



BOARD of DIRECTORS

Thursday, July 23, 2015

11:00 am

Agenda

Call to Order	Watts
Recognition of Sponsor- IDK? Cafe	Watts
Special Recognition- Joe Papczynski	Burns
Introductions & What's Up!	
Consent Agenda	Burns
Minutes, Board of Directors, 5/28/2015	
Minutes, Executive Committee, 6/25/2015	
Financial Report, 6/30/2015	
Staff Report	
Membership Report	Burns
Consideration of Items Pulled From Consent Agenda	Watts
Election of Executive Committee	Hobbs
Nominating Committee Report	Burns/Hobbs
Future Meetings & Events	Burns
Other Business	Watts
Lunch	Mark Sparks- Deputy Superintendent/ Rogers Public Schools
War Eagle Bridge Report	Judge Clinard
Board Retreat	Burns
Announcements	
Adjourn	



IDK? CAFE

We Do Know Great Food





BOARD OF DIRECTORS
Thursday, May 28, 2015
11:00 am – 12:00 pm
RLACC

MINUTES

Present: Board of Directors – Frank Bailey, Jeremy Barclay, Lori Brown, Guy Cable, Janie Darr, David Faulkner, Greg Fogle, Spencer Fox, Jeff Geurian, David Hale, Dan Hendrix, Mauricio Herrera, Greg Hines, Evelyn Jorgenson, Erin Kiefer, Tabi Lipscomb, Jeff Milford, Charley Nevin, Cameron Smith, Dawn Spragg, Dick Trammel, Angie Tucker-Ridley, Jerry Vest, Mike Watts, Jeff Woods, Guest Speaker- John Evans, Cathee Terrell and Mercy Life Line Air Medical Service Staff, Chamber Staff – President Raymond Burns, Executive Director of Visit Rogers- J.R. Shaw, Senior Vice President Shelle Summers, Vice President of Minority Economic Development- Geovanny Sarmiento, Vice President of Economic Development- Steve Cox, Vice President of Development- Whitney Yoder, Director of Special Events- Brooklynn Wiley, Katie Wright

Action Items:

- **Recognition of Sponsors- Crabby's Seafood Bar & Grill**
- **Consent Agenda**
 - **Minutes, Board of Directors, 3/19/2015**
 - **Minutes, Executive Committee, 4/23/2015**
 - **Minutes, Audit Committee 04/23/2015**
 - **Financial Report, 4/30/2015**
 - **Staff Report**
 - **Membership Report**
 - **Development Report**
- **Lunch- Guest Speakers- Mercy Life Line Air Medical Services**
 - **Future Meetings & Events**
 - **Year to Date Event Revenue and Upcoming Events**
 - **Minority Economic Development**
 - **Economic Development**
 - **Visit Rogers Updates**
 - **Government Affairs- Special Session Discussion**
- **Consideration of Items Pulled From Consent Agenda**
- **Other Business**
- **Adjourn**

Chairman Mike Watts called the meeting to order at 11:10 a.m.

Recognition of Sponsor

Watts thanked Crabby's Seafood Bar & Grill for their Sponsorship and for providing the meal for today's meeting.

Audit Committee Report

Guy Cable informed the board that the audit committee met with the auditors from Beall Barclay & Company. Minutes from the meeting were included in the board packet. Guy introduced John Evans with Beall Barclay & Company, PLC to present the Audit Report for December 31, 2014 and 2013 to the full board. Evans went over their findings which were positive. No management letter was issued this year. Evans provided information that is counted toward the board's financial training each year in addition to the training that is given at the annual board retreat.

Motion made, seconded – Audit Report approved as presented.

Consent Agenda

Watts presented the Consent Agenda as it was distributed to Board members prior to the meeting.

- President/CEO Raymond Burns presented a summary of the 4/30/2015 Financial Statement.
- Senior Vice President of Membership Services, Shelle Summers provided the year-to-date membership report for 2015 and the month-to-date report.
- Vice President of Development, Whitney Yoder gave a report on the following programs, 2015 Vision 2030 Implementation Committee, Education Committee, Leadership Benton County and NWAEL. Whitney also talked about some of the upcoming events and the success of recent events for these programs like the Education Awards and Wine & Cheese Event for Emerging Leaders.

Lunch

Mercy Life Line Air Medical Services Team spoke to the board about their services and their Membership Program Plan.

Consent Agenda (Continued)

- Director of Special Events, Brooklynn Wiley presented information to the board about the revenue for each of her events year to date. Wiley also invited board members to some of our upcoming events including Expo and Chamber Picnic.
- Vice President of Minority Economic Development, Geovanny Sarmiento reported about the continued success and growth of the Engage NWA program and its many partners that are involved with this program.
- Vice President of Economic Development, Steve Cox reported about the chambers new K-J program and thanked several of the board members for their support with the events this program offers. Cox also talked about local industry job creation and workforce.
- Executive Director of Visit Rogers, J.R. Shaw discussed tourism growth and how his new staff is working to execute the marketing plan that was put in place for this year along with Visit Rogers website changes and growth.
- Burns discussed Government Affairs updates and went over some of the items being discussed in the Legislative Special Session as well as Federal issues being considered or mandated administratively in Washington and what the Chambers stand is on these items. Previous boards have taken positions on some or all of these topics. Chairman Watts asked that the board reaffirm their positions which included:
 - Support long term highway funding at the federal level

- Oppose Air and Water Quality standards as being mandated by EPA that are unfriendly to business
- Support TPA and the re-charter of Ex-Im Bank
- Support Super Project Bond Funding for Lockheed - Martin in Camden
- Took no position on moving the May Primary to March
- Reiterated support of SJR 16 that will be on the November 2016 ballot as a constitutional amendment to help create jobs

Motion made, seconded- approved as presented as an item separate of the consent agenda

Motion made, seconded to accept the Consent Agenda as presented.

Other Business

Burns notified the board that Nick Hobbs would be the head of the Nominating Committee this year for next year's new board members. The committee will be appointed over the next month and will have their nominations ready to present at the July board meeting. Board members wishing to participate or offer names for nomination were encouraged to do so.

Adjourn

There being no further business, the meeting was adjourned.

Respectfully submitted,

Katie Wright

Attest: _____
Mike Watts, Chairman



EXECUTIVE COMMITTEE MEETING MINUTES

Tuesday, June 25, 2015

11:00 am – 1:00 pm

AT&T Meeting Room

Present: Mike Watts, Nick Hobbs, David Faulkner, Jerry Vest, Raymond Burns, Vickie Grotts, Katie Wright

Called to order by Chairman Raymond Burns at 11:15

Minutes

President/CEO Raymond Burns informed the committee that the minutes from the April 22nd Executive Committee meeting and May 28th Board of Directors meeting were in the packet that was distributed to them before the meeting.

Financial Statement

Burns presented the May 31, 2015 financial statement and noted there were two corrections made since the packet had been sent out to the committee.

Sales and Membership

Burns provided the membership report and the month-to-date for 2015. He went over comparison of last year's numbers and the goal of 2200 members for 2015.

A motion was made to approve the minutes, financials and sales/membership report. The motion was seconded and passed unanimously.

Staff Changes

Burns informed the committee that Geovanny Sarmiento has given his notice due to his wife accepting a position with Walmart that would move them out of the country. He stated that he would be meeting with the Northwest Arkansas Council and the Jones Center to discuss the future of the Engage NWA program.

Nominating Committee

The Executive Committee discussed moving Eric Pianalto to Treasurer for 2016 and went over possible recommendations for 2018 board members and ex-officio changes that need to be made.

A motion was made to recommend nominees to the full Board of Directors for approval. The motion was seconded and passed unanimously.

Lunch

Other Business

It was discussed to have the Board Retreat this year locally. J.B. Hunt auditorium is a possibility for the location. Burns and Hobbs will work on an available date. It was discussed that this would be a good time for both mayors, the Northwest Arkansas Council and Resource Development Group to give presentations to the board. Burns will announce the date at the July board meeting.

The board was briefed on the last 401K meeting and issues that are being corrected concerning testing and employer contributions.

Burns discussed using RDG to handle the Vision 2030 campaign. We will seek a proposal for their services.

Burns discussed the release of the Downtown Master Plan and hiring an individual to handle the economic development that would be ran out of the chamber office. Rogers events would still be ran out of the Mainstreet Rogers office, or another organization. There was discussion that a job description would need to be made for the development position and it would need to be incorporated under the possible name Downtown Rogers, Inc. There were no objections from the committee on this name, and we will move forward incorporating Downtown Rogers Inc. as a for profit business for now, possibly moving to a not-for-profit later.

Burns discussed the need of a state wide survey for SJR16 to gather opinions from members of the state. Each of the three larger chambers would be asked to fund this survey. The survey would be designed by an outside professional company. The Chamber needs to commit \$5,000 in 2015 and \$5,000 in 2016, to come from private campaign funds.

There being no further business, the meeting adjourned.

Respectfully submitted,

Katie Wright

Attest: _____
Mike Watts, Chairman

Rogers-Lowell Area Chamber of Commerce
Financial Statements
(UNAUDITED)
June 30, 2015

ROGERS-LOWELL AREA CHAMBER OF COMMERCE

STATEMENT OF FINANCIAL POSITION

June 30, 2015

ASSETS

CURRENT ASSETS

¹ Cash and Cash Equivalents			
² Petty cash	\$200.00		
³ Checking - operating	\$468,776.73		
⁴ Money Market Savings	\$1,079,581.54	\$	1,548,558.27
⁵ Accounts Receivable			294,805.10
⁶ Allowance for doubtful accts.			(\$34,244.45)
⁷ Prepaid expenses			\$13,432.57
			<hr/>
TOTAL CURRENT ASSETS		\$	1,822,551.49

FURNITURE, EQUIPMENT, AND IMPROVEMENTS

⁸ Building	\$921,563.21		
⁹ Office equipment	\$102,381.17		
¹⁰ Computer equipment	\$212,439.53		
¹¹ Furniture	\$114,307.24		
¹² Vehicles	\$49,296.74		
			<hr/>
		\$	1,399,987.89
¹³ Less: Accumulated depreciation			(\$780,424.30)
			<hr/>
¹⁴ TOTAL FURNITURE, EQUIPMENT, AND IMPROVEMENTS		\$	519,563.59

TOTAL ASSETS

\$ 2,442,115.08

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

¹⁶ Accrued Salaries & Wages			\$17,371.02
¹⁷ FICA withholding			\$3,156.83
¹⁸ Federal withholding			\$2,770.37
¹⁹ State withholding			\$949.62
²⁰ State unemployment			\$7.54
²¹ Federal unemployment			\$3.15
²² Accrued PTO			\$65,617.95
²³ Accrued Property Taxes			\$30,024.11
²⁴ Accounts Payable			\$17,871.97
²⁵ Deferred Income			\$200,181.65
²⁶ Current portions of Notes			\$6,463.80
			<hr/>
TOTAL CURRENT LIABILITIES			\$344,418.01

LONG TERM LIABILITIES

²⁸ Note payable - Ally Bank	\$38,098.62		
²⁹ Note payable - Copier Leases	\$3,962.99		
			<hr/>
TOTAL LONG TERM LIABILITIES		\$	42,061.61

NET ASSETS

³¹ Unrestricted Net Assets, Beginning of year			\$1,553,232.39
³² Current change in net assets		\$	502,403.07
			<hr/>
TOTAL NET ASSETS			\$2,055,635.46

TOTAL LIABILITIES AND NET ASSETS

\$2,442,115.08

IMPORTANT FINANCIAL RATIOS

EQUITY COMPUTATIONS

June 30, 2015

Current Ratio:

This ratio is computed by comparing total current assets to total current liabilities:

5

(A 2:1 ratio is considered norm)

Acid Test Ratio:

This ratio is computed by comparing cash and cash equivalents *only* to current liabilities:

4

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE
FOR PERIOD ENDING JUNE 30, 2015**

Footnotes Explained

- ¹ Cash and cash equivalents are always listed first on a properly prepared Statement of Financial Position. Cash equivalents are accounts that can be converted into cash quickly (irrespective of premature conversion penalties and the like) such as certificates of deposit (CDs).
- ² The chamber currently has petty cash on hand of \$200.00. Katie Wright is the custodian for \$100 of this fund and Judy Diffee is the custodian for \$100 to be used for events.
- ³ The chamber currently has a disbursing account and a payroll checking account at Arvest Bank with a current balance of \$32,841.79 This account does not presently earn interest. Cash for the capital campaign currently has a balance of \$435,934.94 This account does earn interest.
- ⁴ The chamber has a money market savings account at Arvest Bank currently earning .20% interest with a current available balance of \$1,079,581.54 There is no maturity date, so withdrawals are not penalized.
- ⁵ Accounts receivable are monies owed to the chamber by sponsors, advertisers and members, and other chamber affiliates.

Current account receivable balances are as follows:

		<u>6/30/2014</u>
Chamber Publications, Inc.	\$136,876.00	<u>\$121,876.00</u>
Dues, event sponsorships, advertisers, affiliates	\$143,942.10	<u>\$91,773.12</u>
Current capital campaign receivables	<u>\$13,150.00</u>	<u>\$16,450.00</u>
	<u>\$293,968.10</u>	<u>\$230,099.12</u>

- ⁶ Dating back to January 2006 the chamber set up a bad debt allowance that now has an accumulated total of (\$589,196.39); tied to dues and non-dues accounts receivable. The current balance is (34,244.45)
- ⁷ Prepaid expenses are amounts the chamber has expended for which it will receive a future benefit. The chamber accounting policy states that these amounts will be reclassified as line-item expenses in the month the benefit is realized. \$13,432.57 Pre-paid Insurance & Database Renewal license
- ⁸ Accounting regulations state that the chamber's building, plus improvements, must be recorded in this financial statement at its historical cost and not its current market value.

Building	717,383.86	11/1/1996
Improvements	<u>204,179.35</u>	
Total cost basis	<u>921,563.21</u>	

Note : The land and building have a real estate tax assessed value of \$308,600.00

- ⁹ Office equipment is recorded in the financial statement at a historical cost of 102,381.17
- ¹⁰ Computer equipment is recorded in the financial statement at a historical cost of 212,439.53
- ¹¹ Furniture is recorded in the financial statement at a historical cost of 114,307.24
- ¹² Vehicles are recorded in the financial statement at a cost of 49,296.74
- ¹³ The chamber policy is to depreciate and amortize assets using the straight-line method according to the following schedule:

<u>Item</u>	<u>Time Period</u>
Building	30 years
Land	Nondepreciable asset
Furniture	10 years
Electronic assets	5 years, 7 years
Leasehold improvements	Lease period remaining

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE
FOR PERIOD ENDING JUNE 30, 2015**

Footnotes Explained

¹⁴ The net value (cost less depreciation and amortization) is also called the book value of capitalized assets, and is as follows:

<u>Item</u>	<u>Cost</u>	<u>Accum Depr.</u>	<u>Book Value</u>
Land and Building	\$921,563.21	\$397,929.10	\$523,634.11
Office Equipment	\$102,381.17	\$91,706.46	\$10,674.71
Computer Equipment	\$212,439.53	\$178,775.22	\$33,660.85
Furniture	\$114,307.24	\$102,012.62	\$12,294.62
Vehicles	\$49,296.74	\$10,274.60	\$39,022.14
	<u>\$1,399,987.89</u>	<u>\$780,424.30</u>	<u>\$619,563.59</u>

Note: Currently an entry for accumulated depreciation of \$5,117.49 is made each month.

¹⁵ Current liabilities are amounts legally owed by the chamber to vendors, banks, and so forth, within represents a correction from a previous quarterly tax report that will be corrected in April 2006.

¹⁶ The organization employs a bimonthly payroll system whereby all employees are paid twice a month. As of the date of this statement, employees worked 4 days in May for a liability of 14,801.27 that will be paid to employees on July 10, 2015.

¹⁷ Accrued FICA taxes for June 2015.

¹⁸ Accrued Federal withholding taxes for June 2015.

¹⁹ Accrued State withholding taxes for June 2015.

²⁰ Accrued SUTA withholding taxes for June 2015.

²¹ Accrued FUTA withholding taxes for June 2015.

²² Accrued PTO leave through June 2015.

²³ The chamber accrues property taxes of \$1,506.93 each month. On October 1 of each year property taxes will be payable to Benton County Tax Collector.

²⁴ Accounts payable are legal obligations owed to vendors for goods and services provided and currently total \$18,203.40. The chamber's policy with vendors is such that invoices will be paid within 30 days of receipt of the invoices. The chamber also has a policy whereby it takes advantage of payment discounts when offered.

²⁵ Deferred income are funds the organization received for which it owes a future service. These amounts will be reclassified as revenues in the month the service is provided. Currently the amounts are as follows:

		<u>6/30/2014</u>
Dues	\$200,181.65	\$228,069.39
Website	\$0.00	\$0.00
Capital Campaign	\$0.00	\$0.00
Non Dues	\$0.00	\$0.00
	<u>\$200,181.65</u>	<u>\$228,069.39</u>

With regard to dues the chamber records one-twelfth (1/12) of dues received each month as dues revenue in the month invoiced and the remaining dues are deferred. Deferred dues are reclassified as dues revenue over the next 9 months.

Deferred website sponsorships are down payments received from members for annual website listings. These funds will be reclassified as website revenues during the year.

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE
FOR PERIOD ENDING JUNE 30, 2015**

Footnotes Explained

²⁶ Amounts due to be paid on the notes payable over the next 12 succeeding months are as follows:

<u>Item</u>	<u>Amount</u>
Ally Bank - 2015 Yukon	\$9,724.79
Copier lease-Konica Minolta	\$1,507.56
Copier lease-Toshiba	\$1,624.92
	\$12,857.27

²⁷ Long-term debt is for amounts owed on notes excluding the next 12 months' payments. The current portion of long-term debt is classified with current liabilities.

²⁸ The chamber borrowed funds to finance the chamber motor vehicle in the form of a secured note. The loan details are as follows:

Lender	<i>Ally Bank</i>
Original Loan Amount	\$51,003.00
Date of loan	7/14/2014
Length of loan	5 years
Interest rate	2.90%
Debt service	\$915.28/month
Payoff date	8/1/2019

²⁹ The chamber has a capital lease obligation for a Toshiba copier. The details are as follows:

Lessor	DPS
Date of Lease	3/1/2013
Length of Lease	5 years
Lease payment	\$164.00/month
Lease ending date	3/1/2018

The chamber has a capital lease obligation for a Konica Minolta copier. The details are as follows:

Lessor	PBS
Date of Lease	2/1/2011
Length of Lease	5 years
Lease payment	\$185.50/month
Lease ending date	4/1/2016

³⁰ The net assets section of this statement is unique to not-for-profit organizations and represents the chamber's equity section.

³¹ Unrestricted net assets are similar to the retained earnings account appearing on the financial statements of commercial organizations in that they represent the net profit of the chamber since it has been in existence. Unrestricted net assets are also the chamber's theoretical book-value net worth.

³² Current change in net assets is the chamber's current year net profit or loss.

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
STATEMENT OF ACTIVITIES
FOR PERIOD ENDING JUNE 30, 2015

	<u>Current Month</u>		<u>Year - to - Date</u>		<u>Annual</u>	
	Actual	Budget	Actual	Budget	Budget	% of Annual Budget
REVENUE						
MEMBERSHIP						
Membership - Renewals	43,714.13	41,444.07	264,227.59	256,594.23	506,909.69	52.13%
Membership - New	4,781.49	6,041.67	34,287.25	36,250.02	72,500.00	47.29%
	48,495.62	47,485.74	298,514.84	292,844.25	579,409.69	51.52%
PROJECTS	14,780.00	12,315.00	522,459.15	452,225.00	608,045.00	85.92%
SPECIAL FUND	0.00	0.00	10,000.00	10,000.00	10,000.00	100.00%
CAPITAL CAMPAIGN	7,350.00	7,350.00	421,100.00	421,850.00	455,400.00	92.47%
CONTRACT						
Chamber Publications	45,000.00	45,000.00	45,000.00	45,000.00	45,000.00	100.00%
Tobacco Grant/SPFSIG Grant/CHIP	0.00	0.00	0.00	0.00	0.00	0.00%
C.H.I.P Program	0.00	0.00	60,607.77	60,607.77	60,607.77	100.00%
Jones Center - Engage NWA	2,531.20	2,599.83	15,187.20	15,599.00	31,198.00	48.68%
Interest Income	192.80	166.66	1,389.65	999.96	2,000.00	69.48%
Leadership Benton County	0.00	0.00	3,500.00	0.00	8,000.00	43.75%
Northwest Council Contract	69,995.14	70,000.00	414,487.58	418,328.37	892,500.00	46.44%
RLEDC	69,078.12	91,000.00	207,665.40	272,000.00	544,000.00	38.17%
Rogers Development Foundation	0.00	0.00	43,669.27	47,169.27	47,169.27	92.58%
Room Rental	0.00	50.00	575.00	300.00	600.00	95.83%
Royalties	923.40	0.00	1,022.80	100.00	7,000.00	14.61%
	187,720.66	208,816.49	793,104.67	860,104.37	1,638,075.04	48.42%
TOTAL REVENUE	258,346.28	275,967.23	2,045,178.66	2,037,023.62	3,290,929.73	62.15%
Renewals - Invoiced - 2015	41,609.41	41,444.07	264,158.98	256,594.23	506,909.69	
New Members-Invoiced - 2015	3,118.80	6,041.67	31,338.22	36,250.02	72,500.00	

ROGERS-LOWELL AREA CHAMBER OF COMMERCE

STATEMENT OF ACTIVITIES

FOR PERIOD ENDING JUNE 30, 2015

	<u>Current Month</u>			<u>Year - to - Date</u>			<u>Annual</u>	
	Actual	Budget	Variance Over/(Under)	Actual	Budget	Variance Over/(Under)	Budget	% of Annual Budget
EXPENSES								
HUMAN RESOURCE								
Employee Insurance	11,026.92	9,263.33	1,763.59	59,604.47	55,580.00	4,024.47	111,160.00	53.62%
Payroll Other Cost	4,348.62	0.00	4,348.62	10,074.46	4,000.00	6,074.46	75,400.00	13.36%
Payroll Taxes	10,415.47	11,666.66	(1,251.19)	68,977.07	69,999.96	(1,022.89)	139,999.92	49.27%
Salaries and Wages	131,859.69	152,150.13	(20,290.44)	877,785.59	912,900.78	(35,115.19)	1,825,801.56	48.08%
401K - Employer Contribution	4,732.22	5,150.00	(417.78)	27,179.51	30,900.00	(3,720.49)	61,800.00	43.98%
401K - Other Costs	258.67	266.67	(8.00)	1,599.38	1,600.00	(0.62)	3,200.00	49.98%
	162,641.59	178,496.79	(15,855.20)	1,045,220.48	1,074,980.74	(29,760.26)	2,217,361.48	47.14%
	13,273.06	9,944.17	3,328.89	308,432.95	290,391.03	18,041.92	422,024.49	73.03%
	2,287.33	7,541.67	(5,254.34)	9,121.52	45,250.00	(36,128.48)	90,500.00	10.08%
PROJECTS								
CAPITAL CAMPAIGN								
ADMINISTRATIVE								
Accounting Fees	1,510.00	0.00	1,510.00	16,524.00	15,350.00	1,174.00	15,350.00	107.65%
Automotive Expense	1,597.85	2,333.33	(735.48)	9,798.66	13,999.98	(4,201.32)	28,000.00	35.00%
Bad Debt	0.00	0.00	0.00	45,000.00	45,000.00	0.00	60,000.00	75.00%
Bank Charges	630.98	725.00	(94.02)	4,172.27	4,350.00	(177.73)	8,700.00	47.96%
Building Insurance	312.72	300.00	12.72	1,886.04	1,800.00	86.04	3,600.00	52.39%
Building Maintenance	2,687.40	1,916.67	770.73	11,912.20	11,500.00	412.20	23,000.00	51.79%
Community Local	42.64	50.00	(7.36)	342.65	300.00	42.65	600.00	57.11%
Conference Registration	0.00	1,000.00	(1,000.00)	1,312.51	6,000.00	(4,687.49)	12,000.00	10.94%
Depreciation	5,117.49	5,833.33	(715.84)	30,423.00	35,000.00	(4,577.00)	70,000.00	43.46%
Director liability Insurance	191.92	175.00	16.92	1,151.52	1,050.00	101.52	2,100.00	54.83%
Dues, Subscriptions & Licenses	928.48	833.33	95.15	5,130.82	4,999.98	130.84	10,000.00	51.31%
Equipment Contracts/Leases	19.88	541.66	(521.78)	1,228.08	3,249.96	(2,021.88)	6,500.00	18.89%
Interest Expense	180.81	125.00	55.81	1,114.03	750.00	364.03	1,500.00	74.27%
Lowell E.D Office Rent & Expenses	953.25	953.25	0.00	5,719.50	5,719.50	0.00	11,439.00	50.00%
Computer Maintenance and Repairs	616.50	833.33	(216.83)	3,917.28	4,999.98	(1,082.70)	10,000.00	39.17%
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
Office Supplies and Expenses	572.17	1,250.00	(677.83)	4,846.65	7,500.00	(2,653.35)	15,000.00	32.31%
Postage	508.00	1,666.66	(1,158.66)	6,826.98	9,999.96	(3,172.98)	20,000.00	34.13%
Property Tax Expense	1,506.93	1,508.93	0.00	9,041.58	9,041.58	0.00	18,083.16	50.00%
Telephone	2,214.53	1,750.00	464.53	9,613.37	10,500.00	(886.63)	21,200.00	45.35%
Utilities	1,532.26	1,750.00	(217.74)	10,039.50	10,500.00	(460.50)	21,000.00	47.81%
	21,123.81	23,543.49	(2,419.68)	180,000.64	201,610.94	(21,610.30)	358,072.16	50.27%
	199,325.79	219,526.13	(20,200.34)	1,542,775.59	1,612,232.72	(69,457.12)	3,087,958.14	49.96%
TOTAL EXPENSE				502,403.07	424,790.90	77,612.17	202,971.59	247.52%
CHANGE IN NET ASSETS								

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
STATEMENT OF CASH FLOWS
YEAR TO DATE ENDED JUNE 30, 2015

CASH FLOWS FROM OPERATING ACTIVITIES

Net Income 502,403.07

Adjustments to reconcile Net Income to net cash provided by operating activities:

Depreciation \$30,066.30

Allowance for uncollectible accounts \$12,448.37

Change in:

Accounts receivable (\$63,053.66)

Prepaid expenses \$5,900.91

Accounts payable (\$1,518.14)

Accrued liabilities 17,800.69

Deferred revenue (\$88,653.90)

(\$129,524.10)

Total Adjustments (\$87,009.43)

¹ **Net Cash From Operating Activities** **\$415,393.64**

CASH FLOWS FROM INVESTING ACTIVITIES

Capital expenditures (7,660.68)

² Net Cash (Used For) Investing Activities (\$7,660.68)

CASH FLOWS FROM FINANCING ACTIVITIES

Principal payments on long-term debt (\$12,857.27)

³ Net Cash (Used For) Financing Activities (\$12,857.27)

⁴ **NET CHANGE IN CASH AND CASH EQUIVALENTS** **\$394,875.69**

⁵ **CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR** \$1,153,682.58

⁶ **CASH AND CASH EQUIVALENTS, END OF MONTH** **\$1,548,558.27**

¹ The amount of cash the chamber received or used during the period due to operating activities.
\$415,393.64

² The amount of cash the chamber used on items purchased with a useful life of greater than one year.
Deferred Income \$7,660.68

³ The amount of cash the chamber received from borrowing funds.
This amount for the period ending May 31 is (\$12,857.27)

⁴ The overall change in the chamber's cash and cash equivalents for the period.

⁵ Cash and Cash equivalents for the chamber as of 01/01/2015.

⁶ Cash and Cash equivalents for the period ending June 30, 2015.
An increase in cash from May 31 of (\$84,847.17)

ROGERS-LOWELL AREA CHAMBER OF COMMERCE

SUPPORTING SCHEDULES

YEAR TO DATE ENDED JUNE 30, 2015

PROJECTS	REVENUE			EXPENSE			NET		
	YTD ACTUAL	ANNUAL BUDGET	%	YTD ACTUAL	ANNUAL BUDGET	%	YTD	ANNUAL BUDGET	OVER / (UNDER) BUDGET
Academic Awards	11,500.00	10,000.00	115.00%	5,443.34	4,150.00	131.16%	6,056.66	5,850.00	206.66
Ambassador	710.00	1,850.00	38.38%	781.60	1,780.00	43.91%	(71.60)	70.00	(141.60)
Annual Banquet	108,885.00	101,750.00	107.01%	59,645.40	66,500.00	89.69%	49,239.60	35,250.00	13,989.60
Board Planning Retreat	2,250.00	11,020.00	20.42%	0.00	11,020.00	0.00%	2,250.00	0.00	2,250.00
Bowling for Business	2,300.00	6,370.00	36.11%	1,900.00	3,470.00	54.76%	400.00	2,900.00	(2,500.00)
Business After Hours	15,050.00	11,850.00	127.00%	3,900.00	550.00	709.09%	11,150.00	11,300.00	(150.00)
NWA Biz Expo	54,470.00	92,100.00	59.14%	18,087.50	68,700.00	26.33%	36,382.50	23,400.00	12,982.50
Business to Business	7,710.00	10,250.00	75.22%	4,580.72	6,150.00	74.48%	3,129.28	4,100.00	(970.72)
Candidate forums	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Chamber Night at City/Schools	4,000.00	2,250.00	177.78%	784.54	540.00	141.58%	3,235.46	1,710.00	1,525.46
Chamber University	2,500.00	2,500.00	100.00%	299.26	400.00	74.82%	2,200.74	2,100.00	100.74
Coffee Connection	5,000.00	4,600.00	108.70%	0.00	0.00	0.00%	5,000.00	4,600.00	400.00
Education Awards	275.00	300.00	91.67%	180.68	195.00	92.66%	94.32	105.00	(10.68)
Emerging Leaders	13,450.00	6,950.00	193.53%	8,591.00	6,950.00	123.61%	4,859.00	0.00	4,859.00
K2J Connect Workforce Ed	0.00	2,500.00	0.00%	312.91	500.00	62.58%	(312.91)	2,000.00	(2,312.91)
Community Diversity Celebration	3,250.00	2,500.00	130.00%	1,000.00	700.00	142.86%	2,250.00	1,800.00	450.00
First Leadership	0.00	6,000.00	0.00%	3,795.65	6,000.00	63.26%	(3,795.65)	0.00	(3,795.65)
Fishing Tournament	87,970.00	65,400.00	103.93%	51,375.61	49,250.00	104.32%	16,594.39	16,150.00	444.39
GA - Other	3,391.00	6,200.00	54.69%	525.02	6,200.00	8.47%	2,865.98	0.00	2,865.98
Golf Fall Tournament	14,500.00	25,400.00	57.09%	7,700.00	17,935.00	42.93%	6,800.00	7,465.00	(665.00)
Golf Spring Tournament	46,897.00	47,750.00	98.21%	23,098.69	29,850.00	77.38%	23,798.31	17,900.00	5,898.31
Job Fair	53,170.00	65,600.00	81.05%	39,791.42	52,100.00	76.38%	13,378.58	13,500.00	(121.42)
Large Industry Council	5,500.00	2,800.00	196.43%	344.38	1,600.00	21.52%	5,155.62	1,200.00	3,955.62
Social Media Packages	0.00	4,800.00	0.00%	0.00	0.00	0.00%	0.00	4,800.00	(4,800.00)
Leaders Conference/Vision 2025	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Legislative Issues - Forums	3,534.75	2,500.00	141.39%	1,008.11	1,000.00	100.81%	2,526.64	1,500.00	1,026.64
Lowell - Volunteer Appreciation	5,250.00	5,750.00	91.30%	1,493.87	1,300.00	114.91%	3,756.13	4,450.00	(693.87)
Lunch & Entertainment	300.00	0.00	0.00%	1,604.08	1,500.00	106.94%	(1,304.08)	(1,500.00)	195.92
FYI Sunrise Seminar Series	1,945.00	1,450.00	134.14%	970.00	550.00	176.36%	975.00	900.00	75.00
Mailout - Relocation	6,000.00	3,500.00	171.43%	500.00	0.00	0.00%	5,500.00	3,500.00	2,000.00
Mainstreet Rogers	0.00	0.00	0.00%	500.00	1,000.00	50.00%	(500.00)	(1,000.00)	500.00
Map Sales	12.50	20.00	62.50%	0.00	0.00	0.00%	12.50	20.00	(7.50)
Member focus luncheon	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Miscellaneous Income	65.10	150.00	43.40%	0.00	0.00	0.00%	65.10	150.00	(84.90)
New member Orientation	2,400.00	2,200.00	109.09%	0.00	300.00	0.00%	2,400.00	1,900.00	500.00
Newsletter	15,300.00	20,300.00	75.37%	30,436.42	46,600.00	65.31%	(15,136.42)	(26,300.00)	11,163.58

NWA Diversity Council	4,750.00	11,500.00	41.30%	500.00	3,000.00	16.67%	4,250.00	8,500.00	(4,250.00)
Manufacturing Guide	0.00	50.00	0.00%	0.00	0.00	0.00%	0.00	50.00	(50.00)
Small Business Awards	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Spanish Seminar Series	1,500.00	2,500.00	60.00%	0.00	600.00	0.00%	1,500.00	1,900.00	(400.00)
Other Publications	15.00	50.00	30.00%	0.00	0.00	0.00%	15.00	50.00	(35.00)
Race For the Spike	7,600.00	6,500.00	116.92%	4,074.54	6,500.00	62.69%	3,525.46	0.00	3,525.46
Recognition Awards	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Ribbon Cutting Photos	1,660.00	1,430.00	116.08%	516.00	709.50	72.73%	1,144.00	720.50	423.50
Relocation lists	270.00	180.00	150.00%	0.00	0.00	0.00%	270.00	180.00	90.00
Teacher of the Year	850.00	750.00	113.33%	213.53	150.00	142.35%	636.47	600.00	36.47
Teachers Fair	10,775.00	20,525.00	52.50%	925.00	3,525.00	26.24%	9,850.00	17,000.00	(7,150.00)
Washington Fly-In	0.00	2,250.00	0.00%	0.00	2,250.00	0.00%	0.00	0.00	0.00
Weekly Chamber Email	8,725.00	15,700.00	55.57%	7,000.00	8,500.00	82.35%	1,725.00	7,200.00	(5,475.00)
Gain/Loss on fixed Assets	0.00	0.00	0.00%	573.68	0.00	0.00%	(573.68)	0.00	(573.68)
Website	28,728.80	20,000.00	143.64%	26,000.00	10,000.00	260.00%	2,728.80	10,000.00	(7,271.20)
	522,459.15	608,045.00	86%	308,432.95	422,024.49	73.08%	214,026.20	186,020.51	28,005.69

	REVENUE		%	EXPENSE		%	NET		OVER / (UNDER) BUDGET
	YTD ACTUAL	ANNUAL BUDGET		YTD ACTUAL	ANNUAL BUDGET		YTD	ANNUAL BUDGET	
	522,459.15	608,045.00	86%	308,432.95	422,024.49	73.08%	214,026.20	186,020.51	28,005.69

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
STATEMENT OF FUNCTIONAL EXPENSE - CAPITAL CAMPAIGN
FOR PERIOD ENDING JUNE 30, 2015

	<u>Initiative One</u>	<u>Initiative Two</u>	<u>Initiative Three</u>	<u>Initiative Four</u>	<u>Capital Campaign Expense</u>	<u>Total</u>
	<u>Business & Economic Development</u>	<u>Governmental Affairs</u>	<u>Small Business Outreach</u>	<u>Defining the Destination</u>		
<u>EXPENSES</u>						
Professional fees, consultants	22.50	0.00	0.00	0.00	115.17	137.67
Advertising and public relations	0.00	540.00	0.00	282.74	0.00	822.74
Travel	0.00	2,275.00	0.00	0.00	0.00	2,275.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00
Postage	0.00	0.00	0.00	0.00	0.00	0.00
Printing and copying	0.00	0.00	0.00	0.00	0.00	0.00
Production Expense	0.00	0.00	0.00	0.00	0.00	0.00
Utilities & Telephone	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Expense	0.00	0.00	0.00	0.00	0.00	0.00
Equipment repair & maintenance	0.00	0.00	0.00	0.00	0.00	0.00
Awards & Recognition	0.00	0.00	0.00	0.00	0.00	0.00
Staff Development	10.00	0.00	0.00	0.00	0.00	10.00
Speakers	0.00	0.00	0.00	0.00	0.00	0.00
Local transportation	0.00	0.00	0.00	0.00	0.00	0.00
Dues and subscriptions	102.50	3,910.47	375.00	0.00	0.00	4,387.97
Entertainment	0.00	0.00	0.00	0.00	0.00	0.00
Food	30.00	38.91	0.00	0.00	0.00	68.91
Meetings	0.00	519.23	0.00	0.00	900.00	1,419.23
Total Expenses	165.00	7,283.61	375.00	282.74	1,015.17	9,121.52

Members Joined

6/1/2015 to 6/30/2015

ID #	Profile Name	Main Profile	Work Phone	Sold By	Date Joined	Annual Dues
41834	Chef Shuttle	Emily Harris	(501) 712-8700	Katie Wright	06/08/2015	\$290.00
41866	Domino's	Jessica Russell	(501) 218-8661	Jacque Eakins	06/11/2015	
28437	Domino's	Jessica Russell	(501) 218-8661	Jacque Eakins	06/10/2015	
41868	Domino's	Jessica Russell	(501) 218-8661	Jacque Eakins	06/11/2015	
41867	Domino's	Jessica Russell	(501) 218-8661	Jacque Eakins	06/11/2015	
41869	Domino's	Jessica Russell	(501) 218-8661	Jacque Eakins	06/11/2015	
41865	Domino's	Jessica Russell	(501) 218-8661	Jacque Eakins	06/11/2015	
41855	First Western	Vicki Miller	(479) 878-3455	Jacque Eakins	06/10/2015	\$290.00
41945	Jacked Up on Fishing LLC	Tim Moore	(520) 220-1808	Katie Wright	06/29/2015	\$290.00
41576	Joplimo Mattress	Bryan Slavens	(479) 636-1905	Jacque Eakins	06/19/2015	\$290.00
41699	Keith, Miller, Butler, Schneider & Pawlik, PLLC	Nick Arnold	(479) 621-0006	Marni Rogers	06/03/2015	\$25.00
16786	Martinez Law Firm, PLLC	Miriam E. Martinez	(479) 202-5275	Geovanny Sarmiento	06/10/2015	\$290.00
24729	The New School	Brooke Peterson	(479) 521-7037	Jacque Eakins	06/16/2015	\$150.00
39145	Rouge Salon & Nail Spa	Jackie Tran	(479) 254-8222	Jacque Eakins	06/19/2015	
41664	Rouge Salon & Nail Spa	Jackie Tran	(479) 254-8222	Jacque Eakins	06/19/2015	\$315.00
41820	Studio H Salon	Heath Carroll	(479) 644-1915	Jacque Eakins	06/04/2015	\$290.00
37837	SUP Outfitters	Melody Elliott	(479) 244-7380	Ashley Matsumura	06/25/2015	\$290.00
41825	Sylvan Learning Center of Rogers	Courtney Wright	(479) 903-7210	Shelle Summers	06/30/2015	\$290.00
41842	Travel Freedom Plus	Cheryl Cook	(479) 721-8674	Marni Rogers	06/10/2015	\$137.04
19697	True Blue Inc. - Labor Ready	Matt Pennington	(479) 750-3212	Jacque Eakins	06/17/2015	\$290.00

As of 7/17/2015

ID #	Profile Name	Main Profile	Work Phone	Sold By	Date Joined	Annual Dues
41930	University of Arkansas Department of Athletics - Wendell Toliver		(479) 575-7781		06/26/2015	
38729	US Health Advisors - Terry Griggs	Terry Griggs	(501) 557-8392	Jon Moran	06/03/2015	\$290.00
41170	Westrock Coffee Company	Michael Wright	(501) 297-4501	Jacque Eakins	06/19/2015	\$290.00
41670	www.nwadelivery.com	Justin Day	(417) 234-6909	Jacque Eakins	06/22/2015	\$290.00
Total Joined 24					Grand Total Dues	\$3,817.04

Dropped Members

06/01/2015 to 06/30/2015

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropped	Annual Dues
39309	Alternique	Debra Barbee		11/11/2013	06/29/2015	\$262.08
38780	Arkansas Electric Bikes	Tim Eichenberg		07/23/2013	06/04/2015	\$262.08
5866	Bare Metal Solutions, LLC	Graham Elledge		05/26/2006	06/04/2015	\$290.00
5891	Corporate Risk Services, LLC	Missy Bohannon		06/14/2006	06/29/2015	\$250.00
17434	Exago - Youth Leader Networks	Aaron Babyar		12/20/2013	06/29/2015	\$150.00
12771	Grimmsley Graham		might re-join in future	03/14/2014	06/04/2015	\$145.00
19301	Mike Russell & Associates, Inc.	Mike Russell	dropped courtesy membership, main account was dropped formerly known as Clement Financial	10/01/1989	06/04/2015	\$0.00
25146	Nehemiah Worldwide	Scott McClymonds	didn't receive strong leads	11/19/2013	06/04/2015	\$200.00
39832	The Party Place Depot	Pepper Sanford		06/03/2014	06/04/2015	\$0.00
38548	Rodan + Fields Dermatologists - Peggy Pearson	Peggy Pearson		09/27/2013	06/04/2015	\$175.00
3285	STL Associates	S.T. Ledgerwood		10/21/1998	06/04/2015	\$290.00
Total Dropped 11						\$2,024.16



**STAFF REPORT to the
BOARD OF DIRECTORS**

July 2015



Administration

STAFF:

Vickie Grotts
Vice President of
Accounting & Finance

Judy Diffie
Finance Manager

Amanda Mills
Information Specialist

Marni Rogers
Member Services
Representative

Ashley Matsumura
Information Specialist

Katie Wright
Assistant to the President

Brad Phillips
Vice President
of Marketing
Communications

Nick Smith
Creative Services
Manager

Marketing Communications

Chamber Voice and The Good Life Publications

Published and distributed the *Chamber Voice* for January, February (2014 Annual Report), March (2015 Business Plan), April, May, June and July.

The Good Life 2015-16 Visitors and Relocation Guide was published and distributed at the 93rd Annual Banquet in February and mailed to members in late April. Distribution is ongoing at state welcome centers and in NWA.

RogersLowell.com

Through June, the RogersLowell.com website has recorded a total of **69,753** Unique Visitors and **180,204** total Page Views.

Top Categories Searched & Number of Times each Category Displayed: January 1 through June 30, 2015

Banquet/Meeting Rooms	=	2,220
Gun Range	=	1,048
Trash Services	=	952
Hotels - Extended Stay	=	921
Employment Agencies/Services	=	830
Hotels/Motels	=	778
Furniture	=	767
Manufacturers	=	742
Flea Markets	=	672
Restaurants - ALL	=	667

Most Popular Events on the Website Calendar (in order): January 1 through June 30, 2015

2015 NWA Spring Job Fair	=	3,715
Chamber University Maximizing Social Media	=	3,107
24th Annual Buddy Bass Tournament	=	2,681
2015 B2B VIP Registration	=	1,830
93rd Annual Banquet	=	1,715
NWA Emerging Leaders Board Service Cert (Jan)	=	1,127
2015 Spring Golf Tournament	=	882
2015 NWA Business Expo	=	868
2015 Walmart FLW Expo	=	701

Website Traffic

Google Analytics Dashboard | results through 06/30/15

	Visits	Page Views	Pages /Visit	New Visits	Unique Visitors	Home Page Views	Mobile Web App Views
Jan-15	16,066	32,060	2.0	74%	13,413	2,545	5,998
Feb-15	13,155	28,113	2.1	68%	10,417	2,643	6,155
Mar-15	13,705	28,822	2.1	69%	10,691	2,532	7,066
Apr-15	15,598	32,932	2.1	70%	12,344	2,525	8,534
May-15	14,554	30,128	2.1	70%	11,523	2,548	7,682
Jun-15	13,979	28,149	2.0	70%	11,365	2,312	6,641

Website Development

The *RogersLowell.com* website will re-launch July 20. The refreshed website is based upon feedback from *Chamber members* and the *2030 Vision* internal audit conducted last year.

It features an *enhanced Economic Development section, responsive design* for optimal viewing on mobile/desktop/tablet, and more *intuitive user navigation*.

Email Communications

"Monday Memo" | data through 06/30/15

	Messages Sent	Total Distribution	Email Avg./Wk.	Avg. Message Opens/Week	Avg. Clicks/Week
Jan-15	4	11,567	2,891	780 or 27%	64 or 8%
Feb-15	4	11,415	2,854	785 or 27.5%	62 or 8%
Mar-15	5	14,170	2,834	731 or 26%	56 or 8%
Apr-15	4	11,286	2,821	723 or 26%	66 or 9%
May-15	4	11,233	2,808	707 or 25%	59 or 8%
Jun-15	5	14,102	2,820	718 or 25.5%	122 or 17%

"Calendar at a Glance" | data through 06/30/15

	Messages Sent	Total Distribution	Email Avg./Wk.	Avg. Message Opens/Week	Avg. Clicks/Week
Jan-15	5	14,017	2,803	730 or 26%	42 or 6%
Feb-15	4	11,054	2,763	719 or 26%	62 or 9%
Mar-15	4	11,064	2,766	727 or 26%	50 or 7%
Apr-15	5	13,661	2,732	667 or 25%	43 or 6.5%
May-15	4	10,956	2,739	679 or 25%	40 or 6%
Jun-15	4	10,924	2,731	650 or 24%	38 or 6%

“NWA Emerging Leaders Monthly Newsletter” | *Mailings Began in February

	Messages Sent	Total Distribution	Avg. Message Opens/Mo.	Avg. Clicks/Mo.
Jan-15*	N/A	N/A	N/A	N/A
Feb-15	1	489	193 or 41%	17 or 9%
Mar-15	1	519	195 or 41%	11 or 6%
Apr-15	1	533	192 or 38%	17 or 9%
May-15	1	533	194 or 38%	20 or 10%
Jun-15	1	571	201 or 37%	23 or 11%

Social Media Summary: Through 07/16/15

- **Facebook**
 - RLACC – **2,306** “Likes”, increase of 40 since June.
 - Visit Rogers – **3,027** “Likes”, increase of 18 since June.
 - NWA Emerging Leaders – **646** “Likes”, increase of 19 since June.

- **Twitter**
 - RLACC – **3,896** “Followers”, increase of 72 since June.
 - Visit Rogers – **2,136** “Followers”, increase of 74 since June.
 - NWA Emerging Leaders – **1,091** “Followers”, increase of 33 since June.

- **LinkedIn**
 - RLACC – **1,060** “Members”, increase of four (4) since June.
 - NWA Emerging Leaders – **469** “Members”, an increase of four (4) since June.

Chamber News

To-date, a total of eight (8) Chamber News articles have been posted on RogersLowell.com.

Member News

To-date, a total of 54 Member News articles have been posted on RogersLowell.com.

Community Development

STAFF:

Whitney Yoder
Vice President of
Community Development

Programs in the Community Development Division impact and enhance the quality of life in Rogers, Lowell and the region by improving lifestyles and amenities enjoyed by residents as well as attracting newcomers and visitors, while developing leaders for the future.

Objective: Develop future community leaders.

Coordinate the *Leadership Benton County* program with a goal of 40 participants completing the program. This program increases the number of trained and knowledgeable leaders in Benton County.

- The *Leadership Benton County* program year runs August through May. The current class, LBC13, has 35 participants. The program provides participants with leadership skills and an introduction to the community. The January session focused on the various factors of the Benton County economy. The February session took the class to Little Rock to experience state government. The class learned about the legislative process, toured the Capitol and met with elected officials. During the March session, class members explored city and county government and the local court system by attending a court session and getting a full tour of the Benton County jail. In April, quality of life amenities were explored including the *Walmart AMP*, *NWA Trail System*, *Siloam Springs Kayak Park* and the *Bentonville Film Festival*. May was the last regular session which was planned entirely by the class to cover topics or speakers they felt were missed during the pre-determined sessions. Graduation was held on May 15 and 33 participants graduated from the program. Selection for *Leadership Benton County* class 14 is currently underway.

In partnership with the Northwest Arkansas Emerging Leaders (NWAEL), engage new or young business professionals in the region by inviting them to and hosting six professional development programs that focus on volunteerism, leadership skills development and board service.

- Through a planning retreat of NWAEL the mission statement of the group was updated. The new mission statement more adequately identifies NWAEL as a young professional group and defines their role: "NWAEL exists to engage and connect Northwest Arkansas young professionals through personal and professional development experiences."
- *Lunch with a Leader* provides NWAEL members access to the region's top leadership and facilitates a casual, informal discussion. The first program in 2015 was February 20 and featured Sam Sicard, President and CEO of First Bank Corp. The 2nd Quarter program was held May 29 and features Dr. John James, Founder of Acumen Brands. Both events sold out.
- NWAEL held the first of two *Board Service Certification* seminars Friday, January 16 with 41 participants. This program has a great history and reputation, and focuses on four (4) key areas of board service: commitments and expectations; legal and ethical considerations; and, finance and fundraising. The date of the second seminar is Friday, August 21.

- Quarterly programs provide members the opportunity to receive personal or professional development experiences and are planned by the workgroups. The 1st Quarter program was held March 19 and hosted by the Greenways and Trails Workgroup. It featured Misty Murphy, NWA Trails Coordinator, and had 22 members in attendance. The date of the 2nd Quarter program is being planned and will feature Mike Malone, President/CEO of the Northwest Arkansas Council.
- The Community Enrichment Team organizes opportunities for members at large to work together in the community through volunteering for various service projects. The first service project of the year was held March 24 in partnership with The Jones Center. Volunteers were responsible for the kids area over an eight hour period. Twelve members participated in this Spring Service Project. The Summer Service Project had eight (8) members participate and was held June 6 in conjunction with the *NWA International Festival* hosted by the *NorthWest Arkansas Community College* this year.
- On May 1 the Sustainability Team partnered with the *Bentonville First Friday* event on the square to reduce the amount of waste the event produced. A total of 25 volunteers worked during the nine hour event to sort garbage on the spot and spread the word about the importance of recycling with festival goers. Four large bags of compost and a trailer full of recyclables were collected and diverted from the landfill.
- An ad hoc committee of the Greenways and Trails Team has been working hard to develop the inaugural *Rogers Cycling Festival*. This festival will be held August 1-2 in Downtown Rogers to promote access to cycling and support the *Community Bike Program*. The committee has currently raised \$9,600 in sponsorships and was recently awarded a grant from the Walton Family Foundation. Proceeds from the race benefit the Rogers Community Bike Program and Pedal It Forward NWA. Volunteer recruitment is currently underway with a need of approximately 40 volunteers over the two day event. The goal is 300 participants.
- *Ready to Run | A Political Candidate Training* series is coordinated by the Political and Government Affairs Team. The series is free to attend and open to anyone interested in running for a political office. It is currently open for registration. 2015 dates are June 24, July 22, August 26, and September 23. Topics include Running 101, Finance and Ethics, Media and Marketing, and Ready to Run, respectively. Morrill Harriman, former Chief of Staff for Governor Mike Beebe (and 16 years of service in the Arkansas Senate) was the June 24 speaker. Twenty-five attended.

Increase membership of NWAEL and become more regionally diverse by partnering with other community leadership development organizations to invite new members from across the region to join.

- NWAEL has held three *Member Orientations* with a total of 57 attendees. The orientation allows members to network and hear about the various teams and programs to engage with through NWAEL. The next orientation is October 14.

- *NWAEL / Connect* is an informal event that allows members and potential members the opportunity to connect with others, connect with the organization and connect with Northwest Arkansas in between the quarterly *Member Orientation* events. The first event of 2015 was a happy hour on February 11 with 40 people attending. On March 9, NWAEL hosted a Trivia Night and Mixer with 50 participants. A March Happy Hour was held at The Grove with 35 attending. The May event was a Wine Pairing Social at Sassafras Vineyard and had 119 people in attendance. The June event was a Social Beer Run with 106 people in attendance. The July event is a Healthy Happy Hour scheduled for July 14.
- Recent success in social events and the utilization of social events to gain exposure for NWAEL have prompted the development of an ad hoc team: The Fun Team. This team has 16 volunteers currently and is working to maintain a monthly calendar of professional social events to bring members and non-members into the network, and learn more about the organization.
- *Kicking Hunger* is a kickball tournament organized in partnership with *Tyson Young Professionals*, the *Walmart and Sam's Club Professional Advisory Council (The Network)*, and *J.B. Hunt Grow*. It benefits the *NWA Food Bank*. The tournament was held on June 20 at the *Rogers Regional Sports Park* with 10 teams participating. This event was developed to raise awareness and money for hunger in NWA while connecting area young professionals. The tournament raised approximately \$3,000 for the *NWA Food Bank*.
- NWAEL continues to nurture strategic partnerships with the *Walmart and Sam's Club Professional Advisory Council (The Network)*, *Crystal Bridges ArtInFusion* and *Tyson Young Professionals* to enhance programming and grow the membership base. A newly formed informal partner is the *J.B. Hunt Grow resource group*.
- Through a partnership with the Fayetteville Chamber of Commerce, NWAEL set up an information booth at the NWA LeaderCon event on April 2. A total of 300 people attended the conference. On June 6, volunteers set up and managed a booth at the 2015 *NWA International Festival* at the *NorthWest Arkansas Community College*.
- Current NWAEL membership is 616. This is an increase of eight (8) since June and 72 year-to-date.

Staff and volunteers will coordinate leadership development activities for high school students within the Rogers School District as part of the *First Leadership* program. Twenty high school students will graduate from the program each year and become more active and knowledgeable about their community.

- The 2014/15 First Leadership class held the State Government/Little Rock exploration tour in February. Students were able to learn about the legislative process, meet with elected officials, tour the Clinton Library and tour Central High School. The March session focused on personal finance and responsibility. On April 1 graduation was held with 17 students graduating. Recruitment for the 2015/16 class will begin when school starts.

Objective: Support education.

Facilitate the *Community-based Scholarship Program*, which will award 15 percent of *Rogers Public Schools* graduates with scholarships to further their education.

- The scholarship program awarded 188 students in the amount of \$362,950. This is with the support of 73 donors.

Host a Chamber Night reception prior to the *Rogers Public Schools Annual Report* with 75 Chamber members and members of the public in attendance. This event introduces members to elected officials and the idea of public service, as well as issues facing the school district.

- Event is to be scheduled for this fall.

Award 650 students at Rogers High School, Rogers Heritage High School and Rogers New Technology High School with Academic Awards for maintaining a 3.5 GPA for two consecutive semesters.

- The Rogers Heritage High School ceremony was held on April 9 and recognized 319 students. The Rogers High School ceremony was held on April 23 and recognized 477 students. The Rogers New Technology High School ceremony was held May 7 and honored 44 students. Cumulatively, the Chamber's Education Committee recognized 840 high school students.

Honor three (3) outstanding educators in the *Rogers Public Schools District* with the distinct honor of "Educator of the Year" award at the Elementary, Middle and High School levels.

- Through April and May, the Chamber's Education Committee recognized three (3) educators for outstanding service to the classroom. Natalie Olivieri, Rogers High School, was named High School Educator of the Year. Mandi King, Bonnie Grimes Elementary School, was named Elementary Educator of the Year. This year, the Committee introduced a new award to honor Virginia Mocivnik. The award was presented on May 21 to celebrate an educator exhibiting outstanding community service outside of the classroom. Dawna Rice from Northside Elementary School won the award.
- Host the annual *Teacher's Appreciation Breakfast and Education Fair* with 80 vendors and 1,000 educators taking part. The event rewards teachers for their dedication and hard work while providing a welcoming environment to start the new school year.
- The event is scheduled for August 14 at Rogers Heritage High School.

Objective: Begin Implementation of *Vision 2030 Community Action Plan*.

Convene three (3) meetings of the *Vision 2030 Community Action Plan* Implementation Committee to discuss implementation tactics, partners and progress.

- A meeting of the Implementation Committee was held on April 22 with 15 members in attendance. The Gateway team, along with the city staff, presented the current plans and status of the *Downtown Rogers Master Plan*. Once completed, this plan will be part of, and work in harmony with, *the Vision 2030 Community Action Plan*. The date of the next meeting is being planned and will feature Mike Malone and the Northwest Arkansas Council's strategic plan.

Develop a scorecard to track progress and communicate progress to membership, community and partners via a board presentation, *Chamber Voice* and updated scorecard report.

- Scorecard has been developed and shared with the Implementation Committee.

Development

STAFF:

Whitney Yoder
Vice President of
Community Development

The Development Division works to grow revenue and retain current funding sources for the Chamber in order to facilitate a strong Program of Work (POW) that will continue to support economic development, workforce recruitment, business advocacy and quality of life initiatives. Through outreach and communications efforts the business community will gain a better understanding of the direct impact that *Impact Possible 2016* has to the region.

Objective: Facilitate ongoing effort to grow *Impact Possible* funds.

Staff will maintain a working prospect list of 50 potential *Impact Possible* investors and cultivate 10 new investors at the \$5,000+ level. Staff will identify and apply for funds from five (5) corporate foundations that align with *Impact Possible*.

- Funding request submitted for programming and overhead assistance to enhance and grow the NWA Emerging Leaders (NWAEL) program. Requested funding would be for three (3) years. Anticipated timeline for response is August/September.

Objective: Effectively communicate quantifiable accomplishments to investors.

Staff will schedule and meet one-on-one with 40 current investors at each investor's location to build rapport and assure investment renewal.

- Staff has met with 15 current investors through June.

Staff will host the annual *Impact Possible* update meeting with 25 investors attending and five (5) potential investors attending to share major accomplishments and important announcements and facilitate networking amongst investors.

- Meeting will be scheduled for the 4th Quarter.

Staff will send bi-annual email communications to current investors sharing the latest economic development and advocacy news and additional "insider" information to *Impact Possible* investors.

- In progress.

Staff will host *Board of Advisor* level investors at special events and after hours opportunities.

- This is an ongoing effort that will be utilized appropriately as opportunities are presented.

Objective: Build *Impact Possible* brand awareness within the business community and community-at-large.

Staff will execute a strategic external communications plan for *Impact Possible* to establish both a positive outlook for the Rogers-Lowell Area economy, pro-business atmosphere, and to recognize investors.

- Scheduled general Chamber advertising focusing on Economic Development, Small Business Development, Minority Business Development and Leadership/Community Development with Marketing Communications. Advertising incorporates the *Impact Possible* 2016 logo helping to increase brand recognition and understanding of the campaign.

Objective: Maintain current grant funding sources.

Staff will fulfill report requirements of all current grant funding, submit renewal grant applications to current funding sources when appropriate and identify federal funding sources for current Chamber programming.

- All reporting requirements are currently up-to-date.

Visit Rogers

STAFF:

J.R. Shaw
Senior Vice President

Erin Jernigan
Convention Sales
Manager

Kelly Parker
Sports Marketing
Manager

Visit Rogers impacts the Rogers economy and community by working diligently to bring conventions, sporting events and groups to Rogers who will stay in hotels, eat in restaurants, shop in stores and enjoy all the wonderful amenities Rogers has to offer.

Objective: Generate overnight visitors that will produce room nights for Rogers hotels and business for our attractions, restaurants and retailers.

Staff will book 58 meetings, conventions and / or sports events in Rogers resulting in 18,500 room nights and provide services to 33,000 visitors.

- A total of 46 leads have been sent out resulting in 25 groups booking in Rogers.

- A total of 20 groups have met in Rogers this year resulting in 8,975 room nights.

Create and place ads in appropriate publications and online to drive visitors to Rogers, resulting in a four (4) percent increase in the Rogers hotel tax collections.

- Year-to-date the Rogers hotel tax is up **7.96 percent**.

Staff will identify 50 prospects per month utilizing MINT, online sources and networking.

- A total of 50 prospects were identified for May.

Staff will cultivate and maintain close working relationships with all Rogers hotels through monthly meetings and phone calls.

- Ongoing.

Objective: Market Rogers as a premier destination for leisure travelers, conventions and sporting events.

Spend \$115,000 on a mix of digital ads, online campaigns and web banners in the best media outlets possible to maximize exposure for Rogers

- A total of \$21,000 has been spent to-date on advertising promoting Rogers.

Increase the hotel tax by four (4) percent.

- Currently, the hotel tax is up by 7.96 percent over 2014.

Create four (4) new marketing pieces to be used in mailings and networking that promote Rogers as a premiere destination for travel.

- Pieces have been developed for *FLW Beaver Lake Tournament*, *7A Softball Tournament* and *The Poultry Festival*.

Continue to grow social media efforts through thoughtful postings and engagement. Increase Facebook "likes" by 10 percent, Twitter "followers" by 20 percent, Pinterest "followers" by 20 percent, Instagram "followers" by 20 percent and publish three (3) blog posts per month. Send four (4) e-weekender newsletters and four (4) meetings-focused newsletters.

- Facebook "Likes" are up .47 percent, Twitter "followers" up 3.25 percent, Pinterest "followers" up 2.3 percent and Instagram "followers" up 11.15 percent.
- Two blog posts were done in June. Total blog views are 1,979. There are 60 subscribers.

Increase unique visits to VisitRogersArkansas.com by 17 percent.

- To-date, unique visits to the website are up 31.4 percent.

Objective: Provide excellent customer service to enhance the visitor experience and encourage repeat visits.

Staff will provide printing or graphic design services to 10 groups visiting Rogers, which will encourage meeting planners to choose Rogers as their destination.

- Graphics were created for *Walmart FLW*, *7A Softball* and *The Poultry Festival*.

On a weekly basis, staff will look for current Northwest Arkansas events to add to the VisitRogersArkansas.com and RogersLowell.com websites to ensure comprehensive calendar of events tabs.

- Ongoing.

Economic Development

STAFF:

Steve Cox
Vice President of
Economic Development

Geovanny Sarmiento
Vice President of
Minority Business Development

New job creation and business expansion impacts businesses by creating meaningful opportunities for Chamber members to sell their goods and services to new businesses and residents. The Economic Development Division works with industries both large and small in our community to increase job growth and business expansion as well as with individuals to increase our growing small business community.

Objective: Proactively promote expansion and retention of local businesses and industry.

Chamber staff has responded to nine (9) *Requests for Information* sent from site consultants and industries on projects. Five (5) had criteria that we could not accommodate. Two (2) projects are still in consideration and another is being delayed for a year. The final project, EcoVet, moved into a facility on 13th St. and will create over 75 new jobs in the next two (2) years.

City Resolutions were approved by the *Rogers City Council* for EcoVet, Razorback Liquidation Group, MundoTech, and Ozark Mountain Poultry to receive incentives approved by the AEDC.

Staff has conducted **118** BRE surveys year-to-date. **Forty (40)** of these BRE surveys were conducted with minority-owned businesses.

Staff continues to use and maintain current databases and software to track BRE survey results and project management tools in an effort to proactively help meet the needs of large industries in the area.

Objective: Support or lead the process to identify regional community development initiatives to advance the region's competitiveness for jobs, workers and capital investment.

Working with the *NWA Council* and state groups to focus on workforce development projects. The first *K2J Connect* event took place in April and was attended by four (4) industries and 20 educators from 10 different school districts. The second *K2J Connect* is scheduled for October to address workforce needs.

A new partnership is being formed with *Rogers Public Schools* to further workforce education for middle and high school students. Meetings and discussions are being planned to take place between educators, parents, and industry to help show local career options for current students. The first forum had nearly 200 parents in attendance.

Attended the *Walmart Manufacturers Summit* in July and showcased the region as an ideal place for businesses seeking to take advantage of the *Made In The USA* initiative.

Work continues in cooperation with the *NWA Council*, *Innovate Arkansas*, the *Velocity Group* and the *Arkansas Small Business and Technology Development Center (ASBTDC)* to establish a small business accelerator for local businesses using an existing vacant building in Rogers-Lowell.

Continuing to meet with *Innovate Arkansas* to discuss ongoing entrepreneurial efforts in Northwest Arkansas and the Chamber's role in assisting them. Topics discussed included increasing the involvement of the *Gone in 60 Seconds Elevator Pitch Contest* at the *2015 NWA Business Expo*. Three (3) of the four (4) prospective local celebrity judges and panelists have been confirmed for the event.

Objective: Expand services and retail amenities to help attract a diverse, first-class workforce.

New retail/restaurant development continues at a good pace. The new shopping center at Pleasant Grove Rd. is almost full and Cavendar's is now open. A new retail site is now open on Pauline Whitaker Dr. that features two (2) new restaurants. Construction has completed on a new strip center on Promenade Blvd. to be opened later this year. New construction is taking place at Pleasant Crossing to include Burlington Coat Factory.

Nine (9) new restaurants (Parkside Public, The Grove, Moe's Southwest Grill, Foster's, Guisano's, Uncle Madio's Pizza, Simple Simon's Pizza, Deluxe Burger and Roma Italian Grille) have opened in Rogers so far in 2015 with four (4) additional restaurants planned to open later this year.

Objective: Address employer and jobseeker needs through innovative web tools and other recruitment marketing.

The *2015 NWA Spring Job Fair* on May 11 at the DoubleTree Suites by Hilton in Bentonville sold out. Close to 500 people attended the event and the employers were very satisfied with the turnout.

A total of 81 jobs have been posted on the Chamber's online Job Bank to-date.

A total of 32 resumes have been posted on the Chamber's website to-date.

Objective: Engage in Small Business Outreach.

A Business Community Forum was held July 9 for businesses to learn about their rights from the Benton County Prosecutor, Rogers Police Chief, and Rogers City Staff Attorney relating to the issue of open carry. Businesses got an opportunity to hear from those who are making the decisions and ask questions.

Chamber University is offering a variety of topics in 2015. Subject matter experts are teaching or have taught I-9 immigration law, export opportunities for businesses, how to start a small business, and Quickbooks training. Partnerships with the *ASBTDC*, *UofA Global Campus* and *Microsoft* have helped to continue this educational program.

A new partnership has been formed with NOARK to allow attendees of Chamber University to receive CE credits as part of the Society for Human Resource Management (SHRM). There has been an increase in attendance due to this partnership.

A new partnership with the *UofA Global Campus* is being explored that could potentially lead to more online learning options for Chamber members and a broader reach with small business education.

Chamber University - Sunrise Seminar Series has held six (6) seminars in 2015. Topics this year include e-commerce, leadership, common business mistakes on taxes, and healthcare reform. A new Millennials in the Workplace and Millennials as Consumers two-part series is scheduled for the 4th Quarter.

A partnership has been formed with the *Rogers Public Schools* to host a business plan competition for high school students interested in starting a business. Grants have been applied to fund the program for 2015-2016.

The *2015 NWA Business Expo* will take place August 11 at the John Q. Hammons Convention Center. The new layout will allow for more exhibit booth space and feature the *Gone in 60 Seconds Elevator Pitch Contest* inside the main expo hall. John James, Bill Sussman and Nick Dozier have agreed to be guest judges and participate in a panel discussion. Work is in progress to get an executive-level participant from Walmart or Sam's Club to serve as an additional judge and panelist.

The *Small Business Toolkit* is online on the Chamber's website. Improvements and updates continue to be added throughout the year. A new partnership opportunity with 8th & Walton has been presented and their content should be added to the toolkit during the second half of this year.

Staff have assisted 175 individuals seeking resources on starting a small business. They were referred to the *Small Business Resource Center* at the Chamber's offices.

Staff reviewed the *Doing Business in Rogers-Lowell Guide* and content updates are underway. Work is in progress to reformat the guide and modernize the look.

Staff updated *The Good Life* magazine and *Community Profile* with census, major employer and earnings information.

Objective: Engage in Minority Business Development.

Coordinate networking events for diverse members of the business community to help them become more comfortable in growing their business through networking. At least 200 minority members of the Community will participate in these networking events throughout the year.

- Year-to-date, 268 minorities have participated in Chamber networking events.

Implement a *Minority Business Mentorship Program* where 12 minority business owners will have the opportunity to receive professional advice from their experienced mentors.

- Year-to-date, six (6) are participating.

Staff will assist 15 individuals interested in starting and completing the *Minority Business Enterprise Certification (MBE)* program.

- *How to Obtain Government Certifications for Women, Disabled Veterans and Minority-Owned Businesses* (taught in partnership with the ASBTDC) was held on June 18 with 30 attending.

Coordinate the efforts of the *Minority Business Task Force* leading the Chamber's minority business-building efforts by reaching out to minority-owned businesses each year.

- *The Task Force* is working hard to provide mentors and role models to the Rogers Public Schools.

Provide specialized assistance to 50 minority business owners each year by promoting available Chamber resources or referring them to strategic partners for advice on how to start or grow their business.

- A total of 56 people have been assisted in 2015.

Provide 120 minority business owners and entrepreneurs seeking assistance with resources and information on starting and running a successful business in Northwest Arkansas.

- A total of 132 people have taken advantage of the Chamber's resources and information in 2015.

At least 100 minority business owners, leaders and employees will gain useful skills and knowledge through professional development and educational programs coordinated by the Chamber each year.

- The first Spanish Language seminar was March 18 with 34 in attendance.
- The *Women, Disabled Veteran and Minority-Owned Business Certification* seminar was a success on June 18 with 30 people in attendance.

Objective: Engage in Minority Community Outreach.

Open forum meetings continue between the Minority Community and the *Rogers Police Department* (RPD). The first meeting of the year was held on April 23. It has been decided to host one (1) every quarter. Staff is also continuing to facilitate private meetings between the RPD and small business owners along 8th St. in Rogers.

EngageNWA | Activity includes conducting five (5) community forums to-date with *EngageNWA* partners and leaders in the community and five (5) forums with the community at large. These forums are helping to understand the needs of the community and areas of interest for *Engage NWA*. Currently assigning roles for four (4) subcommittees: Communications, Education & Leadership Training, Welcoming & Orientation, and Policy Advocacy. A visioning process is underway with members of each subcommittee to develop objectives and strategic action plans for each work group.

Government Affairs

STAFF:

Jon Moran
Vice President of
Government Affairs

Government Affairs serves as the link between members and local, state and federal government by advocating for pro-business and quality-of-life issues that are important to Northwest Arkansas. Additionally, Government Affairs engages in activities that produce long-term positive impacts including voter registration and education, engagement of members in the political process and continuously improved outreach efforts.

Objective: Enhance the Rogers-Lowell Area Chamber of Commerce's capacity to effectively influence local, state and federal legislation.

Respond to legislators' requests for assistance each year by providing staff support to the *3rd District Caucus*, which will improve trust and strengthen ties with state legislators.

- Staff continues to work with *3rd District Caucus* members on issues as they arise.

Host three (3) legislative committee meetings per year in Northwest Arkansas, which allows the Chamber to highlight regional areas of need and build support among legislators from around the state.

- Staff was awaiting word from Senator Hendren to host a legislative meeting in Rogers on Healthcare. To this date we have not heard from the Senator despite numerous attempts to contact him on the issue. It appears that meeting will not take place in August as anticipated. Staff is seeking other opportunities to host the legislature in Rogers. The passage of Issue 3 in the last election and the subsequent rules governing it adopted by the legislature, make scheduling legislative events more difficult.

Continue to develop the *Northwest Arkansas Political Action Committee (NPAC)* by raising \$5,000 for the program. The political action committee can support well-qualified candidates during elections.

- Nothing to report to-date.

Maintain a presence at the Capitol during the interim between legislative sessions by attending eight (8) interim committee meetings. This will help maintain the Chamber's visibility with legislators and provide additional networking opportunities.

- The next scheduled legislative meetings of the House and Senate City, County, and Local legislative committee will be held in conjunction with the Annual Meeting of the *Association of Arkansas Counties* being held on August 5-6 in Springdale. Staff is scheduled to attend.

Objective: Establish regionalism to leverage economic development for coordinated marketing, messaging and advocacy efforts.

Strengthen Chamber alliances with Fort Smith, Little Rock and Northwest Arkansas by attending two (2) meetings each year with other metro chambers of commerce and the state chamber of commerce. This will help staff better understand legislative needs in their area and utilize their political influence to encourage passage of pro-business legislation.

- Staff will be traveling to Ft. Smith soon to meet with other Chambers from across the state and to begin to gauge the interest and support level for the passage of **SJR16**.

Work with other Northwest Arkansas chambers and the *NWA Council* to develop a regional legislative agenda each year. This regional plan will improve legislation and provide a benefit to the entire region.

- Staff has begun preliminary meetings with the *NWA Council* to discuss legislative priorities for 2016.

Objective: Help Chamber members understand and navigate the governmental process.

Maximize the reach of the chamber by utilizing social media to post or tweet at least 25 times each month about government-related issues, programs or events of importance to our members.

- Currently researching the social media platforms for opportunities to enhance content and grow followers.

Host eight (8) Government Affairs Committee meetings each year with an average attendance of 25 per meeting. The meetings provide an opportunity to discuss legislative issues in-depth and educate members on critical issues.

- Planning for all Government Affairs Committee meetings is on schedule through the end of the year.

Host five (5) legislative forums during the session in 2015 with an average attendance of 50 people, which will allow the public to meet and ask questions of elected officials.

- All legislative forums were well attended. Anticipated sessions on health care and transportation funding may warrant future legislative forums, but none are scheduled at this time.

Encourage the minority community to participate in the political process by conducting one voter registration effort and two educational forums targeting the minority community each year.

- Nothing to report to-date.

Provide assistance to members by responding to requests for information and assistance on government-related issues. Assisting members in resolving legislative issues helps to strengthen the business community and economic environment in Northwest Arkansas.

- Staff continues to assist membership with questions about specific issues and helped facilitate contact with newly elected legislators.

Provide staff support to the *NWA Emerging Leaders Political and Government Affairs Workgroup* by assisting with one voter registration effort and hosting a political candidate training breakfast series targeting young professionals. Providing an avenue for emerging leaders to become involved in government affairs will help develop future candidates for public office and prepare the next generation of leaders for our region.

- Staff is pleased to announce that all speakers for the series have been scheduled.

Distribute 50 email updates in 2014 that contain information and updates on local, state and federal issues.

- Distributed weekly email updates in June to members.

Host Chamber Night receptions before the *City of Rogers* and *Rogers School Board*, and *City of Lowell* "State of the City" addresses with 75 Chamber members and members of the public in attendance. This will provide an opportunity for members to introduce themselves to local officials, the realm of public service, and become more familiar with the issues facing each city.

- Chamber Night receptions held in Lowell and Rogers, and the Northwest Arkansas Chambers Luncheon and Night Out events in Little Rock for the legislature were all a success. Staff is starting work the Mayors and City Councils for planning the 2016 Chamber Night events.

Objective: Aggressively advocate for pro-business public policy and issues.

Maintain a 75 percent attendance during each legislative session to enhance the respectability of the Chamber and improve influence on legislation.

- Staff will be attending legislative committee meetings held in Little Rock and around the state for the rest of the year.

Draft and advocate for a regional legislative agenda, with at least 50 percent of agenda submitted as introduced legislation through 2016.

- Staff is working with the *NWA Council* to begin the process for the next Fiscal Session and the upcoming Primary and General Elections.

Advocate at federal and state levels for legislation of importance to Chamber members by preparing at least four statements of support and initiating two calls to action to membership on legislative and public policy through 2016.

- Staff aided in bringing the new Director of the *Arkansas Economic Development Commission* for a presentation on July 9 to the Government Affairs and Large Industry Council Committees, and invited members of the Chamber. The importance of passage of **SJR16** was a major topic of the discussion, along with other regional and statewide economic development issues.

Host four meetings each year with staff of congressional representatives to strengthen ties with staff and improve influence and ability to relay policy positions to the region's congressional representation.

- Staff has made efforts to build on the relationships established with the members of the delegation and their staff. Plans for hosting Congressman Womack at the Chamber offices are currently in the works.

Create, maintain and promote the governmental advocacy website at RogersLowellVotes.com that will better inform members and engage them in the political process.

- Staff has been conducting research on other chambers' websites and studying other public policy websites to see what improvements can be made to the Government Affairs pages of the RogersLowell.com website this year. Discussions are also underway with the Chamber's Marketing Communications team to integrate it all.

Objective: Pursue transportation infrastructure funding.

Provide support to the *Regional Mobility Authority* as needed and participate in all regional mobility meetings.

- Staff maintains a close relationship with the *Arkansas Highway Commission* to promote the region and continue to advocate for transportation funding fixes on the Congressional level.
- Staff will also be attending the next meeting of the NWA Regional Mobility Authority when it is announced by the Committee Chair.

Attend two highway commission meetings as well as host the AHTD director and staff at one (1) event each year as a way to advocate for new funding from the highway department.

- Staff has extended an invitation to the Director of the *Arkansas State Highway and Transportation Department* to speak to the Government Affairs Committee sometime this year.

Organize one (1) trip to Washington D.C. for a minimum of 10 Chamber members. These trips will help educate federal delegation and federal agencies on Northwest Arkansas needs as well as assist in driving additional infrastructure dollars to the region.

- A meeting has been scheduled for September 1 at the *NWA Council* offices between the Mayors, Northwest Arkansas Chamber Directors, Senator Boozman and Congressman Womack.
- The State Chamber has also scheduled a reverse fly-in for members of the delegation to be held in August in Little Rock. Staff will be attending this meeting.

Membership Services

Sales Report

STAFF:

Shelle Summers
Senior Vice President of
Membership Services

Brooklynn Wiley
Director of Special Events

Jacque Eakins
Account Executive

Marni Rogers
Member Services
Representative

Month-to-Date: July 13, 2015

New members: 8, valued at \$1,960.00

Dropped: 0, valued at \$0

Net: 8, valued at \$1,960.00

Year-to-Date:

New members: 132, valued at \$31,045.24

Dropped: 145, valued at \$31,927.86

Net: (13), valued at (\$882.62)

Comparison to July 13, 2014

New Members: 126, valued at \$30,418.36

Dropped: 143, valued at \$32,123.06

Net: (17), valued at (\$7,948.60)

Total # Members: 2,111 | Valued at **\$580,252.99**

Total # Reps: **3,613**

Events Overview (June 2015)

Objective: Provide networking events and educational programs to help members grow their business.

The *Business After Hours* was hosted by Steve Fineberg & Associates on June 18. The event was attended by 65 members.

Coffee Connection on June 9 was hosted by PRO CLEAN with 35 in attendance.

The *Ambassador Committee* met in June with 12 attending.

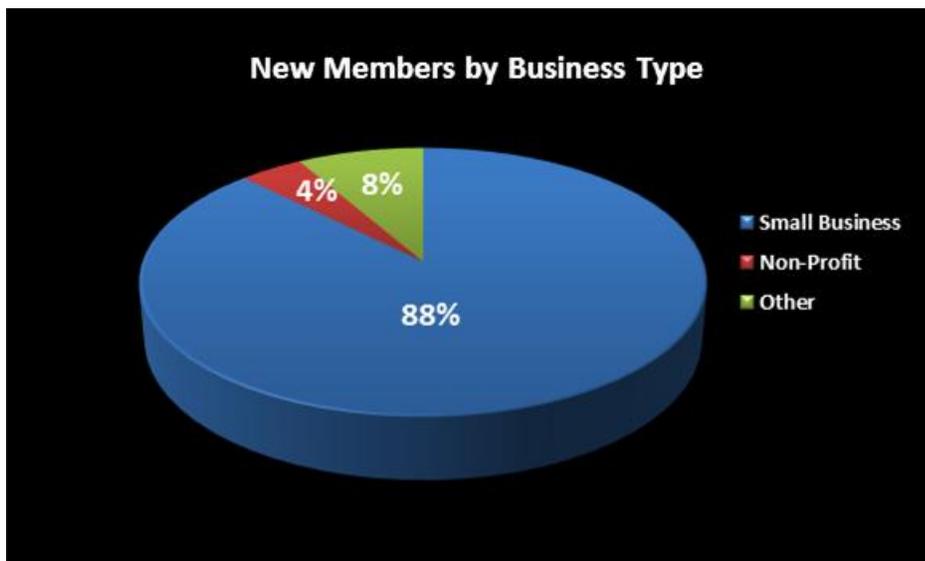
The Ambassador About Town was held at Foster's Pint & Plate in June with 12 attending.

Event Communications: (June 2015)

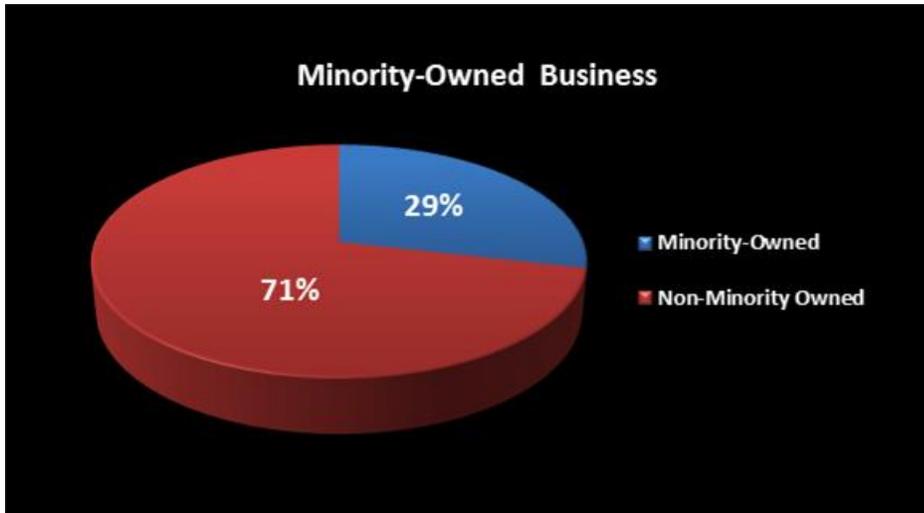
A total of 286 people are following Chamber events on Twitter through the @RLACC_events handle. A total of 76 people are signed up to receive instant text messaging about ambassador events, including upcoming ribbon cuttings. There are 54 members of the Chamber's Ambassadors group on Facebook.

Objective: Enhance member experience by providing exceptional customer service and member support.

A total of 24 new members joined from June 1 through June 30, 2015. A total of 88 percent are small businesses.

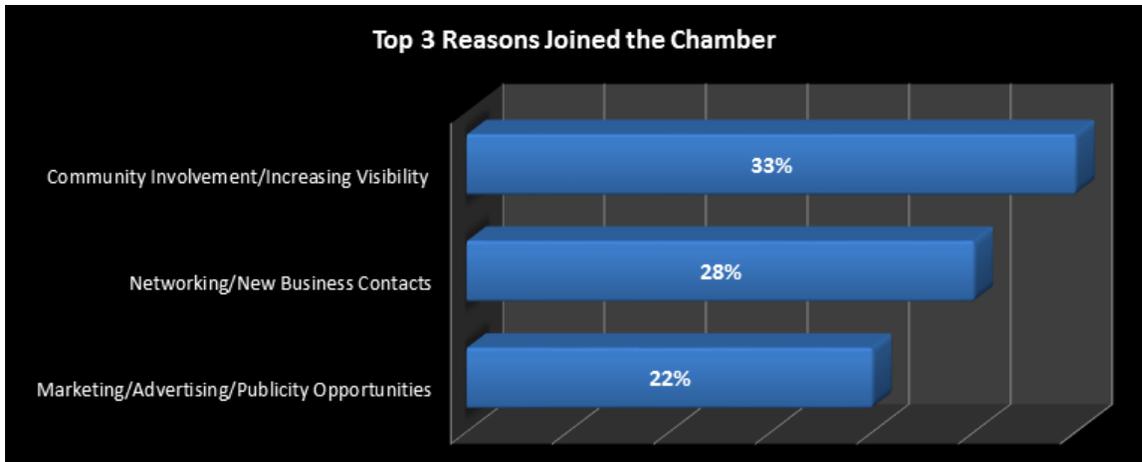


A total of 29 percent of the small businesses are minority-owned and 100 percent of these new businesses are women-owned.

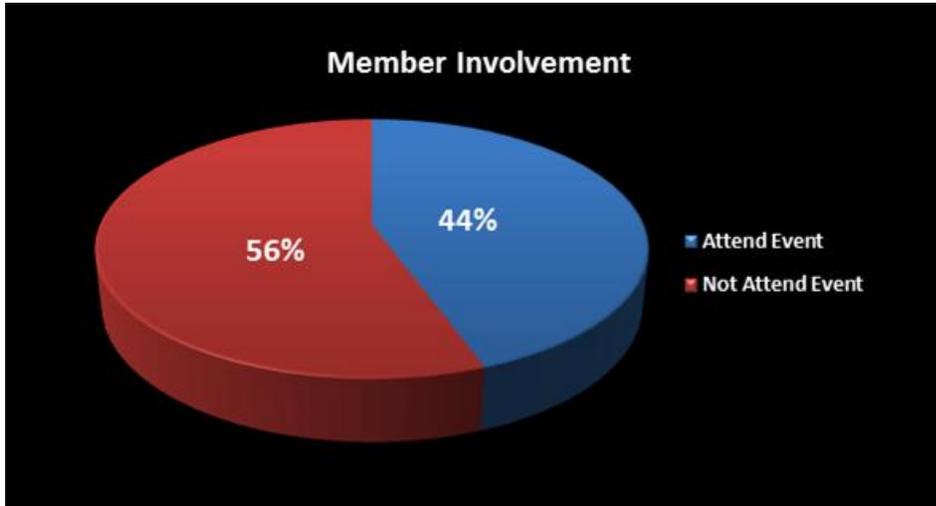


A total of 18 new members were surveyed for the main reason their organization joined the Chamber. A total of 100 percent answered the survey.

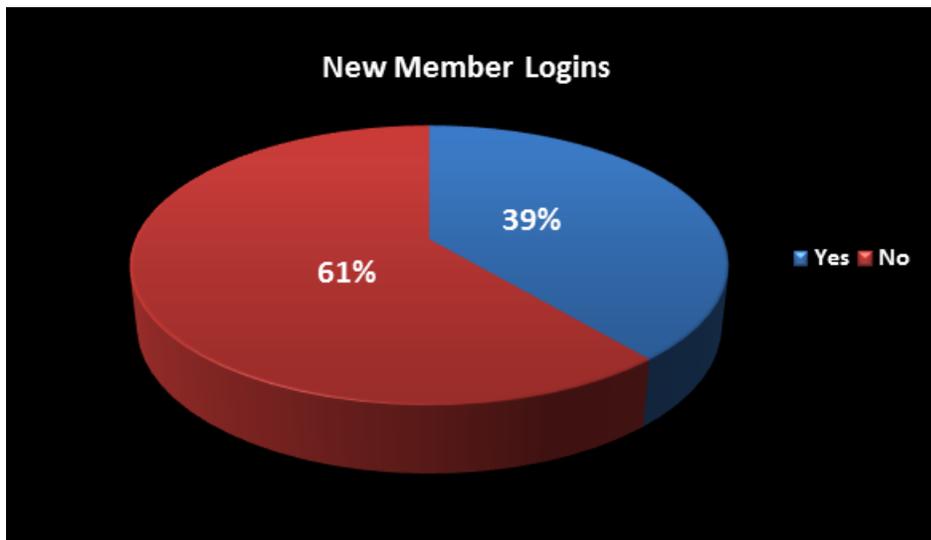
The top three reasons for joining were **Community Involvement/Increasing Visibility**, **Networking/New Business Contacts**, and **Marketing/Advertising/Publicity Opportunities**. Other reasons cited for joining included **Members Only Benefits/Special Offers & Services** and **Supporting the Chamber's Mission/Improving Quality of Life in NWA**.



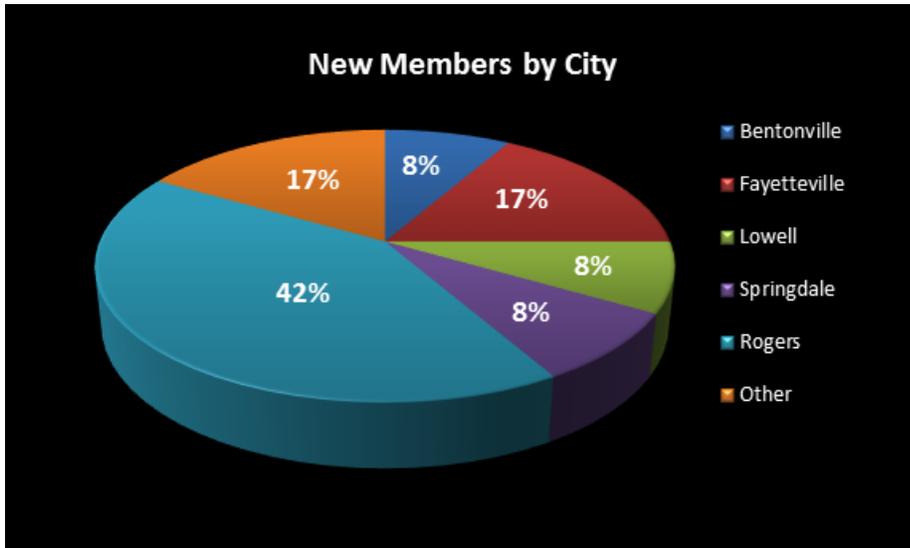
A total of 44 percent of the new members attended or signed up to attend an event. A total of 40 percent of the new members who joined for networking opportunities attended an event. The Member Services Representative identified three (3) new members interested in networking opportunities but not attending events and encouraged them to attend and event and also verified that they were receiving the *Calendar at a Glance* eNews.



A total of 39 percent of new members logged in to the Members Only section. The Member Services Representative identified 11 new members not using the Members Only section and sent communications encouraging them to log on and verify their profile information.



A total of 29 percent of the businesses who joined June 1 through June 30 are located in Rogers and Lowell. A total of 63 percent of the new member businesses are located in Benton County.



MEMBER SERVICES SUMMARY: (June 2015)

- Contacted 128 members to verify profile information and thank them for their support.
- Sent 30 reminders to members to log on to the Members Only section, verify their profile information and view their referral report.
- Visited five (5) members to show appreciation for their membership and encourage involvement.
- Added 1,455 keywords to appropriate Chamber member profile listings for better search results and to increase referral opportunities.

LOWELL OFFICE REPORT SUMMARY: (June 2015)

- 33 Calls
- 5 *The Good Life*
- 3 Maps
- 1 Phone Books
- 6 Visitors
- 103 Traffic/Meeting Room (People attending meetings)

COLOR LEGEND: Key Goals & Objectives

Green

= ON Schedule with results being achieved to-date

Yellow

= ALMOST ON Schedule but not all results have been achieved that should be to-date

Red

= NOT ON Schedule with results being achieved to-date



August 2015

August 4- Coffee Connection

7:30 am – 8:30 am @ TBD

August 11- Business Expo

10:00 am – 5:00 pm @ John Q. Hammons Center, 3300 Pinnacle Hills Pkwy., Rogers

August 20- Business After Hours

5:00 pm – 6:30 pm @ Bailey & Oliver Law Firm, 3606 Southern Hills Blvd., Ste. 200, Rogers



September 2015

September 8- Coffee Connection

7:30 am – 8:30 am @ Fast Lane Entertainment, 1117 N. Dixieland St., Rogers

September 11- Fall Golf Tournament

8:00 am – 6:00 pm @ Lost Springs Golf & Athletic Club

September 16- Member Orientation

8:30 am – 10:00 am @ RLACC, 317 W. Walnut, Rogers

September 17- Business After Hours

5:00 pm – 6:30 pm @ Mr. Rooter Plumbing, 1086 Athens Ave., Ste. G, Bethel Heights

September 24- Community Diversity Celebration

5:30 pm – 7:00 pm @ TBD



October 2015

October 7- Fall Job Fair

10:00 am – 4:00 pm @ Frisco Station Mall, 100 N. Dixieland Rd, Rogers

October 13- Coffee Connection

7:30 am – 8:30 am @ First National Bank of NWA

October 15- Business After Hours

5:00 pm – 6:30 pm @ Ozark Beer Company/New Hope Animal Hospital, 1700 S. 1st St., Rogers

October 20- Chamber Night, Rogers Public Schools

5:30 pm – 7:00 pm @ Rogers Public Schools- Administration Building, 500 W. Walnut St., Rogers
