



City of Saginaw

Meeting Date: 02/16/2016

Staff Contact: Nan Stanford
City Manager

Agenda Item: 5
(CC-0216-09)

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SUBJECT: Presentation of Annual Report from Saginaw Area Chamber of Commerce and Action regarding Continued Support

BACKGROUND/DISCUSSION:

Joyce Erwin, Executive Director of the Saginaw Area Chamber of Commerce, will present the annual report. Following the presentation the Council will consider the continuation of the annual support of the Chamber in the amount of \$5,000 from the Hotel/Motel Tax Revenues (paid in four quarterly installments of \$1,250).

FINANCIAL IMPACT:

The total financial impact will be \$5,000. Funds to cover this expenditure are available in the Hotel/Motel Tax Revenues.

RECOMMENDATION:

N/A

Attachments

Annual Report from Joyce Erwin



RE: 2016
TO: Mayor Gary Brinkley & Members of the Saginaw City Council
FROM: Saginaw Area Chamber of Commerce (SACC)
SUBJECT: SACC Annual Hotel/Motel Tax Report and Renewal Request

Mr. Mayor and the Honorable Members of the City Council,

On behalf of the Board of Directors and members of the Saginaw Area Chamber of Commerce (SACC), we want to express our sincere appreciation to the City of Saginaw for your exceptional support in 2015. The financial resources provided by the City of Saginaw from the Hotel/Motel Tax revenues, provides an economic boost to the Chamber's ability to support both the City and the Businesses that create the economic climate that builds a stronger community.

In concert with this financial support, the SACC Board of Directors respectfully submits this 2015 Annual Hotel/Motel Tax Report and 2016 SACC Program of Work for your review. We also seek your continued financial support in 2016, by renewing the Hotel/Motel Tax allocation to the SACC. These revenues have enabled the Chamber to promote the City of Saginaw, its' residents, visitors, the school district, and local businesses.

We look forward to partnering with you in 2016 for continued growth and vitality in the Greater Saginaw Area. Together we can make 2016 a strong year for the City, its' Residents, and Businesses.

Respectfully

Darren Myers, President
Saginaw Chamber Board of Directors
Darren Myers, Southwest Bank

Saginaw Area Chamber of Commerce (SACC)

Annual Report

"The mission of the Saginaw Area Chamber of Commerce is to promote, represent, and support our business community"

**Darren Myers, President
SACC Board of Directors**

In short, it is our mission to advocate in favor of issues that will best impact the economic viability of our community and against those measures that are bad for business. Directly supporting these objectives is our team at the Saginaw Chamber, who are committed to this mission and stands strong with our members in the business community to support a stronger, smarter community for generations to come.

1.0 SAGINAW CHAMBER PROMOTING ITS' MEMBERS AND THE CITY OF SAGINAW

With a membership of 300 businesses in the greater Saginaw area, the SACC is leading the effort to strengthen the business climate, improve the state of education, promote the City of Saginaw residential communities, and enhance the region's workforce.

The SACC continues to serve as a voice of progress and improvement in the area. We are committed to advocating on behalf of our members and our community so that together we can make the Greater City of Saginaw and its' surrounding area the best place to live, visit, and do business.

We have a vision of creating a Greater Saginaw Area with:

- An unparalleled sense of pride and commitment in our Chamber of Commerce and City.
- A comprehensive Member centric program of work
- An educational system that is one of the fastest growing in the state.
- A unified pursuit for economic development.

In an effort to make this vision a reality, our Economic Development, Member Services, and Fundraising Divisions, in concert with the City of Saginaw, are hard at work on issues that matter most to business and the community.

2.0 BUSINESS AND COMMUNITY DEVELOPMENT:

In 2015, the SACC focused its' financial resources and member energies on creating an environment that served to promote business growth, encourage community relations, and endorse both business and community education initiatives. Our goals in these areas are to improve communications and facilitate a better understanding of how Businesses, the City of Saginaw, and our Educational Initiatives can advance an air of cooperation that not only benefits our members and community, but also encourages vital growth initiatives such as swaying new business to locate in the city.

3.0 SACC RESOURCES SUPPORTING BUSINESS, CITY, COMMUNITY, AND TOURISM

SACC is committed to providing businesses, residents, and tourist with information resources that will highlight the character of our community. This SACC initiative quickly directs companies to information that enables business to business communications, residents to businesses that can provide the services or products they seek, and just fun events and activities that encourage tourism and community involvement. SACC also acts as the Welcoming Committee to outside inquiries, providing internet links to information pertaining to City of Saginaw events, activities, and initiatives, as well as information on the Eagle Mountain Saginaw Independent School District. All this information is readily available either on the SACC Internet Site, in publications maintained in the Chamber Offices, SACC news articles released to the local news media such as the Star Telegram or by simply calling the Chamber Staff at 817-232-0500.

4.0 MEMBERSHIP DEVELOPMENT

The SACC continued to gain new members during 2015, welcoming new businesses to the Chamber Family, bringing the SACC total membership to over 300. These new members provide services or products ranging from mobile telephones to hamburgers, and have provided a new element to the ambience that is Saginaw.

Our staff has represented the Chamber by facilitating many ribbon cuttings and visiting with existing and prospective chamber members. We have started a weekly visit program. We fully expect that the program will continue and the results will verify the success of the program.

5.0 SACC DEPOT OPERATIONS

In 2015, the Chamber Offices and Staff served as the focal point for greeting visitors, residents (both new and existing), businesses inquiring about city services and demographic make-up of the community and its' resources, and businesses wanting to connect with other businesses. The meeting rooms supported Chamber Board meetings, Charitable Organizations organizing events, Tourist interested in local Train and Grain operations, and general planning for events and activities that supported both Chamber members and the Saginaw Community. In direct support of these activities, the Chamber Staff welcomed residents and tourists; and distributed Saginaw area maps, Inside Saginaw City Newsletters, Eagle Mountain-Saginaw ISD literature, Chamber Directories, New Resident Packages, Member literature; and local area newspapers, magazines all of which promoted and encouraged growth and development of our community and our businesses. Proactive initiatives included bringing the new website on line and populating it with both business and local community information.

We are 4 time recipients of the Cowcatcher award. The Depot is the best train watching spot in three states.

6.0 SACC FINANCIALS

Our financial position is strong. As our membership increases and word continues to spread how great our City and Chamber are our financials will continue to strengthen.

The Saginaw Area Chamber of Commerce Executive Board, Board of Directors, Members, and the Chamber Operations Team express our sincere appreciation to the Mayor, Members of the City Council, and City Staff for your continued support. We look forward to working with each of you to continue to focus on the prosperity of our local business community and a better quality of life for the Saginaw area.

Saginaw Area Chamber of Commerce

Appendix 1

2015 Notable Activities Summary

BUSINESS EVENTS

Board Members worked together as a Chamber Team to support the Saginaw area businesses by hosting over 20 ribbon cuttings.

The Chamber sponsored over 10 luncheons that included guest speakers providing perspective on both local national business topics of interest to our membership

Monthly Events

- Hosted a luncheon creating a major Business to Business marketing opportunity for our member businesses. We hold 2 Business to Business Expos. These events are free for members to participate the only expense is the cost of lunch. The other luncheons are filled with helpful information for our Business community.
- Assisted the school district in hosting the New Teachers Welcome Breakfast. Hosted new community businesses at the chamber.
- In 2016 we are having our Luncheons quarterly.
- There are 6 Breakfast Eye Openers events already on the calendar for 2016. This morning time slot focuses more on current news and trends effecting our businesses.
- The Chamber currently host 6 fundraising events annually and 20 additional events

COMMUNITY EVENTS

Taste of Northwest

In October, over 800 people packed the Saginaw Recreation Center for this annual event that showcases our local area restaurants and businesses, making several changes in the format added to the festive feel of the event. The impending hurricane rains and more on the way did have an effect on our attendance

Nine area restaurants and 30 plus area businesses displayed their products and services to the residents who attended to sample free food and take advantage of networking opportunities.

This event continues to showcase the Saginaw Recreation Center to the community and we value the relationship this event brings between the City and Chamber. In 2015 this event sold out of business booth space

Annual Awards Banquet

This annual event gets better every year.

In February of each year, the chamber honors many local businesses, volunteers, government representatives and a teacher/administrator from the local public schools.

This event is an opportunity for the Chamber to recognize many deserving individuals and companies from our community.

Run the Rails 5K & 1 Mile Choo Choo Fun Run

This event, on June 6, 2015, was a collaborative effort between the Saginaw Chamber, City of Saginaw

Much time and effort went into the planning of this event that just gets larger every year. We hosted approximately 640 runners/walkers in 2015.

The medal awarded to the winners in each category was designed by the Hollenstein Career and Technology Graphic Arts students under the guidance of educator Tim Randall

We look forward to a strong partnership with the City, once again, and the continued success of this event in 2016!

Receptions

In 2015, the Elected Officials Reception was a great event held at Joe T. Garcia's all local Elected Officials who attended enjoyed a great evening.

Leadership Northwest

Commenced our ninth Leadership Northwest class in September with 18 community leaders enrolled in the nine-month course of study. The Saginaw Area Chamber of Commerce was instrumental in the formation of this organization.

Saginaw Rotary Club

SACC continues to be represented in the Eagle Mountain Rotary Club. This organization is doing some great things for our community. The Eagle Mountain Rotary Club is involved in many Community events and activities with money and the even more expensive item.... Time.

TOURISM EVENTS

An attraction in itself was the “24 Hours in Saginaw” train watching marathon.

Co-hosted with the National Railway Historical Society (NRHS) in conjunction with their national convention in Fort Worth, this event attracted over one hundred fifty railroad enthusiasts from across the country over the Memorial Day weekend.

The depot building was utilized as the venue for their opening reception and train watching marathon.

The newly painted train cars remain an attraction. We have many visitors each week to view the cars. The wonderful deck areas surrounding the Chamber office facilitate a great viewing area for the Train Watchers. Our parking lot frequently has Train Watchers taking pictures and recording what they see. The news of an additional rail car spread fast and attracted viewers. The Chamber hosted 3 buses of rail fans earlier in 2015. In June of 2016 we will be hosting 2 buses of rail fans.

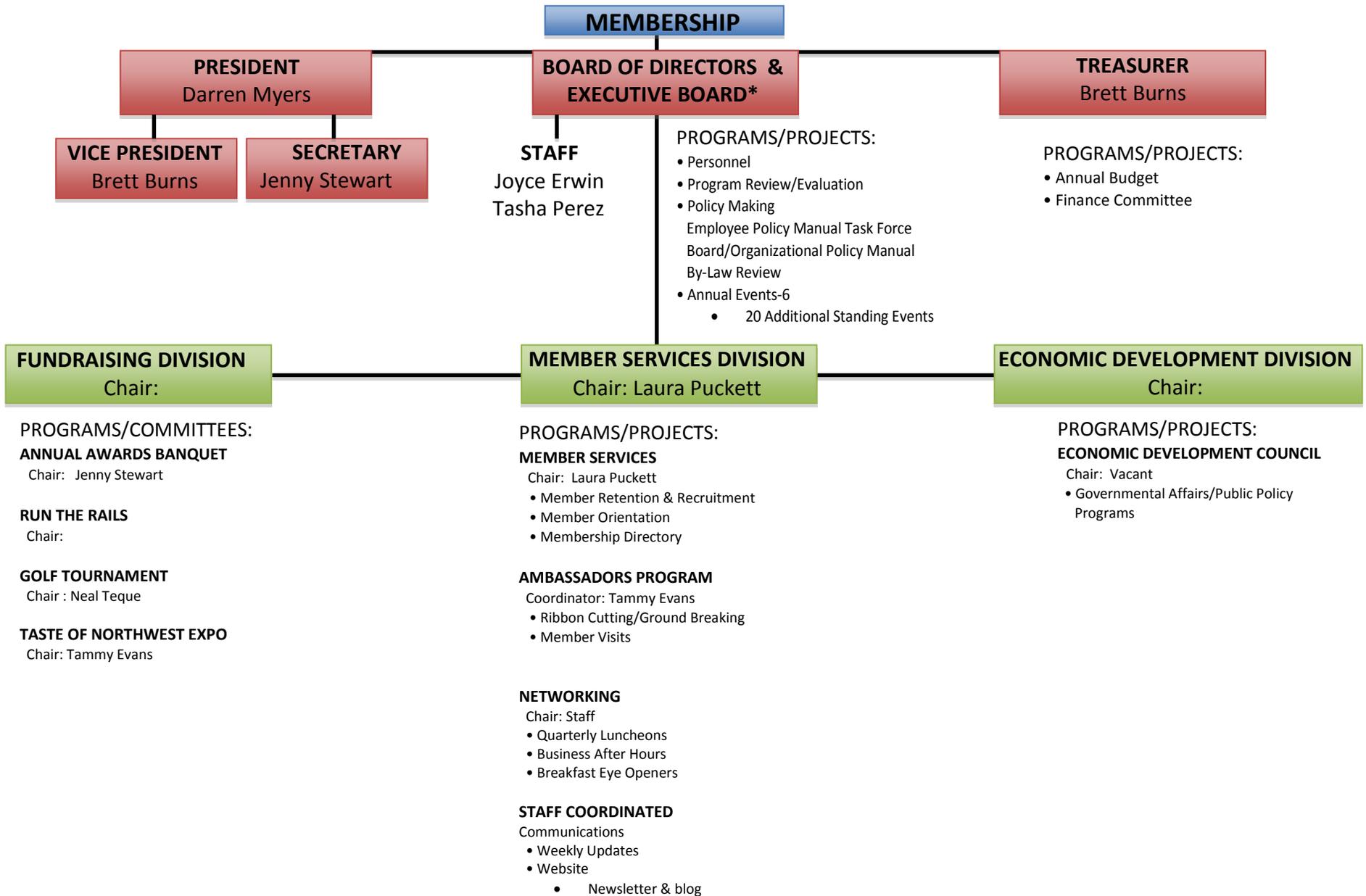
There are people taking photos of the trains on a daily basis. Many times people stay all day photographing the trains and grain silos. The Chamber Depot is a four time award winning train watching location. We are the best train watching location in three states.

Several Cities around the country do not have the amazing area the Saginaw depot has for train watching. They have city park areas or small spots beside one track. As you know in Saginaw we have four tracks visible with the Union Pacific and BNSF using the tracks. The picture shows one of those small areas in Folkston Georgia.





Saginaw Area Chamber of Commerce 2016 Program of Work/Organizational Chart



2016 Board of Directors

Darren Myers, Southwest Bank, President
Brett Burns, Southwest Bank, Treasurer & Vice President
Jenny Stewart, Secretary
Laura Puckett-Health Source Chiropractic
Cassandra Self – Texas Health Alliance
Randy Thomas, Lake Country Christian Church
Marilyn Ackmann – Atmos Energy
Eric George 2nd Chance Pallets
Tammy Evans – It Works
Keith Rinehart-Director of the Department of Recreation for the City of Saginaw
Tammy Evans-EMS-ISD
Joyce Erwin-Executive Director
Tasha Perez-Administrative Assistant

Saginaw Area Chamber of Commerce

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www.saginawtxchamber.org



2016 Leadership Guide

Mission Statement

The mission of the Saginaw Area Chamber of Commerce is to promote, represent, and support our business community

Saginaw Area Chamber of Commerce

Action Plan

2013 - 2016

This *Action Plan* represents the program of work for the Saginaw Area Chamber of Commerce for the 4th quarter of 2013. It brings together in one document the projects, programs and services of the Chamber's major programs. The Action Steps listed under each objective have been prioritized. While all steps will be pursued if they are in the plan, this prioritization is intended to give focus to staff efforts and communicate to the board and members what is most important.

Membership

- Retention
 - Branding
- Attract new membership
 - Set goal for growth
- Member Services
- Budget for membership programs

Public Relationships

- Community Relations
- Business Relations
- Chamber Relations – Maintaining a highly effective Chamber of Commerce

Communications

Engage the business community through marketing & communications

- Position the Chamber as a vital resource for businesses
- Increase two-way communication with both internal and external audiences
- Enhance existing web presence and utilize new technology to reach a larger audience – Facebook – working on website
- Newsletter as communication to members sent via email

Connections

Facilitate B2B connections to benefit Chamber members

- Expand our rapidly growing presence on Facebook,

Leadership

Prepare leaders and volunteers for community involvement

- Acquaint existing and emerging leaders with the issues, challenges and opportunities facing Saginaw
 - Support local Leadership Program

Business Excellence

Provide high quality skills development activities for member firms

- Initiate Educational sessions for business
 - Social networking
 - Business applications
 - Economic Development
 - Healthcare
- Area Growth
 - Possibly reach out to developers and commercial real estate agents for direction
 - City of Saginaw Economic development as speaker

Goal: Membership Retention

To encourage the attraction of new members, the retention of existing members.

OBJECTIVE: Membership Retention and development

- 1) Member visits. Renewing members are visited if accessible if not thank you note sent. Personal visits are with thank you note and cookie basket.
- 2) 25 handwritten thank you notes per month sent to members
- 3) 16 hours per month set aside to do personal member visits
- 4) Provide practical information on business topics through articles in the member newsletter;
- 5) Conduct workshops on business topics, including HR workshops.
- 6) Buddy system—New member contacted by a board member. This board member would make sure that the new member is aware of marketing opportunities and involvement opportunities
- 7) New members are sent a welcome letter with a signature page from the entire board
- 8) Set goal for increase in revenue from membership both new and retention. Increase visibility. Both physical visibility and internal organization visibility. –ie photos on walls inside building, physical presents at city council meetings rotary.
 - a. Shirts/jackets/gift cards use as awards for ambassador for the quarter.
 - b. Newsletter serves as visibility
 - c. Increase presence on social media
- 9) Ambassador program
 - a. Involve ambassadors in member visits.
 - b. more pictures as promotion of us
 - c. Use letter/mission statement and application
- 10) Contact new businesses in the area. The City sends us copies of the permit application from incoming businesses. We make initial contact by telephone then drop by to say hello

OBJECTIVE: MEMBER SERVICES

- 1) Provide customer referrals to promote members' products and services.
- 2) Publish a monthly newsletter for members
- 3) Provide member services and development information on www.saginawtxchamber.org
- 4) Organize one expo event for members
 - a. Taste of Northwest
- 5) Organize one large Business After Hours style event.
- 6) Provide advertising discounts through local media providers?
- 7) Produce and distribute a monthly calendar of community events
- 8) Hold a monthly "Final Friday" networking meeting.
- 9) Recognize members' accomplishments and news in the monthly newsletter.
- 10) Provide membership lists and labels for use in marketing and promotional activities.
- 11) Promote members' services and products by displaying their brochures in the Welcome Center lobby.
- 12) Provide a membership plaque and window decal to help promote members' community involvement.

OBJECTIVE: BUSINESS RELATIONS

1. Continue to serve as a source for referrals and information about doing business in Saginaw.
2. Make regular personal contacts with businesses
3. Promoting business through public events
 - a. Awards Banquet
 - b. Golf Tournament
 - c. Run the Rails
 - d. Monthly Luncheons
 - e. Business Mixers
 - f. Business Groups
 - g. Business Expo
 - i. Taste of Northwest
 - ii. Mini Business Expo
 - h. New member Orientation
 - i. Board Orientation

OBJECTIVE: CHAMBER RELATIONS

1. Initiate Board Orientation in addition to annual retreat
2. Provide transition process for change of Board Officers
3. New Member breakfast—Orientation
4. Increase financial stability of Chamber
 - a. Sale of Banner Ads on Website
 - b. Evaluate events for improved profitability
 - c. Evaluate cash flow and take corrective measures when possible