

2021 ANNUAL REPORT & S 2022 PLAN OF ACTION

GROWING BUSINESS, BUILDING COMMUNITY IN 2022



2022 - 2023 BOARD OF DIRECTORS



Board Chair Janet Karcher San Angelo Area Foundation



Chair-Elect Randy Brooks BNB Ventures



Treasurer Dr. Brook Dickison Angelo State University



Immediate Past Chair Shane Plymell Shannon



Michele Babiash Old Central Firehouse



Casey Barrett Texas Bank



Janis Baucom Walls & Windows



Bridget Carr **Bug Express**



Justin DeLoach Children's Advocacy Center



Chris Evatt First Financial Bank



Jason Fernandez Fernandez Salsa



Kendall Hirschfeld West Texas Fire and Industrial Supply



Flor Madero Angelo State University



Andi Markee Media Advantage



Roderick Mayberry R. M. Electrical Contractor, Inc.



Brittany Reichenau Republic Services



James Skinner Smith, Rose, Finley, PC



Sherley Spears Spears Legacy Real Estate Group



Ricky Villareal Shannon

CHAMBER OF COMMERCE STAFF

MEMBER SUPPORT



Walt Koenig President/CEO



Beverly Hanks



Heather Kumpe Chief Financial Officer Chief Operations Officer



Tricia Peterson Director of Events & Fundraising



Ashlea Downing Director of Marketing & Communications



Bailey Yates Member Relations Manager



Receptionist

DESTINATION MARKETING ORGANIZATION



Diann Bayes Vice President of the Destination Marketing Organization



Suzanna Valenzuela Director of Strategic Partnerships and Events



Jonna Gaddy Director of Sales



Jasmyne Harris Director of Digital Marketing



Linda Burdell Visitor Center Coordinator

ECONOMIC DEVELOPMENT



Michael Looney Vice President of Economic Development



Mike Berry Economic Development Manager

LETTER FROM THE IMMEDIATE PAST CHAIR



It has been my honor and privilege to serve the San Angelo Chamber of Commerce as the Chairman of the Board of Directors for 2021. As I reflect back on the last year, I am reminded of the many blessings of living in this community. While 2021 certainly presented a fair amount of continued challenges and obstacles, our community came together to overcome these, resulting in new growth and economic success. I don't believe the level of teamwork and collaboration between all industries and groups that we have here exists anywhere else, and that genuinely makes San Angelo special. We truly "Go Further Together."

I am honored to have worked throughout the past year with an outstanding Board of Directors, Executive Committee, and Chamber staff. They are truly an amazing group of people dedicated to the strength and success of our community. Thank you for all of your assistance and support!

I'm also excited to welcome Janet Karcher as she begins her term as Board Chair. Janet has been instrumental in her contributions to our Board and an outstanding leader who will be a strong champion for our continued success in 2022.

My sincere thank you to everyone for all of your support during the last year!

Shane Plymell2021 Chamber of Commerce Board Chair

LETTER FROM THE 2022 BOARD CHAIR



Greetings! The San Angelo Chamber of Commerce has been the voice of business and tourism in the Concho Valley since 1916 and as the Chamber enter its 106th year, I am truly honored to serve our wonderful community as the Chair of the Board of Directors for 2022. While we have faced many obstacles during 2021, our community continues to amaze me with its great resilience. We have witnessed inspirational commitment from partners across the Concho Valley who care deeply about San Angelo and its neighbors. Recognizing this unwavering support from our valuable members, nonprofits organizations, and local leaders, the Chamber stands committed to *Growing Business*, *Building Community in 2022*.

I would like to thank outgoing Board Chair, Shane Plymell for his dedication and remarkable leadership this past year. During his time as Chair, Shane's collaborative approach in Going Further, Together helped the community navigate the most pressing needs impacting our great city. His commitment to the overall health of the Concho Valley has helped lay the foundation that will continue to drive success for the Chamber for years to come.

As we focus on achieving the goals set forth for the coming year, we know each division of the Chamber plays a vital role in our success as a community. The Chamber team has positioned itself to provide the highest level of service to not only those who call San Angelo home, but to those seeking new adventures. This collaborative effort is possible through the relentless work of the Chamber staff, dedicated volunteers, driven community partners and most importantly, YOU.

We have an outstanding Board of Directors and I look forward to serving alongside these individuals who will continue to positively shape our community. I hope to have the opportunity to personally work with you in the coming year and sincerely thank you for choosing the San Angelo Chamber of Commerce as your partner in Growing Business, Building Community.

Thank you for your continued support.

Janet Karcher 2022 Chamber of Commerce Board Chair

AN EXTRAORDINARY YEAR OF RECOVERY AND GROWTH

The San Angelo Chamber of Commerce experienced significant growth, thus increasing not only our membership, but our ability to provide more services to our community for a bigger overall impact. This outreach and other efforts resulted in our Chamber being the largest, in terms of membership, in our 106-year history.

Moving forward, the Chamber was afforded the wonderful opportunity to incorporate the Young Professionals of San Angelo into the Chamber organization. Along with this new partnership, the Chamber attained the 20 under 40 program which will allow further support and recognition for the young professionals in our community.

We would be remiss if we did not discuss the collaborative efforts, we continue to have with Goodfellow Air Force Base. The programs offered to support our military and their families continue to grow and provide much needed resources for both Goodfellow Air Force Base as well as San Angelo's community. We had an active year of advocacy in support of not only supporting the goals of Goodfellow, but also further developing the missions that Goodfellow serves.

The West Texas Legislative Summit is our largest Chamber event. Every year we strive to inform the west Texas region of the legislative agendas and what we can expect in the coming years. In 2021, we set record numbers for sponsorships and overall participation, with ten congressmen from across the state of Texas participating in panels. The Summit allowed us to work closely with the various representatives in attendance to further advocate to ensure the needs and advancements of the Concho Valley area were addressed.

As a community we came together again in 2021 facing challenges and seizing many opportunities. While the lingering effects of the COVID-19 pandemic are still felt, the San Angelo Chamber of Commerce has and will continue to work closely with all city and county organizations to ensure that our community is protected and safe. It is our hope that we will continue to see the support for each one of you that allowed our economy to grow and flourish during the past two years despite the challenges. With a revised Mission and Vision combined with a new set of Core Values, the San Angelo Chamber team is ready for an even better 2022.

MISSION STATEMENT

We passionately strive to develop a pro-business climate, drive economic growth, and promote travel and tourism through community advocacy, attracting visitors and industry, retaining and growing local businesses, and building a vibrant quality of place.

VISION STATEMENT

To be the trusted resource for relationship building, economic, travel, and tourism expertise and the key driver of business and community prosperity.

CORE VALUES



TEAMWORK

We depend upon each other as we drive towards common goals. We are open in our Communication, we Respect each other's views, we strive to collaborate and seek Inclusion in our planning and execution, and we have fun working together.



DEPENDABILITY

We build trust by holding ourselves and each other accountable to our commitments. We are reliable individually and as a team in all that we deliver to our community.



INTEGRITY

We always strive to do the right thing. We are Honest in our communication, fair in the way we treat each other and diligent in terms of fulfilling our commitments. We are compassionate and this drives our commitment to serve others with empathy, respect and dignity.



SERVICE

We are focused on the growth and well-being of people and the community in which we live. We strive to build our knowledge and skill as we focus on a mission that is continually centered on the needs of all our constituencies.



INNOVATION

We have a strong customer focus, strategic vision, and willingness to challenge the status quo. We are creative in the way that we face challenges and the way we proactively drive superior results.



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We bring a Willingness to help, dedication to the job and performance that is above the call of duty. We strive for excellence in all we do and seek to enthusiastically drive continual improvement. "Best Ever" is our standard.

DRIVING THE **Growth** of Your Business

In 2021, the Chamber team set record growth for ribbon cuttings and other on-site membership events. We produced events that informed, entertained, and recognized the excellence within our community. The new Shop Local campaign featuring "Shelby the Shop Local Sheep" was a great success. The 20 under 40 Awards Program further cemented a great relationship with the Young Professionals of San Angelo. We look forward to a continuation of growth, connection, relationship building, and prosperity for our community, members, and visitors.







A LOOK BACK AT 2021...

OASIS MAGAZINE



Each year the San Angelo Chamber of Commerce publishes Oasis Magazine, the official newcomer guide and complete member business directory of the Chamber Available online and in print, Oasis Magazine is one of the Chamber's most prominent and informative publications and can be found at over 50 distribution points in the city.

SOFTWARE UPDATE



As a continued effort to provide the most value for our members, we transitioned to GrowthZone in January 2021. GrowthZone is a new intuitive membership software that delivers a higher-level online experience for our members, including a redesigned website. This software also features an educational InfoHub, along with other member-exclusive benefits. Be sure to check it out at www.sanangelo.org.

SOCIAL MEDIA



With over 10,000 combined followers across social media platforms, the Chamber saw a massive surge of online activity and growth in 2021. From awardee interviews to event recaps, membership spotlights to our shop local campaign, the Chamber's social media platforms reached over 500,000 people in San Angelo, Tom Green County, and across the United States.

RIBBON CUTTINGS



In 2021, the Chamber hosted over 60 Ribbon Cuttings and Business Celebrations. From new businesses to relocations, anniversaries to expansion of services, the Chamber supported each local business in strengthening their entrepreneurial efforts in the San Angelo community. With our ever-growing membership base and continued member support, we look forward to what 2022 will bring.

EVENTS



The Chamber hosted 25 events in 2021. On top of our monthly Happy Hours and Luncheons, our 17th Annual West Texas Legislative Summit brought a record-setting number of 10 Congressmen to San Angelo. We also incorporated the 20 Under 40 Awards Program into our events calendar, a nomination-based awards ceremony recognizing a new generation of influential professionals.

- Continued net membership growth
- Launch new and improved member benefits program
- Deepen relationship with Goodfellow Air Force Base
- Cultivate relationships with minority owned businesses by engaging with organizations that represent them and through Minority Owned business forums
- Focus on increasing housing options and opportunities in San Angelo
- Launch a state of the art business education resource app (Grow and Protect)

DRIVING THE **ECONOMIC DEVELOPMENT** OF OUR COMMUNITY

San Angelo has been able to overcome the challenges presented by the COVID-19 Pandemic and we are well positioned for a strong future as the world economy recovers.

In 2021, the Chamber of Commerce assisted San Angelo move aggressively towards growth for our local business and recruitment of new, world class businesses into the San Angelo area. We completed a 184-acre rail port and are now actively recruiting companies to occupy the new facility. We saw SMC Global continue with their expansion plans and we brought Tekmetric, a software development firm, to our workforce. In collaboration with San Angelo Independent School District, we formally launched SME Prime, a program to educate today's student in advanced manufacturing technology. We saw the development of a major solar energy project and see continued growth of alternative energy projects. We are witness to great interest in San Angelo and are well-positioned to take advantage of the emerging opportunities in the post-COVID-19 economy.













- Develop the San Angelo Rail Port through the recruitment of world class tenants
- Develop international trade ties that leverage the migration of manufacturing to Mexico
- Continued excellence in the support of our local businesses
- Continued growth of our industrial sector through the recruitment of world class companies
- Developing our workforce by continued support of industrial and trade education programs at all levels
- Continued support of the growth of our agricultural sector
- Focused recruitment of companies bringing renewable energy generation capacity to the Concho Valley

GROWING OUR CRITICAL TRAVEL AND TOURISM SECTOR

San Angelo is a great place to visit and the San Angelo Chamber of Commerce, through its Destination Marketing Organization, proactively markets the travel and tourism of our community to the world. The impact of travel and tourism to our local economy is immense with hundreds of million dollars being added through direct spending, over twenty million dollars in local and state taxes and the support of thousands of direct jobs. 2021 was a challenging year for the travel and tourism industry generally but San Angelo certainly fared far better than most with our community receiving many accolades including the designation as the "Visual Arts Capital of Texas", "Destination of the Year" by Travel Texas and "#2 True West Town in the USA." We also hosted the first Revolution Film Festival. 2022 will continue to be a period of recovery and rebuilding of this critical pillar of our local economy and the Chamber of Commerce, through the Destination Marketing Organization, will lead the way.











- Further development of a Tourism Master Plan using results from a visitor survey, an accommodation survey, and a DestinationNEXT development survey sent to local leaders in 2021, in addition to other research gathered annually.
- Development of Tourism Neighborhoods, identifying the visitor-related attractions in all areas of the city.
- Rebuilding the meeting and event market in San Angelo after two years of challenges due to pandemic restrictions.
- Making DiscoverSanAngelo.com the community calendar for all visitor events for the city
- Creation of a more visitor-friendly website to showcase the best that San Angelo has to offer for the visitor experience.

EDUCATING OUR MEMBERSHIP AND **DEVELOPING** OUR WORKFORCE

To build a stronger workforce in San Angelo, the San Angelo Chamber of Commerce partners with the City of San Angelo, Tom Green County, San Angelo ISD, Howard College, Angelo State University, the ASU Small Business Development Center, as well as many other local businesses. This collaborative effort cultivates business-education partnerships, curriculum development, and mentoring programs. In 2021, the Chamber donated over \$30,000 to support educational initiatives in advanced manufacturing, entrepreneurship, and medical technology. Strong employees build strong businesses, and the Chamber is committed to building our local workforce.

A LOOK BACK AT 2021...

SUPPORT FOR ENTREPRENEURS & START-UPS

The San Angelo economy has historically been driven by strong entrepreneurs. The ASU SBDC is the premier educator and supporter of start-up companies and small businesses in San Angelo. In 2021, the Chamber donated funds to the SBDC to support the provision of small business training programs for our local entrepreneurs. The supported training, once completed, will greatly assist our local businesses' access to bank financing.

SUPPORT FOR HOWARD COLLEGE

Established in 1945, Howard College is a leading provider of vocational technical training in the medical arts and offers nine avenues of study in health professions at its San Angelo campus.

BUSINESS BROWN BAG LUNCHEON SERIES

On the third Tuesday of each month from noon to 1pm the Chamber partners with Angelo State University's Small Business Development Center to bring webinar training to businesses in San Angelo. This series offers training that is relevant and timely to business owners and managers.

SUPPORT FOR SME PRIME PROGRAM

The Society of Mechanical Engineers (SME) delivers training for our next generation of advanced manufacturing professionals starting at the high school level. In 2021, the Chamber joined COSADC, Ethicon, and Principal LED to deliver funds necessary to launch this new program in San Angelo ISD. Each year, over 100 students will be trained in advanced manufacturing under the SME Prime program. This critical education will provide students with career opportunities in support of our local businesses.

DEVELOPING OUR MINORITY OWNED BUSINESSES

In 2021 we launched a mentorship program that focuses on pairing mature, successful minority owned businesses with minority owned startup companies. This program allows startup businesses to develop skills and receive advice from those who have the wisdom from years of experience.

MONTHLY MEMBERSHIP LUNCHEONS

The Chamber hosts a luncheon on the second Tuesday of each month from 11:30am-1pm, with the purpose of keeping the membership informed on topics of interest that include the state of the city, the state of the county, a legislative update and many other topics relevant to local businesses.

- Successful roll out and implementation of the TMAC program which offers customized industrial training programs.
- Successful implementation of the SME PRIME program within San Angelo ISD high schools.
- Increased support for internship programs for San Angelo ISD, Howard College, and Angelo State University.

GIVING YOUR BUSINESS A VOICE THROUGH EFFECTIVE ADVOCACY

The West Texas Legislative Summit is the premier legislative event in the Concho Valley area which brings together hundreds of elected officials and business or industry professionals throughout the west Texas region. This event provides a forum for west Texas community representatives to spend time discussing and advocating for the betterment of the region. The 2021 Summit provided a platform for ten congressmen to discuss the legislative priorities and efforts being applied to support the west Texas legislative environment regarding alternative energy projects, agriculture, water, transportation, education, and our military. As a sought-after event, we look forward to continuing this comprehensive advocacy program in 2022.











- Improve communications on emergent government and policy issues with stakeholders and members.
- Increase focus on process improvements within local government in support of local businesses.
- Deliver another "Best Ever" West Texas Legislative Summit.
- Leadership in the promotion of the expansion of San Angelo's workforce housing inventory.

2021 BY THE NUMBERS



1,070 TOTAL MEMBERS



215 NEW MEMBERS



125 GOLD MEMBERS



TOTAL EVENTS



80,000 + REACHED ON SOCIAL MEDIA



3,673 TOTAL ATTENDEES



172 TOTAL SPONSORS



93% RETENTION RATE



COUNTLESS ZOOM MEETINGS



63 RIBBON CUTTINGS



"SHOP LOCAL" VISITS

DIGITAL PRESENCE IN 2021



Total Followers: **5,953**New Followers: **1,757**Total Post Interactions: **4,814**Total Reach: **568,731**



Total Followers: **1,431**New Followers: **271**Total Post Interactions: **12,133**Total Reach: **181,348**



Total Followers: 1,275 New Followers: 73 Total Profile Visits: 2,466 Total Impressions: 55,207



Total Followers: New Followers: Total Page Views: Total Engagements: **32,053**

WEBSITE PERFORMANCE

Total Sessions: **36,681** Total Page Views: **91,704**

Average Page Views per Month: 7,642

NEWSLETTER PERFORMANCE

Average Open Rate: **39%**Industry Average Open Rate: **15%**Newsletters Sent: **24**

COMMITTEES & PROGRAMS



CONCHO CADRE

- Serves as the goodwill ambassador arm of the Chamber
- Volunteers at special events and ribbon cuttings for new businesses

For more information, contact Heather Kumpe at heather@sanangelo.org.



DIVERSITY COMMITTEE

- Creates awareness about minority owned businesses
- Assists and/or creates events that support minority owned businesses
- Promotes involvement in leadership opportunities
- Assists in connecting minority owned businesses to valuable city resources
- Selects and distributes the awards for the Celebration of Diversity Awards luncheon

For more information, contact Heather Kumpe at heather@sanangelo.org.



GOVERNMENT AFFAIRS COMMITTEE

- Monitors and lobbies on legislation affecting San Angelo
- Participates in the development of a state and national issues agenda
- Updates Chamber members on pending legislation
- Maintains communication between the Chamber and elected officials
- Attends meetings in Washington, D.C.

For more information, contact Tricia Peterson at tricia@sanangelo.org.



LEADERSHIP SAN ANGELO

 Develops future leadership for our city by providing year-long intensive training in areas strategic to the city's well-being





MILITARY AFFAIRS COMMITTEE

- Serves as a liaison between the Chamber and San Angelo's military community.
- Works with leadership at Goodfellow Air Force Base and with city leaders on community relations
- Plans Goodfellow Appreciation Day, assists with Operation Warmheart and the Cookie Caper

For more information, contact Tricia Peterson at tricia@sanangelo.org.



YOUNG PROFESSIONALS OF SAN ANGELO

- Geared toward professionals under 40 looking to network with other like-minded young leaders
- Provides career minded individuals with opportunities to develop professionally, socially, and civically
- Partners with the Chamber to plan the 20 Under 40 Awards Program
 For more information, contact Heather Kumpe at heather@sanangelo.org.

The San Angelo Chamber of Commerce

CORNERSTONE INVESTORS

PLATINUM (\$10,000 +)

- Reece Albert
- Shannon

DIAMOND (\$5,000 - \$9,999)

- AEP
- Ethicon
- · First Financial Bank

PUBLIC PARTNERS

- · City of San Angelo Development Corp.
- Tom Green County

SILVER (\$2,000 - \$4,999)

- Atmos Energy
- Automatic Fire Protection
- Dierschke & Dierschke REALTORS
- Foster Communications
- Hydraulic Industrial Services
- Republic Services
- · Rio Concho Retirement Community
- San Angelo Association of REALTORS
- San Angelo Stock Show & Rodeo
- Sunset Mall
- Texas Bank
- Texas Pacifico
- Wendland Manufacturing

BRONZE (\$1,000 - \$1,999)

- A-B Distributing Company
- Armstrong Backus & Co. LLP
- Blue Cross Blue Shield
- BNB Ventures
- · Company Printing/ISA Cattle Co.
- · Eckert & Company, LLP
- Jackson Walker, LLP
- · Lamar Outdoor
- Mitchell Buick GMC
- Mitchell Toyota
- SKG Engineering
- Steve Eustis Real Estate
- Steve Stephens

CONCHO PEARL (\$500 - \$999)

- Angelo Glass and Mirror
- Angelo Water Service
- Cactus Hotel
- Chilton, Wilcox & Fortenberry
- Concho Valley Electric Cooperative, Inc.
- DeCoty Coffee Company
- Holtman, Eckert, Peterson & William
- Housley Communications
- Majestic Homes
- Moleo Gas Corp.
- Prosperity Bank
- Rainey, Jamie & Kerry
- San Angelo Motor Company
- Sonora Bank
- Twin Mountain Fence Co.
- Welch Transfer & Storage
- West Texas Fire & Industrial Supply
- West Texas Rehabilitation Center
- Zesch & Pickett Insurance

CHAMBER GOLD MEMBERS

1st Community Federal Credit Union

7 Oaks Lodging

A.S.H. Electrical Services, LLC

Advanced Custom Windows, Inc.

AFP Texas

Aflac Regional Office

All American Pump Solutions, Inc.

American Painting Angelo Awards

Angelo Home Team Atmos Energy

Automatic Fire Protection, Inc. Bentwood Country Club & Estates

BES-TEX Supply
Blu Star Builders
Brady Bunch Boutique
Brown Honda of San Angelo

Business Excellence Professional Consulting

Candela Roofing Corp. Centurion Planning & Design, LLC

Centurion Planning & Design, LL Christoval Vineyards

Conexion San Angelo/Citizen Center

Collection San Angelo/Cruzen Cente

Coldwell Banker Legacy

Concho Pearl Icehouse/Rio Concho Catering

Concho Self Storage Concho Valley ER

Concho Valley Home Health Care Concho Valley Radiator Service, Inc. Consuro Managed Technology

Conterra Networks Creek 27 Crumbl Cookies

Decker Custom Homes, Inc. Dierschke & Dierschke REALTORS

Dierschke & Dierschke REALIORS

Direct Auto Insurance - (Walmart)

Dirt Doctor
Dry Dock Self Storage
Executive Exteriors
Fast Signs of San Angelo
Fire House Auto Works
Firefly Insurance

Fort Chadbourne Foundation

FOX West Texas

Goodyear Proving Grounds Gray's Transmissions, Inc.

HandShake Construction Company LLC

Harper Funeral Home Hawkins Group LLC

Heidi Douma - State Farm Insurance

HR&R, LLC IBEW Local Union 520

Intellivega

Ivey Services LLC / EcoWaste J Wales Home Solutions Jackson Walker LLP

James Phillips Williams Memorial Foundation Jim Slaughter, REALTORS

Katz L & J Roofing

Ladies of Justice by LegalShield-Juanita Brown

Lionheart Security LLC Loyal Local LLC Lush Dental Madstyle Vintage

Majestic Homes / Vanguard Properties

Mammoth Roofing Services MDK Services LLC

Mueller, Inc. NC Elite Krav Maga and Tactical

Netco Fire & Safety

New Haven Assisted Living and Memory Care Newk's Eatery of San Angelo

NewQuest IT Solutions, LLC Nothing Bundt Cakes Paige Ragsdale & Associates

Performant, Inc.
Pettit Productions/San Angelo Limousine

Pitts Oilfield Products and Services, LLC Power Systems Computers Precision Hydraulic Technology Inc ReMax Home and Ranch Republic Services

Ric Henry's Auto Service

Sam's Club

San Angelo Area Foundation San Angelo Association of REALTORS San Angelo Health Foundation San Angelo Homes, REALTORS

San Angelo Live

San Angelo Shop Local App San Angelo Standard-Times San Angelo To Go Scott Allison Real Estate Senator Charles Perry

Shannon Rehabilitation Hospital/ Encompass

Shawndee's Massage

SJT Commercial Development, LLC

Skyline Aviation Inc Social EMT

Southwest Tool and Supply Steve Eustis Co. Realtors Stone-Settle Advertising

Street Eats
SunTrax Salon, LLC
Texas Disposal Systems
The Original Texas Burger #2, LLC

The Roosevelt Club Thirdeye Botanicals/Angelo Natural Releaf Tomerlin Enterprises, Inc. - Juice Plus

Tops Septic & Portable Restrooms Tradition Energy Twin Mountain Fence Co. Twisted Root Burger Co. Urban Collective

VGI Technology

Vistas at Red Creek Apartment Homes Walls & Windows Wells Fargo Bank, N.A. Wendland Manufacturing Corp. West Central Wireless/West Central Net

West Texas Fire & Industrial Supply West Texas Rehabilitation Center White Buffalo Environmental Testing LLC

Workrise