

McCloud Chamber of Commerce 2023 Annual Report

Chamber Board:

The 2023 Chamber Board currently consists of nine (9) members:

President: Quentin Zahara

Vice President: Darlene Mathis

Treasurer: Amber DeBon

Secretary: Missi Bullington

Directors:

Julie Ponzini

Ken Roseberry

Judith Sarti

Mark Trent

Leslie Johnson



Chamber Office/Visitor Center:

The McCloud Chamber Visitors Center has been open for eight years in its current location. Hours of operation have not been regular this year due to staffing issues. The office is primarily staffed by Jeana Ronfeldt, an independent contractor providing office and social media management services, with Board members filling in as needed.

Membership:

This year the Chamber of Commerce welcomed the following new members:

Shasta County Chamber

Lemurian Honey Co.

McCloud Dance Hall

McCloud Fireman's Association

Nash Ranch Pumpkin Patch

Pups 'N' Style

Weed Technology and Fabrication

Tucci House Vacation Rental

The Chamber supports local business members independently via marketing efforts, and collectively through bringing visitors to McCloud's many events.

Events:

The McCloud Chamber wishes to express gratitude for our many sponsors and volunteers who made chamber events possible this year! Volunteers are a critical element of event success and are very much appreciated.

The Mushroom Festival— The Mushroom Festival was held over Memorial Day weekend and brought in a crowd of 9000 people! We hosted 111 vendors and a concert featuring the Comstock Cowboys and Secret Society Handshake. A "Festa da Floresta" Portuguese dinner was prepared by local chefs and the wine walk included 5 local wineries. As a whole, the event was very successful and generated \$60,193.52 in gross revenues and \$24,576.76 net profit.

Flea Market – Seventy-four vendors signed up for the 52nd Annual Flea Market on June 4th. The event generated \$9490.23 in gross revenue and netted a profit of \$7277.24.

Motor the Mountain Car Show –The 2023 Motor the Mountain Car Show was held on Saturday, August 19th and brought 168 beautiful entries. The show was held at HOO HOO Park and generated \$17,852.27 in gross revenue, netting \$10,662.98. The McCloud Fire Department prepared their famous pancake breakfast and the McCloud Fire Department was instrumental in putting this event together.

Apple Harvest Festival – The 8th Annual Apple Harvest Festival was held on Main Street on October 14th. Attractions included vendor booths, a pumpkin patch, an apple pie contest, horse and wagon rides, and music by 3 Mile Road and the Sophia Renee Band. The Chamber baked 159 apple pies which were sold at the event. The event generated \$24,692.00 in gross revenue and netted \$15,899.50.

Winterfest - Severe winter storms and a power outage were unexpected challenges for our Winterfest weekends in 2022 but the committee was able to adapt and still put on a successful and fun event. The magician & balloonist were big hits and we're looking forward to seeing them again in December. This year's Winterfest festivities are scheduled to take place the first three Saturdays in December, kicking off with Kids Day on December 2nd. The Innkeepers and Church Tour and Arts and Crafts Bazaar will be on December 9th and the McCloud River Bed and Breakfast's character breakfast will take place on December 16th. Be sure to look for social media announcements regarding the activities.

Volunteers:

As always, the work this organization performs would not be possible without the many volunteers who are continually willing to step up and work hard. We want to thank our event coordinators and everyone who helped to make our events successful. From beer booths and event registrations, ticket sales and the Chamber office, to event planning and manning the Chamber office.....there is always lots of work to be done. We look forward to working with all of you again in 2024!

Finances: McCloud Chamber of Commerce is a 501(c)(6) not-for-profit organization operating under the laws of the state of California. In 2023 our unaudited gross revenue to date (January to this writing on November 8) is \$124,469.39. Chamber expenses to date are \$85,337.42 which brings our net revenue to \$35,262.36.

Grants & Awards

In 2023, the McCloud Chamber of Commerce was awarded 4 Discover Siskiyou Event Marketing grants totalling \$12,000.

“\$500 and Over Club” Donations 2023:

\$500 Willow Creek Ranch
\$1000 Rain Rock Casino
\$2500 Mechanics Bank
\$12,000 Discover Siskiyou

Event Sponsorship

Due to the reputation McCloud has earned over the years for hosting high-quality, well-planned and executed events, businesses have continued to provide sponsorship in the form of sponsor dollars and in-kind support, even during difficult times. We thank those businesses that have been fiscal sponsors

for our 2023 events. We encourage sponsors to continue to help us promote our events when they can, as sponsor marketing reach combined with McCloud Chamber marketing efforts combine to bring more visitors to our town.

Marketing

McCloud event cards are produced at the beginning of the calendar year. We encourage our members to display Chamber Event Cards at their business location and place their business brochures and rack cards in the Chamber office.

Social Media – McCloud Chamber currently has 4.8k followers on Facebook. The chamber regularly reaches hundreds of people per week with our postings about local happenings, local businesses and things to do and see in the area. Our Facebook page has received 15,600 visits throughout the past year. McCloud is enjoying a continued reputation as a tourist and event destination.

Chamber Executive Director – Jeana Ronfeldt has continued to be our Executive Director in 2023. In addition to event management, Jeana manages our Visitor Center, social media and marketing efforts, and our daily operations. Jeana has a master's degree in Marketing and another in Sports Marketing. She has proven a huge asset to chamber operations.

Additional Comments:

The Board of Directors is reviewing the processes for all of the event activities and is looking for ways to work smarter and make better use of our funds and our volunteers. This is a “working” board and there are many hours committed to the success of the events. Improved processes are needed to prevent burnout of board members, and volunteers as well. Suggestions are appreciated!

If you would like to help out as a volunteer for events or as a committee member, please talk to a board member or our office staff to learn more about the opportunities available.

Thank you to all our members, volunteers, and gracious community members for everything you have done for us this year. We could not do this work without you!

The Chamber of Commerce appreciates your continued support!

The Board of the McCloud Chamber of Commerce
November 2023