

40 Years

in the Making
est. 1979



Farmers Branch Chamber of Commerce



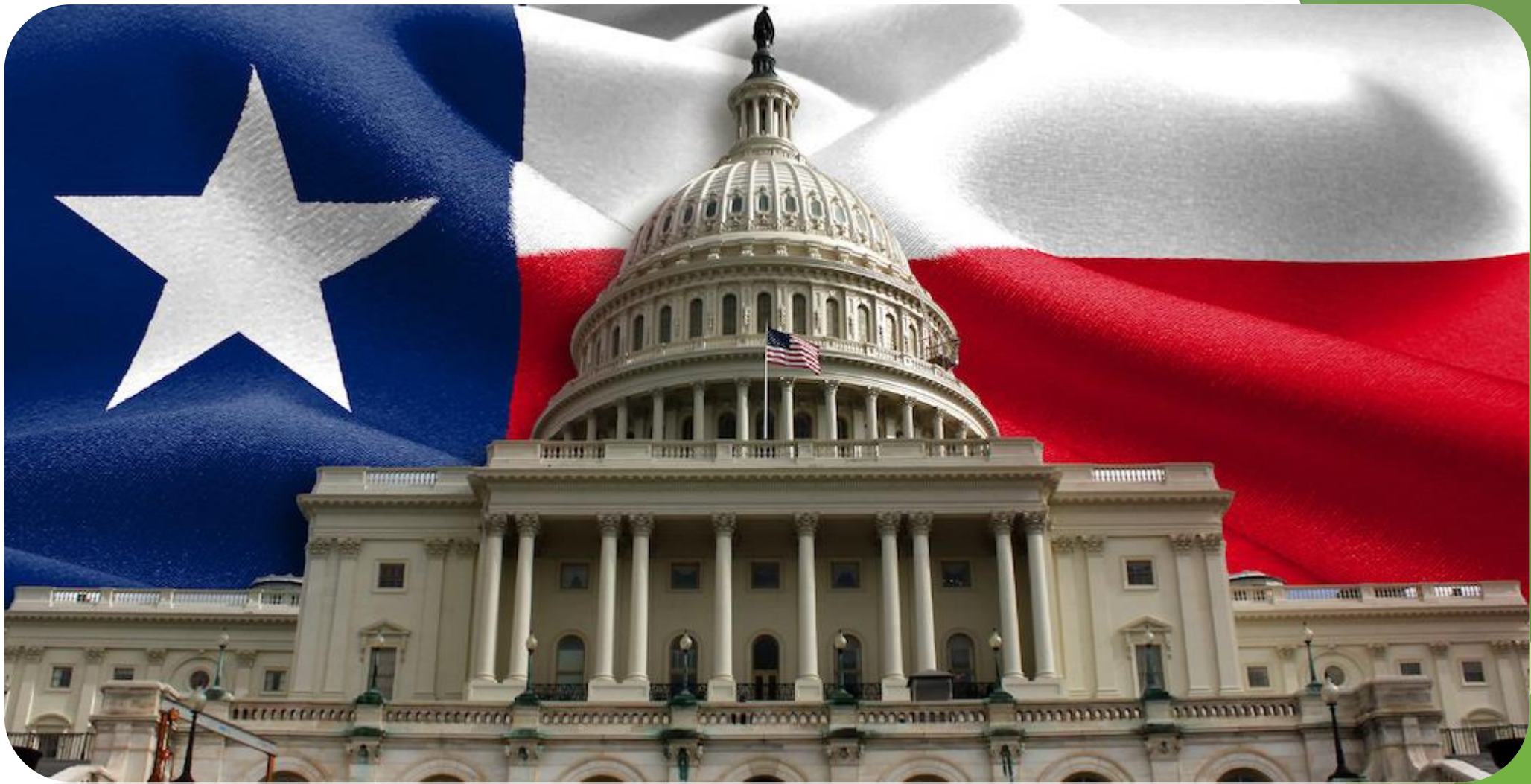


Farmers Branch Chamber of Commerce

The Business – In Business – For Your Business

MISSION STATEMENT

The Farmers Branch Chamber of Commerce will provide economic development, promote civic activity, foster leadership training, advance sound entrepreneurial policy and effectively monitor legislation by uniting the business community and its citizens. The Chamber commits to the conduct of a dynamic program to meet these needs.



“I want Farmers Branch to be a shining star
throughout Texas”

– Honorable Mayor Robert Dye



Farmers Branch Chamber of Commerce Platinum Club Members



FARMERS
BRANCH





Member Services



Brookhaven College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

- ▶ Texas Workforce Commission luncheon twice a year
- ▶ Free SCORE Business Mentoring
- ▶ Business Referrals – online and in person
- ▶ Listing in Membership Directory
- ▶ Advertising & Promotional Opportunities
- ▶ Social Media Marketing
- ▶ Link from Chamber Website to your website
- ▶ Networking Opportunities
 - ▶ Branch Out – 1st & 3rd Wednesday
 - ▶ First Friday Luncheons
- ▶ Ribbon Cuttings & Ground Breakings
- ▶ Certificate of Origin Seal





Annual Fundraising & Events

- ▶ State of the City Address
- ▶ Evening of Excellence Gala & Award Dinner
- ▶ Golf Tournament
- ▶ Clay Shoot Tournament
- ▶ Back the Blue and Firemen Too
- ▶ Red Ribbon Breakfast
- ▶ General Members Luncheons



5th Annual Farmers Branch Chamber of Commerce

*Evening Of Excellence
Gala and Award Ceremony*

**LIVE AND SILENT AUCTION
FUNDRAISER**

THURSDAY 6:30 pm- 9 pm
MAY DoubleTree by Hilton Hotel Near the Galleria
10TH 4099 Valley View Lane, Dallas, Texas 75244

Individual Tickets:
\$80 per person

Individual VIP Event with Matthew Luhn Tickets:
\$250 per person

Table Sponsorship:
\$800 (8 Reserved Seats)

REGISTER NOW AT:
farmersbranchchamberchambermaster.com/eventregistration/register/5009



Keynote Speaker: Matthew Luhn
One of the original story creators at Pixar

Matthew Luhn is a writer, story and branding consultant, creative writing instructor and keynote speaker with over 25 years' experience creating stories and characters at Pixar Animation Studios. Matthew will tell us about what makes Storytelling the #1 skill necessary to connect, motivate, and lead people in today's world. Stories compel us to engage in experiences, learn lessons, and define our values and ourselves within organizations and our personal lives. Matthew will also provide strategies on how to create a culture that encourages and nurtures new ideas, and embraces fear and failing as a necessary part of the creative process. He demonstrates how to empower relationships and build trust through authentic communication.





Community Support with CFBISD

- ▶ Junior Chamber Ambassadors
- ▶ Youth Leadership Program
- ▶ City Government Day
- ▶ Youth Leadership & Jr. Chamber Ambassadors Trip to Austin





Since October 2017

- ▶ 6 new Board of Director Members who are invested in the success of this Chamber



- ▶ Membership Growth - 21 new members \$6,115
- ▶ Two new platinum candidates \$5,000
- ▶ Created and launched survey to all Chamber Members. Once we receive all feedback, we will be able to implement and improve our services to meet the needs of our chamber members.
- ▶ Increased Event Attendance
- ▶ Growth within Chamber Committees
- ▶ Regular site visits to thank our Chamber Members.
 - ▶ Asking what we can do to better support them and their business
- ▶ Social media posts each business day - approx 400 posts, est. over 1000 reactions
- ▶ Delivered 35 New Business Welcome Packets resulting in potential new Chamber Members
- ▶ Held 5 Ribbon Cuttings & Ground Breaking Ceremonies
- ▶ Began the reestablishment of Young Professionals Group



Vision for 2018 – 2019

- ▶ Grow membership to unprecedented numbers
- ▶ Continued increase of participation at all events
- ▶ Evaluate and respond to the results of the membership survey
- ▶ Enhanced value to larger corporations (i.e. Leadership Seminars)
- ▶ Launching our new and improved website and increasing our social media visibility
- ▶ Develop more collaborative partnership with the City to enhance Economic Development and Business Retention programs



Challenges

- ▶ Currently experiencing a cash flow issue
 - ▶ Reduction & timing of the City Appropriation
 - ▶ Collections due to point of contact changes at membership companies
- ▶ Fundraising
 - ▶ Limited time for Chamber Staff to sell events - sponsorships & tickets
 - ▶ Volunteer time has increased however, always a challenge due to their priorities at places of employment
- ▶ Membership Growth & Retention - having enough “feet on the ground” to recruit and retain members
- ▶ At current state, the Chamber may need to make drastic cuts to remain open which will eventually lead to closer



Opportunities

- ▶ Evolve Chamber and City Relationship to become more of a Collaborative Partnership
- ▶ List the Chamber of Commerce on City Website
Under Economic Development or Business Resources
 - ▶ Working closely with Economic Development and other City Departments (i.e. Fire Department) to facilitate an introduction to businesses prior to the issuance of the Certificate of Occupancy
 - ▶ Create a cross organization welcoming committee to inform new businesses of all services available to them in the community
- ▶ Reaching Businesses and Residents
 - ▶ Through City messaging promote the Chamber and Chamber Events
- ▶ Financial Support - reinstating the annual \$80k or more would provide opportunity to raise up events, advertise them and add man power.



Thank you for your partnership!

Farmers Branch Chamber of Commerce



