



2020 – 2021 ANNUAL REPORT - August 2021

OUR MISSION:

*Expansion, Retention,
Marketing of the Oregon Area*

Survival of our business community has been our priority during these trying past two years and what a ride we've had! Thanks to your support and the hard work of our dedicated staff and volunteers we have continued to grow our membership and have introduced a plethora of new resources to add value to Chamber membership and support our businesses and organizations. We constantly seek new opportunities to promote our area and make Oregon and surrounding areas a great place to work, live and do business!

**THANK YOU FOR HELPING US
ALL SURVIVE THESE TRYING
TIMES!**

CHAMBER SERVICES & ACCOMPLISHMENTS

- Welcomed 48 New Chamber Members
- Invested in new technologies to support Chamber activities
- Introduced NEW Community Gift Card to keep \$\$\$ local
- Sponsored 2 Good Day Stateline TV programs promoting the Oregon area and local businesses
- Worked with City and Economic Development Team to initiate programs to support local businesses during and beyond the pandemic
 - Managing the Community Help Hotline
 - Creating options for curbside deliveries and outdoor dining
 - Monitoring grants available to local businesses and sharing resources with businesses and local citizens
- Created unique social media marketing campaigns to promote local businesses (Everyone is Essential fund-raiser, Spend \$10 campaign, Chamber Bucks Promotions, Valentine promotion, We're More, etc.)
- Introduced Community Job Board and Community Calendar on Chamber website
- Hosted Lunch & Learn Government Update Workshops
- Organized and hosted OCUSD #220 Staff Appreciation Event
- Reinstated Chamber Welcome Wagon program
- Offered ZOOM Business Education Seminars
- Hosted Business After Hours Networking Events
- Organized Ribbon Cutting Celebrations for New Businesses
- Coordinated Activities of the Chamber Ambassadors
- Expanded Community Outreach and Marketing Through:
 - Dissemination of Tourism and Community Resources Brochures
 - Advertising and Promotions in Regional Publications
 - Phone and Email Referrals to Local Businesses
 - Social Media, Radio, Newspaper Articles
 - Weekly Friday Chit-Chats,
 - Presentations to Area Organizations & Exhibits at Events
- Coordinated Community Hero Awards in Partnership with Exelon
- Hosted Annual Meeting and Awards Celebration
- Produced Special Events Including Candlelight Walk, Shamrock the Town Fund Raiser



COMING YOUR WAY.... CHAMBER PROJECTS & PROGRAMS

2021 – 2022 will be focused on continuing to diversify Chamber programs and services to better meet the needs of our entire membership. These are priority projects for the coming year:



COMMUNITY PARTNERSHIPS & COLLABORATIONS:

Autumn on Parade Committee
Blackhawk Waterways CVB
City of Oregon
Encore, Mt. Morris
Hands on Oregon
IL Renewable Energy Fair
Ogle County Fair Assn.

Ogle County Government
Oregon Area Churches
Oregon Park District
Oregon Public Library
Oregon Lions Club
Oregon Rotary
Oregon Together

Oregon VFW
Village of Progress
And the List Goes On....

2020-2021 MEMBERSHIP:

- ❖ **203** Members as of 8/1/21 (*Gain of 48 Members Since 8/1/19*)
- ❖ **157** Business/Professional/Individual Members (*Gain of 40 Members Since 8/1/19*)
- ❖ **46** NFP & Service Business Members (*Gain of 8 Members Since 8/1/19*)
- ❖ Includes **54 Blackhawk Level** (150%) Members (*Increase of 18 Since 8/1/19*)

FINANCIAL STATUS:

- ❖ Annual Operating Budget - **\$86,711.51** (April 1 – March 31)
- ❖ Estimated Assets as of March 31, 2021- **\$126,986.00**
- ❖ Estimated Liabilities as of March 31, 2021 – **\$37,130.00**
- ❖ Cash on Hand as of March 31, 2021 (All Accounts) - **\$71,705.00**

CHAMBER STAFF Liz Vos, Executive Director

BOARD OF DIRECTORS

Donna Mann, President

Jenni Winterland, Secretary

Jeff Bold, Director

Merlin Hagemann, Director

Terry Schuster, Director

Michelle Carreno, Vice President

Roger Castle, Treasurer

Rob Gieraltowski, Director

Rebecca Hazzard, Director
