



SPRINGDALE™
Chamber of Commerce

WE'RE MAKING IT HAPPEN

2016 ANNUAL REPORT



OUR MISSION

The Chamber of Commerce of Springdale Arkansas (Chamber) is a membership organization whose purpose is to advance those issues of specific interest to our members. When possible, the Chamber will also work to develop, encourage, promote and protect the commercial, civic, industrial, agricultural and general business interests and the general welfare of the City of Springdale and the Greater Springdale Area.

OUR VISION

The vision of the Springdale Chamber of Commerce is that we will serve our members in ways that prioritize our community's quality of life and their ability to contribute to economic growth and prosperity for our city.

OUR VALUES

The Springdale Chamber of Commerce's value statement is to provide the leadership necessary to allow our members to be more profitable and to have a better life here.

2016 OFFICERS

Chairman of the Board	Mitchell Johnson (Ozarks Electric Cooperative)
Vice Chairman	Brent Hanby (Encore Flooring & Building Products)
Past Chairman	Mike Morgenthaler (First Security Bank)
Treasurer	Hex Bisbee (Multi-Craft Contractors)
At Large	Brian Baker (Tyson Foods, Inc.)
President & CEO	Perry Webb

2016 BOARD OF DIRECTORS

Rick Barrows (Multi-Craft Contractors)
Murry Cline (APAC Central, Inc.)
Joe Donaldson (Sam's Furniture)
Derek Gibson (Legacy National Bank)
Patty Hatfield (Handyman Connection of NWA)
Kathy McFetridge (Ozark Film & Video Productions)
Brian Moore (Engineering Services, Inc.)
Frank Ray (Harps Food Stores, Inc.)
Julie Shook (Arvest Bank)
Rocky Steele (Rocky Steele Insurance Agency)
Billy Sweetser (Sweetser Construction)
Carl West (Cargill, Inc.)

2016 EX-OFFICIO BOARD MEMBERS

Rich Davis (SourceGas)
Tex Holt (Farris Insurance Agency)
Kelly McClintock (The Jones Center)
Dr. Jim Rollins (Springdale Schools)
Tom Sledge (Northwest Health System)
Steve Smith
Mayor Doug Sprouse (City of Springdale)
Eddie Vega (E-Z Spanish Media)

OUR STAFF

Perry Webb, CCE, IOM
Sen. Lance Eads
Scott Edmondson
Sarah Gordley, IOM
Rhonda Hughes, IOM
Jim Ed Reed
Bill Rogers, IOM

President & CEO
VP Government Relations
VP Economic Development
VP Programs & Events
VP Operations
VP Development
VP Communications & Special Projects

Communications

Aerial Courdin

Director of Communications

Economic Development

Brooke Morgan
Anne-Ashley Black

Director of Workforce Development
Director of Tourism

Finance & Operations

Stephanie Olson

Director of Member Data & Finance

Member Relations

Darcie Saunders
Whitney Gorman
Melissa Rojas
Alana Whatley

Director of Member Relations
Assistant Account Executive
Member Retention Specialist
Account Executive

DID YOU KNOW...

The Springdale Chamber's efforts directly led to the passage of Issue 3, amending the Arkansas Constitution. The legislation has been called the most significant piece of economic development legislation in the history of our state. Issue 3: An Amendment to the Arkansas Constitution Concerning Job Creation, Job Expansion and Economic Development, was one of only three proposed amendments referred to voters by the 90th Arkansas General Assembly. The measure passed with 65% of the vote in the 2016 November General Election.

2016 HIGHLIGHTS

NEW LOGO AND BRAND

In response to recommendations from the Chamber's 2014 CityFuture community visioning retreat, the Chamber developed a new logo and brand to be used by the organization and shared with other key community partners. The new mark was introduced at the 2016 Chamber Annual Meeting.



WORKFORCE

The Chamber's prioritization of workforce development led to significant achievements in 2016 including the creation and hiring of its first Director of Workforce Services. The Chamber hosted its first summer training conference for guidance counselors and career and technical educators called Academy of Career Educators in Springdale (A.C.E.S.) and hosted the second annual NWA Workforce Summit. More than 1,300 attended the two-day event that included business, education and policy leaders on Day One with 800 students from school districts across the region attending a Career Exploration Day on Day Two. The Chamber developed its AIM workforce magazine, providing information about career opportunities to students in grades 9-12 and their parents who received the publication free of charge.

MAJOR RANKINGS

In 2016, Springdale and the larger Northwest Arkansas metro received several significant national rankings. In October, Springdale was named the 8th Fastest Growing Small City in the United States by the website GoodCall. In February, the region was ranked the 3rd Best Place to Live by U.S. News and World Report. In June, a report prepared for the nation's mayors predicted the Springdale metro's economy would be the 5th most robust in the nation through 2012.

HEALTHCARE HUB

The year brought the start of construction of Arkansas Children's Northwest in Springdale and the announcement by Mercy Health Northwest that it had purchase property in north Springdale and had plans to construct a healthcare facility in the city. Construction on Arkansas Children's Northwest began in March on property donated by the families of Gary and Robin George and David and Cathy Evans. When it opens in early 2018, it will create 260 new jobs and serve more than 200,000 children living in the region. Major corporate gifts in 2016 included a \$15 million gift from the Tyson family and Tyson Foods, an \$8 million gift from Walmart and a \$5 million donation from J.B. Hunt Transport Services.

RETAIL

Sam's Furniture Superstore, the largest furniture store in the state of Arkansas, opened to the public in May while construction on Sam's Club began in October with an expected opening date of May 2017. Since 2013, Springdale has experienced a 26% growth in sales tax receipts.

2016 TIMELINE

January	<p>“We’re Making It Happen” brand and crossroads logo video introduced to public</p> <p>Springdale Art Series introduced</p> <p>Whitbeck Labs breaks ground in Springdale Tech Park</p>
February	<p>Metro area named 3rd Best Place to Live by U.S. News & World Report</p>
March	<p>Construction begins on Arkansas Children’s Northwest</p> <p>Stabil-Loc Foundation Piering Systems opens new facility in Light Industrial Park</p> <p>Big Brew sets record crowd of 249</p>
April	<p>OzarksGo gigabit speed internet service for region announced</p> <p>Ozarks Electric Coop opens state’s first utility-scale, member-owned solar generation facility</p> <p>U.S. Secretary of Education visits Springdale Public Schools</p> <p>Construction begins for Arvest Bank Elm Springs Road</p> <p>Construction begins for new Acme Brick expansion</p> <p>NanoMech receives \$10 million capital financing from Saudi Arabia’s national oil company</p> <p>NanoMech’s GuardX named a winner of Edison Award for technology breakthrough</p> <p>A&M Railroad McCarren Museum opens</p> <p>NWACC receives \$1.5 million gift from Jackson and Ella Byrd for Springdale campus</p>
May	<p>Walmart gifts \$8 million to Arkansas Children’s Northwest</p> <p>J.B. Hunt gifts \$5 million to Arkansas Children’s Northwest</p> <p>Sam’s Furniture Superstore opens</p> <p>La Zeta 95.7 raises \$269,521 for Arkansas Children’s Hospital in annual radiothon</p> <p>Tyson Foods Incubation Center breaks ground for construction in Springdale Tech Park</p>
June	<p>Crossroads logo/brand installed on Ozark Regional Transit bus</p> <p>Academy for Career Education in Springdale (A.C.E.S.) held</p> <p>C.L. & Willie George Park opens to public</p> <p>Metro area ranked No. 2 for Best Midsize Cities for Jobs by Forbes</p> <p>Big Brew sets new attendance record with 262 attendees</p>
July	<p>Metro economy predicted to be fifth most robust in nation through 2021</p>
August	<p>Tyson Foods gifts \$15 million to Arkansas Children’s Northwest</p>
September	<p>Mercy NWA purchased 31 acres at Elm Springs Road exit</p> <p>NanoMech receives \$235,000 contract from U.S. Army</p>
October	<p>Springdale named 8th Fastest Growing Small City, 23rd fastest among 515 U.S. Cities</p> <p>Walmart gifts \$2 million to NWACC Springdale campus</p> <p>Construction begins for Springdale Sam’s Club</p> <p>Springdale A&P Commission receives People’s Choice Award</p>
November	<p>2nd annual NWA Workforce Summit held; 430 business & education leaders; 850 students</p> <p>Issue 3 – Jobs for Arkansas approved by voters</p>
December	<p>Black Hills Energy gifts \$100,000 to Arkansas Children’s Northwest</p>

2016 EVENTS

94TH HARPS FOOD STORES ANNUAL MEETING

Civic Service Award Honoree: John Tyson, Tyson Foods
Ambassador of the Year: Danny McGinley, Crain Buick GMC
Attendance: 760
Revenue: \$103,001
Expenses: \$62,951
Net: \$40,049
Volunteer Participation: 45

CARGILL SPRING GOLF CLASSIC

Attendance: 168 golfers
Revenue: \$52,366
Expenses: \$20,550
Net: \$31,815
Volunteer Participation: 25

SAM'S FURNITURE TEACHER APPRECIATION EVENT

Revenue: \$2,666
Expenses: \$113,524
Net: \$110,858
Total Value Gift Donations: \$100,000
Volunteer Participation: 75

TYSON FOODS CHICKEN, PEELIN' & POLITICKIN'

Attendance: 463
Revenue: \$67,522
Expenses: \$19,294
Net: \$42,192
Volunteer Participation: 40

NWA WORKFORCE SUMMIT

Attendance: 1,322
Revenue: \$147,143
Expenses: \$104,950
Net: \$42,192

MORNING BREW

Attendance (total): 5,757 (+27%)
First Time Attendees: 455 (+66%)
Revenue: \$40,731
Expenses: \$2,810
Net: \$37,920



2016 PROGRAMS

LEADERSHIP SPRINGDALE

Attendance: 35 participants

Revenue: \$39,356

Expenses: \$13,866

Net Profit: 25,489

Participants: **Cindy Barson** (Eventfully Yours); **Brian Braithwaite** (Rockline Industries); **Austin Burks** (Tyson Foods); **Jeffrey Busch** (Arvest Bank); **Sean Casey** (Mathias Properties); **Kayla Clark** (Ozarks Electric); **Lester Coger** (Springdale Police Department); **Jennifer Enos** (Springdale Water Utilities); **Frank Gamble** (Springdale Police Department); **Brenda Gray** (Ozark Regional Transit); **Leona Haegele** (Mercy Health); **James Hales** (Springdale Fire Department); **Ronni Hammond** (Northwest Technical Institute); **Bill Harlow** (Cargill); **Timothy Hawkins** (Springdale Water Utilities); **Lisa Kaplan** (Legacy National Bank); **Michael Kite** (Black Hills Energy); **Chase Knauts** (Brown & Brown Insurance); **Jonathan Koonce** (Northwest Health System); **Brian LeBlanc** (J V Manufacturing); **Willa Lyon** (Mercy Health); **Jacob McConnell** (Wesche Company); **Jenna Mundt** (Cargill); **Blake Murray** (ESI, Inc.); **Mary Pedersen** (Arvest Bank); **Chris Perkins** (First Security Bank); **Alonzo Pettigrew** (Tyson Foods); **Melissa Reeves** (City of Springdale); **Tyson Reimer** (Kinco Constructors); **Hunter Rogers** (The Jones Center); **J. K. Silva** (United Bank); **Marcia Smith** (Springdale Schools); **Worth Sparkman** (Tyson Foods); **Megan Wedgworth** (Piney Ridge Treatment Center); **Michelle Wynn** (Child Care Aware of NWA).

JUNIOR LEADERSHIP

Attendance: 37 participants from six schools

AMBASSADORS

Events Participated: 59

Membership: **Lamar Allen**, NWA Democrat Gazette; **Eli Amey**, LaborMax Staffing; **Clinton Bell**, Quadrivium; **Jeffrey Busch**, Arvest Bank; **Donna Carter**, NWA Retirement Services; **Tyler Clark**, Community Clinic; **Brad Cochran**, Mathias Properties; **Jake Earney**, First Security Bank; **Don Elmore**, Temple Baptist Church; **Tom Freking**, Northwest Technical Institute; **Pablo Fuentes**, Cargill; **Miranda Gauthier**, Centennial Bank; **Erick Gonzalez**, H & R Block; **Mary Alice Granata**, Legacy National Bank; **Patty Hatfield**, Handyman Connection; **Chris Hawkins**, United Bank; **Jennifer Hodge**, Today's Bank; **Justin Huddleston**, Courthouse Concepts; **Zack Kifer**, Moses Tucker Real Estate; **Lisa Kirchner**, Ownbey Agency Inc.; **Steve McCratic**, Now Diagnostics; **Danny McGinley**, Crain Buick GMC; **Christina Meeks**, Single Parent Scholarship Fund; **Ken Milbrodt**, Cross Church; **Stephanie Nance**, Arvest Bank; **Jan Phillips**, State Farm; **Glen Plumlee**, Legacy National Bank; **Russ Reynerson**, Legacy National Bank; **Tricia Schmitt**, Brown & Bigelow; **Julie Shook**, Arvest Bank; **Roberta Simon**, Humana Inc.; **Rocky Steele**, Rocky Steele Insurance Agency; **Michael Stevens**, H & R Block; **Mitchell Styles**, Ozarks Electric Cooperative; **Kate Suarez**, Simmons First Bank; **Mac Tatman**, Flake & Kelley Commercial; **Paula Gulledge**, Northwest Arkansas Community College; **Sean Thornton**, Simmons First Bank; **Kim UMBER**, Waco Title; **Erica Vaughan**, Holiday Inn & Convention Center; **Katie Webb**, Select Staff; **Kim Whedbee**, Signature Bank; **Erika Willis**, ServPro; **Summer Wright**, Bear State Bank

2016 MEMBERSHIP

Total Membership: 1,200 (+9.5%)

Total Dues Revenue: \$464,384

Total New Members: 227

New Member Revenue: \$84,502

2016 FINANCIAL REPORT

Total Assets: \$507,262.44

Total Liabilities: \$290,587.44

Total Equity: \$216,675.00

Total Revenue: \$1,909,212

Total Expense: \$1,882,349

Net Profit: \$26,863

DID YOU KNOW...

Springdale has been named the 8th fastest growing small city in the United States by WalletHub...

Springdale has been ranked the 24th best city for new graduates by GoodCall...

The Springdale Metro area has been ranked as the 5th best place to live by U.S. News & World Report...

Springdale's Metro area has been ranked first by U.S. News & World Report on the Best Affordable Place to Live list...