



**TEMPE CHAMBER**  
— of COMMERCE —

# Annual Report 2018-2019

## Letter from the Outgoing Board Chair



**Jenna Rowell**  
Outgoing Board Chair  
APS

Each year, the Tempe Chamber of Commerce recognizes an individual or two with the Spirit of Tempe Award. This got me thinking, "what exactly is the spirit of Tempe?" Every person probably has a different answer to that based on the unique experiences and roles we've each had in Tempe. Here's what I know: the spirit of this community runs deep; it's a real thing you can feel and build on when you get involved here; and it's rooted in the culture of living, playing and doing business here, but is evolving just as Tempe is. Words like "vibrant," "diverse," "local" and "growing" come to mind for me.

That's why it was an honor to chair the Chamber's board of directors over this past year. The Chamber is at the heart of making our community a great place to locate, operate and grow business. How well we can do that is directly related to how many businesses engage and give voice to their hopes, needs and goals. True to Tempe, that level of involvement is increasing in many ways and forms. Why that matters and the results of it are the purpose for this report. Consider this a snapshot of the value the Chamber is committed to bringing to the business community, and the potential for where we can go in the future. Both our tracks up to this point and path ahead are forged by Tempe businesses that understand the importance of collaboration and strength in numbers.

However you might answer the question about what defines the spirit of Tempe, keep it alive and well through your own engagement. When we rally our diverse viewpoints, ideas and experiences around common goals, our spirit is something to behold.

Jenna Rowell  
APS

### COMMITTEES

- Ambassadors  
*Suzy Greenwood*
- Business Development Council  
*Nicole Spracale*
- Business Excellence Awards  
*Jenna Rowell*
- Business Owners Forum  
*Glen Hayward*
- Government Relations & Transportation  
*Don Cassano*
- Military Affairs  
*Elaine Vreeland*
- Tempe Leadership  
*Suzanne Durkin-Bighorn*
- Women In Business  
*Lori Zurcher*

### CHAMBER FOUNDATION

The Tempe Chamber Foundation carries out the charitable and education objectives of the Tempe Chamber that positively impact Tempe's quality of life. Tempe Leadership is a program of the Tempe Chamber Foundation, and more than 700 dedicated individuals have participated since its inception in 1985. Tempe Leadership also offers the Tempe Youth Leadership program and Tempe Cares. In addition, Career Ready Tempe youth workforce initiative was launched this year in partnership with the City of Tempe.

### BOARD OF DIRECTORS

**Jenna Rowell**  
*Board Chair*  
APS

**Jihan Cottrell**  
*Incoming Chair*  
Cox Business

**Dawn Hocking**  
*Past Chair*  
TCH

**Jennifer Ochoa**  
*Treasurer*  
Wells Fargo Bank

**Chad Akin**  
*Vice Chair*  
State Farm Insurance

**Marshall Hunt**  
*Vice Chair*  
Davis Miles McGuire Gardner

### DIRECTORS

**Raveen Arora**  
*The Dhaba*

**Tracy Bullock**  
*Bullock Training and Development*

**Maria Brunner**  
*OneAZ Credit Union*

**Mark Holthaus**  
*Edward Jones*

**Clark Landrum**  
*Waste Management*

**Megan Martin**  
*SRP*

**Kyle McIntosh**  
*MAC6*

**Joe Theiss**  
*CenturyLink*

### EX-OFFICIOS

**Kate Borders**  
*Downtown Tempe Authority*

**Andrew Ching**  
*City of Tempe*

**Robert Cox**  
*Arizona State University*

**Joe Hughes**  
*American Airlines*

**Shereen Lerner**  
*Tempe Leadership*

**Brian McCartin**  
*Tempe Tourism Office*

# Chamber BY THE Numbers



**94%**  
Membership  
Retention Rate

**125**  
NEW  
MEMBERS

**630**  
ACTIVE  
MEMBERS

## Social Media



Followers **3,073**  
1 year likes **2,341**



Followers **1,242**  
1 year likes **1,020**



Followers **1,245**  
1 year likes **1,525**



Followers **7,839**  
1 year likes **492**  
Retweets **124**

### DIGITAL MARKETING EFFORTS

EMAILS

**229** Email  
Campaigns  
Sent

**34.35%** Open  
Rate

**10%** Click Thru  
Rate

WEB

**15,925** UNIQUE  
USERS  
(45% Increase)

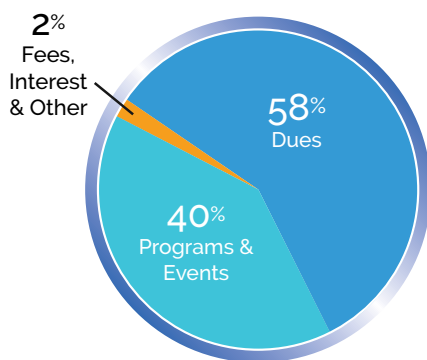
**60,000+** PAGE  
VIEWS  
(50% Increase)

### ADVOCACY

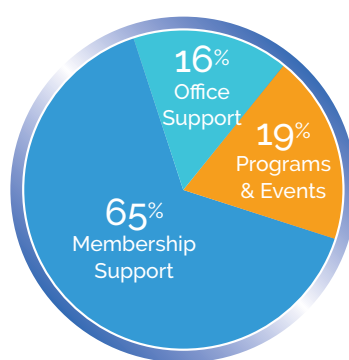


- 134 days of legislative session
- 1,318 bills introduced
- 320 bills signed into law
- 14 Chamber-supported bills signed into law

### REVENUE



### EXPENSES



**218**

Events & Programs



**7,193**

Business Professional  
Attendees

### COMMUNITY CHAMPIONS



### COMMUNITY INVESTORS





The Tempe Sustainability Pledge is a growing community of businesses committed to reducing their environmental footprint. Sustainability helps businesses manage resources and cut costs. Taking the pledge is free and offers a useful information on how your business can take steps to improve our community through sustainable practices.

### Thank you to our Pledge Takers and Supporters

- |  |  |  |
|--|--|--|
| Acceler8                               | Generation Properties                        | <b>Southwest Airlines*</b>                 |
| Architekton                            | Green Bin                                    | Special Moments                            |
| <b>APS*</b>                            | House of Tricks                              | <b>SRP*</b>                                |
| Arizona Cancer Foundation for Children | Jason Woodard Liberty Mutual Insurance Agent | SunTrac USA                                |
| <b>Arizona State University*</b>       | Junior Achievement of Arizona                | TCH  |
| Bryan University                       | Local First Arizona                          | <b>The City of Tempe*</b>                  |
| Crexendo                               | <b>MAC6*</b>                                 | The Deneau Law Firm                        |
| Desert Roots Kitchen                   | Pixel Photography                            | The Paulson Center for Integrative Healing |
| Downtown Tempe Authority               | Printing Specialists, LLC                    | The PEAK Fleet                             |
| Dynamic Worldwide                      | Prism Wealth Management                      | Waste Management*                          |
| Training Consultants                   |  | Wealthwave                                 |
|  |  | West 6th Tempe                             |

\*Sustainability Pledge Sponsor – For more information on this program contact Sukki Jahnke.



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### CHAMBER STAFF

**Anne Gill, IOM**  
President/CEO

**Sukki Jahnke, CMP**  
Director of Marketing & Programs

**Erika Acorn**  
Business Development Director

**Mark Tarabori**  
Membership Relations Specialist

**Julie Flanigan, CPA**  
Director of Finance

**Ayrianna Drayton**  
Marketing & Event Coordinator



**TEMPE CHAMBER**  
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