\$ 1,348,680.00	3%	\$ 8,939,068.00	3%	
Springdale Water Utilities	27,352	27,306				
Ozarks Electric	12,923	12,817				
SWEPCO/AEP	17,056	16,945				

AUGUST FINANCIAL DASHBOARD

REVENUE ITEMS	CURRENT MONTH		Last 12 Month Comparison		YTD	
	Aug-19	Aug-18	Sept 18 - Aug 19	Sept 17 - Aug 18	Jan - Aug 2019	Jan - Aug 2018
Membership Information						
Total Number of Members	1137	1148				
Total Number of Dropped Members	8	6	142	159	58	109
Total Dues Revenue	\$ 40,398.78	\$ 44,066.94	\$ 512,545.78	\$ 500,921.81	\$ 335,954.46	\$ 331,269.30
Number of New Members	8	15	117	198	87	112
New Member Revenue	\$ 3,700.00	\$ 6,200.00	\$ 49,172.80	\$ 79,361.00	\$ 35,460.80	\$ 43,810.00
Financial Information						
Total Assets	\$ 1,004,730.30	\$ 1,047,782.76				
Total Liabilities	\$ 784,738.00	\$ 780,985.66				
Total Equity	\$ 219,992.30	\$ 266,797.10				
Total Revenue	\$ 206,620.55	\$ 240,074.89	\$ 1,810,410.43	\$ 2,045,992.20	\$1,084,429.12	\$ 1,149,540.91
Total Expense	\$ 137,645.29	\$ 157,099.21	\$ 1,857,215.23	\$ 2,015,095.49	\$1,190,564.96	\$ 1,180,208.86
Net Profit	\$ 68,975.26	\$ 82,975.68	\$ (46,804.80)	\$ 30,896.71	\$ (106,135.84)	\$ (30,667.95)
Membership Programs						
Revenue	\$ 2,932.95	\$ 5,059.83	\$ 68,659.59	\$ 54,288.93	\$ 49,031.32	\$ 41,322.53
Ambassador Expenses	\$ 398.75	\$ 557.22	\$ 2,363.74	\$ 5,319.64	\$ 1,693.07	\$ 3,484.21
Membership Events Expenses	\$ 489.29	\$ 315.76	\$ 17,640.90	\$ 7,540.78	\$ 16,458.33	\$ 6,695.37
Net Profit	\$ 2,044.91	\$ 4,186.85	\$ 48,654.95	\$ 41,428.51	\$ 30,879.92	\$ 31,142.95
Programs						
Leadership						
Revenue	\$ 8,698.56	\$ 7,141.22	\$ 74,764.54	\$ 64,380.25	\$ 46,199.66	\$ 38,276.81
Expenses	\$ 600.88	\$ 519.34	\$ 16,438.56	\$ 17,065.74	\$ 10,844.91	\$ 10,983.53
Net Profit	\$ 8,097.68	\$ 6,621.88	\$ 58,325.98	\$ 47,314.51	\$ 35,354.75	\$ 27,293.28
Springdale.com						
Revenue	\$ 2,358.42	\$ 2,397.67	\$ 28,458.00	\$ 34,191.96	\$ 18,867.36	\$ 19,181.36
Expenses	\$ 2,211.42	\$ 2,255.84	\$ 27,418.57	\$ 27,155.54	\$ 18,274.18	\$ 17,823.06
Net Profit	\$ 147.00	\$ 141.83	\$ 1,039.43	\$ 7,036.42	\$ 593.18	\$ 1,358.30
Ignite Springdale						
Cash on Hand	\$ 28,194.43	\$ 31,872.75				
Amount Billed	\$ -	\$ 7,020.83	\$ 37,725.14	\$ 124,020.79	\$ 20,070.99	\$ 64,791.64
Chamber Investment	\$ -	\$ 10,000.00	\$ 20,000.00	\$ 209,960.00	\$ -	\$ 40,000.00

REVENUE ITEMS	CURRENT MONTH		Last 12 Month Comparison		YTD	
Events	Jul-19	Jul-18	Aug 18 - July 19	Aug 17 - July 18	Jan - July 2019	Jan - July 2018
Annual Meeting - January						
Revenue			\$ 115,526.12	\$ 106,755.29	\$ 115,526.12	\$ 107,641.29
Expenses			\$ 41,844.05	\$ 44,724.37	\$ 41,844.05	\$ 44,724.37
Net Profit			\$ 73,682.07	\$ 62,030.92	\$ 73,682.07	\$ 62,916.92
Education Programs - Aug						
Revenue	\$ 115,460.00	\$ 124,800.00	\$ 115,460.00	\$ 121,127.00	\$ 115,460.00	\$ 124,800.00
Expenses	\$ 14,611.04	\$ 12,002.12	\$ 14,611.04	\$ 12,002.12	\$ 14,611.04	\$ 12,002.12
Net Profit	\$ 100,848.96	\$ 112,797.88	\$ 100,848.96	\$ 109,124.88	\$ 100,848.96	\$ 112,797.88
Golf Tournament - Sept						
Revenue			\$ -	\$ 57,317.00	\$ -	\$ 57,857.00
Expenses			\$ -	\$ 25,898.62	\$ -	\$ 25,898.62
Net Profit			\$ -	\$ 31,418.38	\$ -	\$ 31,958.38
Government Affairs - Jan & Oct						
Revenue			\$ 74,244.80	\$ 42,569.00	\$ 11,369.00	\$ -
Expenses			\$ 37,630.91	\$ 26,070.12	\$ 5,749.87	\$ -
Net Profit			\$ 36,613.89	\$ 16,498.88	\$ 5,619.13	\$ -
Chickin, Peelin' - Sept.						
Revenue			\$ 78,496.00	\$ 70,359.01	\$ -	\$ -
Expenses			\$ 18,364.73	\$ 20,066.52	\$ -	\$ -
Net Profit			\$ 60,131.27	\$ 50,292.49	\$ -	\$ -
Workforce - June & Nov						
Revenue			\$ 168,488.00	\$ 183,277.00	\$ 18,810.00	\$ -
Expenses			\$ 78,908.43	\$ 112,745.81	\$ 14,262.73	\$ 2,028.14
Net Profit			\$ 89,579.57	\$ 70,531.19	\$ 4,547.27	\$ (2,028.14)
City Future/Board Retreat - Oct						
Revenue			\$ 18,000.00	\$ 116,554.00	\$ -	\$ -
Expenses			\$ 12,930.69	\$ 63,066.59	\$ -	\$ -
Net Profit			\$ 5,069.31	\$ 53,487.41	\$ -	\$ -
Economic Development	Aug-19		Aug-18			
	Permit #	Amount	Permit #	Amount	% of Change	
New Commercial Building Permits	9	\$15,433,202.00	3	\$2,567,558.00	200%	
New Residential Building Permits	9	\$2,412,814.00	10	\$2,621,278.00	-10%	
	Aug-19	Aug-18	% of Change	YTD	% of \$ Change	
Sales Tax \$'s	\$ 1,325,887.00	\$ 1,329,675.00	-0.28%	\$10,264,956.00	3.4%	
Springdale Water Utilities	27,545	27,387				
Ozarks Electric	12,930	12,829				
SWEPCO/AEP	17,056	16,945				

DEVELOPMENT

- **Membership:**
 - 2019 sales: (July: 10-\$4,130; August: 8-\$3,700); 2019 drops (July: 12-\$5,300; August: 8-\$3,200)
 - YTD sales: 87-\$35,460; YTD drops: 58-\$23,325
- **2019 Sponsorships:** \$557,249 sold for 2019 events as of August 31 (Sponsor revenue Aug. 31, 2018: \$509,954)

EVENTS/PROGRAMS

- **Sam's Furniture Teacher Appreciation Event:** More than \$230,000 in donated gifts and services were given to Springdale teachers. The Chamber announced a \$10,000 gift to the Don Tyson School of Innovation Robotics team for travel costs to world championships in Dubai in October. 350 businesses, 81 vendors and 100 volunteers participated. Net profit of \$100,848.
- **Cargill Fall Golf Scramble:** 42 teams will participate Monday, Sept. 23 at Springdale Country Club. Total revenue currently at \$50,737. Projected net profit of almost \$30,000.
- **Rise and Rally Auto Show:** 82 vehicles and more than 100 attendees participated in July event. Camaro car club will be featured at the Sept. 21 event from 9 a.m.-noon in ACO parking lot.
- **Sam's Furniture Chickin, Peelin' & Politickin':** Ticket and sponsorship sales continue for Oct. 3 event at Shiloh Square (4:30-6:30 p.m.) Tickets are \$50 each. Total revenue currently at \$57,000. Anticipated net profit of more than \$40,000.

WORKFORCE

- **Workforce Magazine:** 32 advertorials sold for 2019 Springdale magazine -- interviews and production continues. Harrison-area magazine in final production phase with early October delivery goal. Net profits will be approximately \$60,000.

GOVERNMENT AFFAIRS

- **Washington D.C. Fly-In:** Scheduled for October 27-29, 38 Springdale leaders, including all but two city council members, have committed to attend this annual lobbying event. Net revenue expected to be almost \$20,000.

ECONOMIC DEVELOPMENT

- **Business Retention Visits:** 40 personal interviews have been made with Springdale industries in 2019
- **Jobs:** 2,269 jobs have been created in Springdale through July 31 according to Ark. Workforce Services
- **Unemployment:** Springdale's unemployment rate through July was 2.7%
- **Sales Tax Receipts:** August 2019 receipts were \$1.32 million; YTD receipts are up 3.4% over 2018

MARKETING, SALES & TOURISM

- Explore Springdale tourism mobile app has launched for Apple and Android; 326 current subscribers
- Chamber's Facebook page activity spiked in July and early August as part of the Chamber's Teacher Appreciation Event promotion. The promotion produced 466 new page likes and 561 comments.
- A&P Projects:
 - Approval of new city welcome signs
 - DSA grant for Caroling on the Creeks
- Updated social media statistics through August:

<p>Explore Springdale FB: 2,448 (8% increase since Jan) Instagram: 2,976 (7% increase since Jan) Twitter: 1,974 (5% increase since Jan)</p>	<p>Chamber FB: 4,566 (21% increase since Jan) Instagram: 1,511 (21% increase since Jan) Twitter: 4,418 (3% increase since Jan)</p>
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