



2019 Annual Report



A MESSAGE FROM PRESIDENT AND CEO, LISA FLOWERS



The East Parker County Chamber of Commerce is pleased to present the 2019 Annual Report. Within these pages you will find a list of our board of directors, staff, year to date financials, demographics of our businesses we represent, accomplishments and our marketing & events report.

Explosive growth in Parker County has continued with the county predicted to be one of the ten fastest growing counties in the State of Texas between now and 2030. With more employers moving their businesses west the markets for real estate and retail are booming.

The East Parker County Chamber of Commerce has proven its ability enrich, promote and advocate for our community and businesses. Thanks to a dedicated membership and enthusiastic citizenry, the year truly looks bright.

Wishing you a successful 2020,

Lisa L. Flowers

For more information, visit www.EastParkerChamber.com

CHAMBER STAFF:



Jeanna Vaughan
Director of Operations



Staci Markwardt
Director of Marketing & Events;
Government Relations Officer



Judy Jordan Giles
Director of Membership
Development & Retention

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE



Shawn Callaway
Chairman
Aledo Education
Foundation



Craig Bagley
Immediate Past Chair
Mader-Bagley State
Farm Insurance



Sal Jamal
Treasurer
Texas Neighborhood Care
& Wellness Willow Park



Christi James
Secretary
TWFG Insurance
Services

DIRECTORS



Andrew Decker
Decker, Evans, & Biggs—
Criminal Defense



Lynn Mills
Providence Title



Debra Smith
Pulliam Pools



Kelli Stumbo
Town Square Title



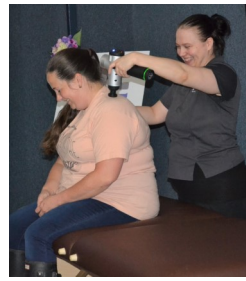
Anita White
White's Funeral Homes



Julietta Wilks
Wilks Development



Joelene Slocum
WIN Home Inspection



OUR MEMBERS

516
TOTAL MEMBERS

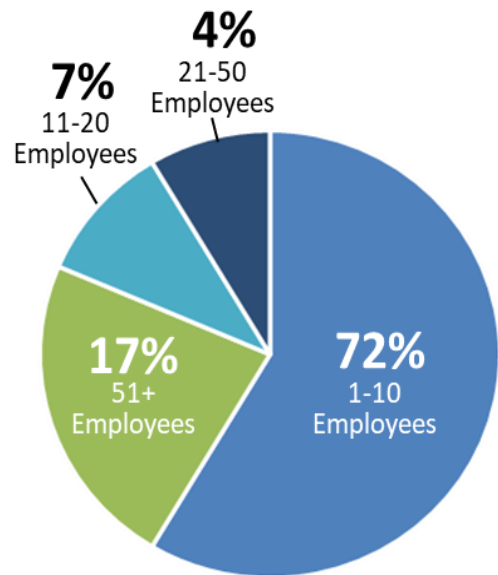
72
NEW MEMBERS

2,500
MEMBER ATTENDANCE

84%
MEMBER RETENTION RATE

BUSINESS & PROFESSIONAL SERVICES	19%
FINANCE & INSURANCE	14%
FAMILY, COMMUNITY & CIVIC	11%
CONSTRUCTION/CONTRACTORS	9%
REAL ESTATE, MOVING & STORAGE	9%
GOV'N'T, EDUCATION & INDIVIDUALS	7%
HEALTH CARE	7%
PROFESSIONAL SERVICES & CARE	4%
RESTAURANTS, FOOD & BEVERAGE	4%
AUTOMOTIVE & MARINE	3%
SPORTS & RECREATION	2%

500+ Chamber Members
representing nearly
10,000 employees



1% or less: Advertising & Media; Agriculture, Fishing & Forestry; Arts, Culture & Entertainment; Home & Garden; Industrial Supplies & Services; Lodging & Travel, Manufacturing, Production & Wholesale; Pet & Veterinary; Public Utilities

CHAMBER FINANCIALS

East Parker County Chamber of Commerce Statement of Financial Position - Income Tax Basis As of December 31, 2019

ASSETS

Current Assets		
FFB - Checking Account	\$ 5,330.12	
Plains Capital - Merchant Service Checking Account	18,850.44	
Plains Capital - Checking Account	100,577.10	
FNB - 12 Month CD	31,040.91	
Total Current Assets		155,798.57
Property and Equipment		
Building	312,771.44	
Property and Equipment	46,462.54	
Accumulated Depreciation	(134,967.33)	
Total Property and Equipment		224,266.65
Total Assets		\$ 380,065.22

LIABILITIES AND NET ASSETS

Current Liabilities		
Deferred Awards Banquet	1,000.00	
Due to Foundation	1,162.50	
Federal Payroll Taxes Payable	4,523.92	
Visa Credit Card Payable	1,549.89	
Total Current Liabilities		8,236.31
Long-Term Liabilities		
N/P T&C Bank - #36724	104,358.04	
Total Long-Term Liabilities		104,358.04
Total Liabilities		112,594.35
Net Assets		
Unrestricted Net Assets	287,878.15	
Change in Net Assets	(20,407.28)	
Total Net Assets		267,470.87
Total Liabilities and Net Assets		\$ 380,065.22

2019 CHAMBER ACCOMPLISHMENTS

GOVERNMENTAL AFFAIRS:

Advocating for our businesses is the Chamber's number one priority and meeting with our local, state and federal officials is the most effective means to accomplish that goal. Here are some highlights from this year:

EAST PARKER COUNTY DAY AT THE CAPITOL

Over 25 Chamber representatives traveled to Austin for East Parker County Day at the Capitol. The delegation met with stakeholders to discuss current issues impacting the community such as water, transportation and education.

WASHINGTON D.C. ADVOCACY TRIP

The Chamber's President and CEO, Lisa Flowers, joined North Texas businesses and civic leaders to Washington D.C. for North Texas Commission's Inaugural Advocacy Trip. The group met with lawmakers, administration and agency heads to advocate for business issues facing our region and to further promote the Commission's legislative priorities.



CHAMBER TAKES A STAND IN AUSTIN

The Chamber's Board of Directors approved a resolution in support of a version of House Bill 3 (HB3) that contains property tax relief as well as flexible school funding based on prior-year values that is not tied to performance on the STARR test. Members of the Chamber's Governmental Affairs Committee took a trip to Austin to talk with our State Representative Phil King and State Senator Pat Fallon about this bill. In addition, this group was able to voice their opposition to Senate Bill 29 (SB29) which would severely limit the ability of school districts, municipalities, and counties to advocate for their communities, tax payers, students, and employees.



CANDIDATE FORUM

In April 2019, the Chamber hosted a candidates forum for the contested races in Aledo, Annetta and Willow Park.

CHAMBER FOUNDATION:

In January 2019, the East Parker County Chamber of Commerce Foundation was organized as a not-for-profit 501(c)3 organization. The Foundation's purpose is to educate and assist the businesses of Parker County in disaster recovery. The eight member board of directors is currently working to build a base of funds so that when a disaster hits our fair county, we will be able to respond, rebuild, and recover.

2019 CHAMBER ACCOMPLISHMENTS

MONTHLY MEMBER EVENTS:

MONTHLY LUNCHEONS

For many years, the Chamber has partnered with New River Fellowship in Hudson Oaks to host the monthly Chamber luncheons. An average of 160 members attend each luncheon and experience networking time, a catered lunch, business spotlights, a featured speaker, and a multitude of door prizes.

This year, surveys were handed out at a number of our events to find out topics of interest to our members. Luncheon programs ranged from a networking event, a first responders recognition, updates from county and city leaders, and speakers who specialized in improving business performance.



MEMBER ORIENTATIONS

Member orientations continue to be held each month to show new members how to set up their website directory listing as well as find the many ways to get connected through programs and events that will help them grow their business.



BUSINESS TO BUSINESS LEADS GROUP (B2B)

B2B is a group of professional men and women who meet over lunch in a friendly environment to build business success through personal referrals. This group meets two times a month to exchange qualified leads, build solid business relationships, develop presentation skills and become proficient networkers.

BUSINESS AND RELOCATION GUIDE

This year, the Chamber published its award winning Relocation and Business Guide seen by over 15,000 individuals. This 100+ page guide is printed in full color and will highlight the Chamber and its members, area schools, city offices, economic development, as well as editorials on the East Parker County area.



2019 CHAMBER ACCOMPLISHMENTS

SPECIAL EVENTS (CONTINUED):

CHAMBER BANQUET

Over 320 individuals had a blast at the 2019 “Back to the 80s” Chamber Banquet! The Annual Awards Banquet is the Chamber’s opportunity to recognize individuals and leaders in our community who are making a difference in Parker County.

The Chamber recognized the following: Businessperson of the Year, Pappy Thompson Award, Small Business of the Year (1-99 employees), Large Business of the Year (100+ employees), Entrepreneur of the Year, Athena International Award, Nonprofit of the Year, and Ambassador of the Year.



11TH ANNUAL GOLF TOURNAMENT



2ND ANNUAL BOWLING TOURNAMENT

BUSINESS SHOWCASE

The Business Showcase highlighted over 65 local businesses and organizations and showed the community the best Parker County has to offer. On average, over 400 individuals attend this free event which allows attendees to shop local and experience product demonstrations, plenty of promotional giveaways, on the spot shopping, and amazing door prizes.



RIBBON CUTTINGS & GROUND BREAKINGS

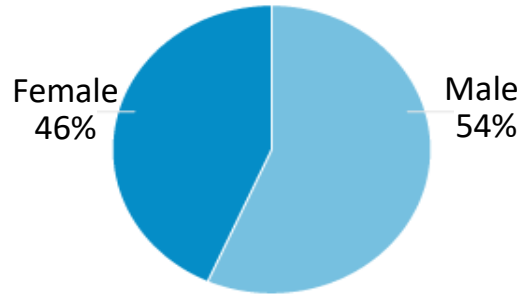
In 2019, the East Parker County Chamber Ambassadors hosted over 50 ribbon cuttings along with several groundbreaking events. These events are a benefit of the Chamber and are designed to be a part of our members overall marketing and advertising plan and is a great opportunity to get noticed in the community.



WEBSITE:

Number of Unique Visitors: 2,163
 Number of New Users: 1,960
 Number of Sessions: 3,295

WEBSITE DEMOGRAPHICS:



Age of Users

25-30: 34%
 18-24: 27.5%
 35-44: 15.5%
 45-54: 12.5%
 55-64: 5.5%
 65+: 5.5%

ELECTRONIC MEDIA:

Newsletter

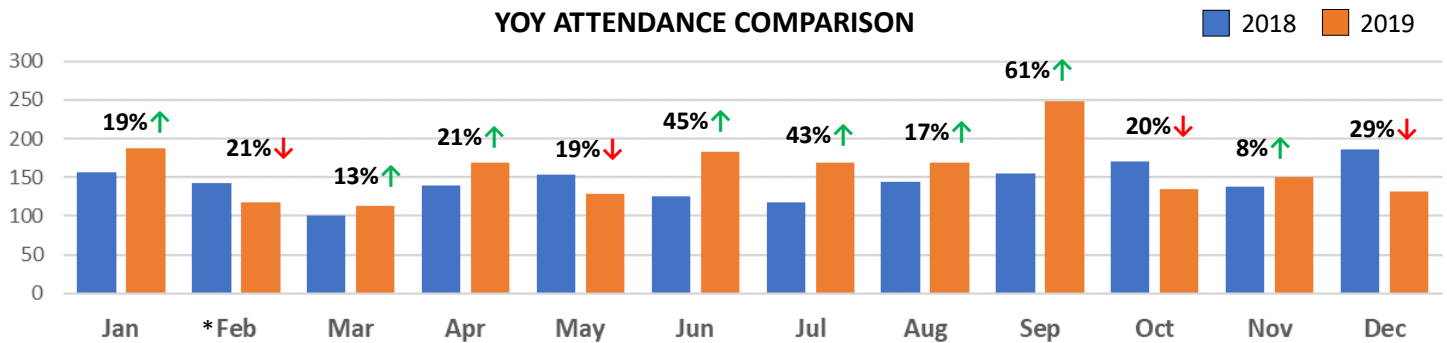
Open Rate: 37% Click Rate: 6.2%
 (20% Industry Avg) (7% Industry Avg)

SOCIAL MEDIA:

- Facebook LIKES: 2% ↑ (2,215)
- LinkedIn: 27 followers 8% ↑
- Twitter: 17 followers 6% ↑

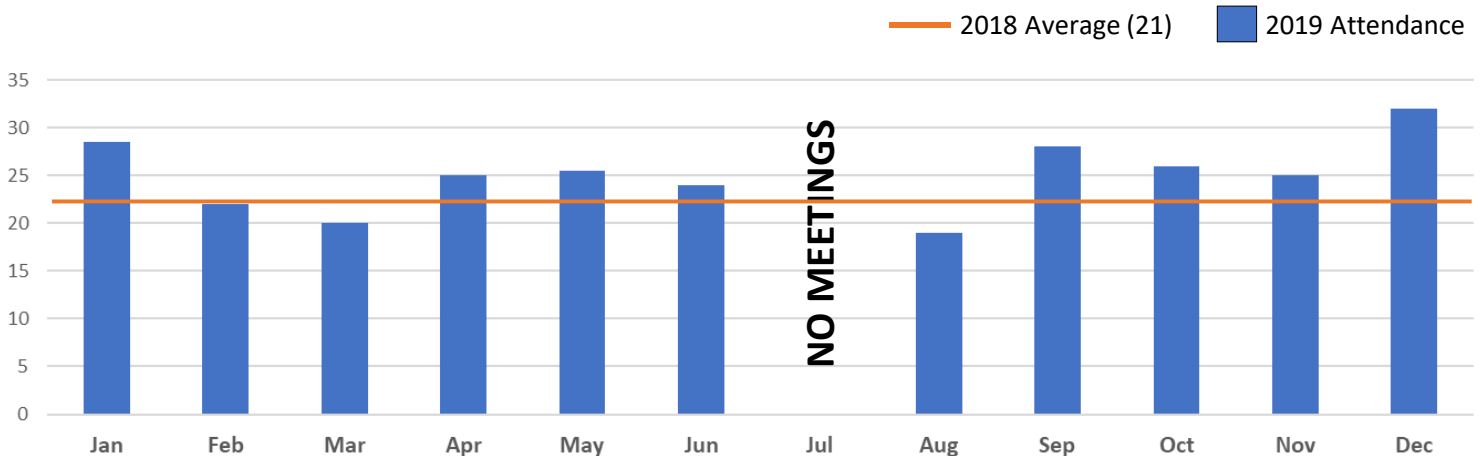
Desktop	Mobile	Tablet
55.5%	39.9%	4.6%

MONTHLY LUNCHEON YOY Average: 14%↑



* Both February events were moved to a smaller venue.

B2B LEADS GROUP YOY Average: 12%↑



THE EAST PARKER COUNTY CHAMBER OF COMMERCE:

Enriches

Develops a positive environment that fosters collaborative relationships and community pride.

Promotes

Increases the visibility of our members and East Parker County to influence success and prosperity.

Advocates

Champions the sustainability and growth of the business community.

The Chamber accomplished many things in 2019 that proactively empowered businesspeople to build a community where business can thrive and citizens are proud to live.



EAST PARKER COUNTY
CHAMBER OF COMMERCE
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WILLOW PARK, TX 76086
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