



OREGON, ILLINOIS

## CHAMBER OF COMMERCE

### 2017 – 2018 ANNUAL REPORT - August 2018

#### OUR MISSION:

*Expansion, Retention,  
Marketing of the Oregon  
Area*

*This has been an exciting year for the Oregon Chamber as we have worked together to introduce a new marketing brand and logo, establish a new permanent office location with tourism center, and provide expanded programs and services. We could not have accomplished this without your support.*

**THANK YOU!**

#### CHAMBER SERVICES & ACCOMPLISHMENTS

- Welcomed 27 New Chamber Members
- Established a Permanent Chamber Office at 122 N. 4<sup>th</sup> St.
- Created an Attractive Tourism & Visitors Information Center
- Created a New Updated Marketing Image and Logo
- Hosted 10 Lunch & Learn Workshops
- Hosted 4 Business After Hours Networking Events
- Awarded 1<sup>st</sup> \$500 Façade Improvement Grant
- Organized 8 Ribbon Cutting Celebrations for New Businesses
- Co-Sponsored “ Developing the Creative Economy” Seminar
- Co-Sponsored “ Marketing in the Digital Age” Seminar
- Mentor to the City of Oregon Economic Development Intern
- Re-introduced the Welcome Program for New Residents
- Coordinated Activities of the Chamber Ambassadors Program
- Expanded Community Outreach and Marketing Through:
  - Development of Tourism and Community Resources Brochures
  - Advertising and Promotions in Regional Publications
  - Phone and Email Referrals to Local Businesses
  - Social Media, Radio, Newspaper Articles
  - Monthly Chamber Newsletter, Friday Chit-Chats, Business Briefs
  - Presentations to Area Organizations
- Hosted Annual Meeting and Awards Celebration
- Produced 4 Special Events Including:
  - Rockin’ River Fest
  - Candlelight Walk
  - Spring Social
  - Autumn on the Vine
- Created a New Chamber Policy Manual
- Established Annual Chamber Goals and Objectives



*An inside look at our new Chamber home.*

## COMING YOUR WAY....NEW CHAMBER PROJECTS & PROGRAMS

2018 – 2019 will be focused on diversifying Chamber programs and services to better meet the needs of our entire membership. These are priority projects for the coming year:

- Business Leader Breakfasts to Share Concerns and Opportunities for Collaboration
- Quarterly Lunch & Learn Sessions Connecting Businesses with Local and Regional Resources
- Quarterly Evening Business Seminars and Workshops
- Creation of a Leadership Academy Program for New and Emerging Leaders
- Facilitating a Community Swap Project to Learn from the Experiences of Other Communities
- Collaboration with the Small Business Development Center (SBCD) to Expand Local Business

## COMMUNITY PARTNERSHIPS & COLLABORATIONS:

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| Autumn on Parade Committee           | Blackhawk Waterways CVB         |
| City of Oregon/Economic Development  | Illinois Renewable Energy Fair  |
| Ogle County Fair Association         | Ogle County Government          |
| Ogle County Historical Society       | Oregon Park District            |
| Oregon Public Library                | Oregon Rotary/Mark Twain Days   |
| Oregon Community School District 220 | Oregon Together                 |
| Village of Progress/TOSOC            | And the List Goes On and On.... |

## 2017-2018 MEMBERSHIP:

- ❖ 127 Business/Professional/Individual Members
- ❖ 34 NFP & Service Business Members
- ❖ Includes 37 Blackhawk Level (150%) Members

## FINANCIAL STATUS:

- ❖ Annual Operating Budget - \$51,300.00 (April 1 – March 31)
- ❖ Estimated Assets as of March 31, 2018- \$104,000.00 (Building, Contents, COH)
- ❖ Estimated Liabilities as of March 31, 2018 - \$52,000.00 (Operations, Salaries, Property)
- ❖ Cash on Hand as of March 31, 2018 - \$43,913.21

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### CHAMBER STAFF

Debbie Dickson, Executive Director

Jacob Dickson, Social Media Specialist

### BOARD OF DIRECTORS

Donna Mann, President

John vonTish, Vice President

Sherri Egan, Secretary

Roger Castle, Treasurer

Merlin Hagemann, Director

Ryan Hopper, Director

Lynn Knodle, Director

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