

McCloud Chamber of Commerce 2022 Annual Report

Chamber Board:

The 2022 Chamber Board currently consists of nine (9) members:

President: Airiell Scotti

Vice President: Darlene Mathis

Treasurer: Amber DeBon

Secretary: Sybil Stewart

Directors:

Julie Ponzini

Steve Richardson

Judith Sarti

Mark Trent

Leslie Johnson



Chamber Office/Visitor Center:

The McCloud Chamber Visitors Center has been open for seven years in its current location. Hours of operation have been Fridays and Saturdays from 11 am to 1 pm. 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:

The McCloud Chamber of Commerce currently has 80 members. 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.

St. Patrick's Pub Crawl – The St. Patrick's Pub Crawl was held on Saturday, March 19th. Seven businesses participated in the event which generated an income of \$680. Profits were \$514.15.

The Mushroom Festival – The Mushroom Festival was held over Memorial Day weekend and brought in a crowd of 1500-2000 people. We hosted 93 vendors and a concert featuring 3 Mile Road and Secret Society Handshake. The event generated \$52,229.33 in gross revenues and resulted in \$28,059.21 net profit.

Flea Market – Seventy-six vendors signed up for the 51st Annual Flea Market on June 5th but due to rainy weather conditions, we had a smaller than expected turnout. The event generated \$6,619.23 in gross revenue and netted a profit of \$5,882.34.

Motor the Mountain Car Show – The 2022 Motor the Mountain Car Show was held on August 20th and brought 174 beautiful entries. The show was held at HOO HOO Park and generated \$13,313.83 in gross revenue, netting \$8,425.68.

Apple Harvest Festival – The 7th Annual Apple Harvest Festival was held on Main Street on October 8th. Attractions included vendor booths, a pumpkin patch, an apple pie contest, horse and wagon rides, bouncy houses for the kids, and music by Front Porch. The Chamber baked 155 apple pies which were sold at the event. The Apple Harvest Festival generated \$21,313.44 in gross revenue and netted approximately \$11,676.44. It is estimated that a record 1,000 people attended the event.

Santa at the Museum– Once again, Santa will make his way to the McCloud Heritage Junction Museum on the evening of December 2nd. Santa will arrive via firetruck to welcome children from the McCloud community. We will enjoy an evening of tasty holiday treats as the kids share their special requests with Santa!

Winterfest - Winterfest is scheduled to take place the first three weekends in December with each weekend taking on a different theme. The first weekend is Kids, Krafts and Kandy Kanes, the second weekend is Victorian Christmas and the third weekend's theme is Holiday Merriment. The Chamber of Commerce website has more details. 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 2023!

Finances: McCloud Chamber of Commerce is a 501(c)(6) not-for-profit organization operating under the laws of the state of California. In 2022 our unaudited gross income (January to this writing in mid-October - for the reporting purposes of this meeting) was \$116,454.03. Chamber expenses to date are \$66,240.

Grants & Awards

In 2022, the McCloud Chamber of Commerce was awarded two Discover Siskiyou Event Marketing grants totalling \$6000 as well as a California Small Business COVID-19 Relief Grant for \$5000.

Donations 2022:

\$500 McCloud Resource Network
\$500 Banner Bank
\$2500 Mechanics Bank
\$6,000 Discover Siskiyou (Multiple Events)

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 2022 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 3941 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 event postings collectively have reached a total of 96,170 people throughout the past year. McCloud is enjoying a continued reputation as a tourist and event destination.

McCloud Beautification- We currently have \$2,336.21 earmarked for purposes of community beautification. Plans include upgrades to existing historic district signage and repair and replacement of the split rail fencing along Highway 89. Suzi and Tim Wess, owners of the chamber building, have met with an engineer regarding the pond in front of the chamber office. Repair and restoration will begin this November. They are accepting donations to help with the cost. Contact the chamber office for information on donating.

Main Street Park –The Main Street Park continues to be maintained by the McCloud Chamber of Commerce.

Chamber Executive Director –Jeana Ronfeldt has continued to be our Executive Director in 2022. 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
October 2022