

# BULLHEAD AREA CHAMBER OF COMMERCE AT A GLANCE

## INTRODUCTION:

The Bullhead Area Chamber of Commerce has **over 600 members**, consisting of private, public and non-profit businesses/organizations and representing more than 10,000 people. We promote an energetic atmosphere and are the largest membership based organization in the tri-state area. The Bullhead Area Chamber of Commerce is your “Strength in Networking,” offering opportunities for networking, education, market, legislative advocacy, and workforce development. We work to keep you and your business engaged in the Chamber and the community.

From July 1, 2014 to June 30, 2015 the Bullhead Area Chamber of Commerce had a **retention rate of 90%** in membership and saw a growth rate of 8.1%.

**MISSION STATEMENT:** To promote Member businesses and enhance local success.

**TAGLINE:** Strength in Networking

## COMMITTEE DEVELOPMENT:

- Ambassadors Program
  - o Reintroduced in 2011.
  - o Representing up to 35 Chamber Members at a time that celebrate business success and welcome new businesses to the community
  - o Meets monthly on the first Wednesday 12:00 pm at the Bullhead Area Chamber of Commerce
  - o **To date the Ambassadors have raised \$43,531.86 for the Chamber** by hosting the Chamber’s Signature Annual Event, “Taste of Bullhead.”
- Business and Government Affairs Committee
  - o First priority: to establish a proactive agenda of items and issues local business owners would like to see our elected officials address.
  - o Second priority: to establish a method to track the legislation on what is being introduced to make recommendations to support, oppose or remain neutral on bills, referendums and initiatives and educate the business community.
  - o This Committee does not endorse candidates but does hold open forums giving the public a chance to ask questions of the candidates during elections and voting.
  - o Consists of Members from the Bullhead Area Chamber of Commerce and meets the third Wednesday of every month at 7:30 am at the Bullhead Area Chamber.
  - o This past year the **Business & Government Affairs Committee** (with Chamber Member support) **helped Mohave Electric Cooperative keep energy bills at an affordable cost.**

## WORKFORCE DEVELOPMENT:

- We assist local schools with the “Thinking Outside the Box” initiative taking education to the next level.
- At this time, we are creating a YEA (Young Entrepreneurs Academy) and getting youth to write their own business plans. The concept of the program is to go through the process of planning and launching their own business.
- We currently work with Mohave Community College on advisory committees to discuss what business needs are, everything from hiring the right person to keeping up with technology.

## CHAMBER NETWORKING EVENTS:



- **Morning Mixers** are on the first Friday of every month at 8:00 am, with no cost to attend.
- “Business After Hours” Mixers are typically the 3<sup>rd</sup> Thursday of every month at 5:30 pm
  - o **Joint Evening Mixers are held with other chambers 3-4 times a year**
- Annual Dinner/Chamber Choice Awards (held annually in September)
- Winter Visitors Expo (held annually in February)
- Last year exhibitors had the **opportunity to meet around 1,000 individuals through this expo**
- Over 50 Ribbon cutting celebrations – all Bullhead Area Chamber Members are invited to attend
- Educational speaker luncheons – become more informed on issues effecting your business

**CHAMBER RESOURCE PARTNERS:**

- Affiliate Groups: Colorado River Women’s Council & Los Matadores
- City of Bullhead City
- Mohave Community College
- US Chamber of Commerce
- Local School Districts (from bridge to bridge)
- Mohave County Chamber Coalition
- Arizona Chamber of Commerce
- Arizona Department of Transportation
- Neighboring chambers from Mohave Valley, Lake Havasu City, Kingman, AZ and Laughlin, NV

**VISITOR CENTER STATICS** – (The Visitors Center is also where Chamber Member information is on display.)

<b>INQUIRY TYPE</b>	<b>NUMBER OF INQUIRIES FROM APRIL, 2014 – MARCH, 2015</b>
Walk In Visitors	16,513
Phone Calls	8,133
Leads from Tourism Marketing	5,209
Emails	3,344
Relocation and Tourism Packets	449
Website Hits <i>(Visits to the Membership Directory during their online visit)</i>	107,098 <i>(31,923)</i>
<b>TOTAL NUMBER OF INQUIRES</b>	<b>140,746</b>

The Bullhead Area Chamber of Commerce is home to our AZ Office of Tourism accredited Visitors Center. The Visitors Center receives \$55,000 annually from a bed tax collected by Bullhead City hotels and RV Parks. This money is used to market the Bullhead City Area and bring in additional visitors and residents each year.

**Recent Marketing:**

- A **new website** is underway: providing better resources to highlight chamber members with their business profile, hot deals, job postings and community events
- Working with the News West Publishing/Mohave Valley Daily News to produce the second annual publication of our **“Experience Bullhead City Guide”** which includes a Membership Directory. (Scheduled to publish in the Fall of 2015.)



We create and publish the, **“Annual Year In Review”** tabloid that is inserted in Mohave Daily News every September. This publication educates the business community & residents on what your Chamber has accomplished, which includes a complete Membership list

**Other Fun Facts About Your Chamber:**

- Enthusiastic Staff of four full-time employees that are very involved in the community.
- A Building Committee tied to the Los Matadors, is working to give the Chamber building a more modern look. To date almost \$400,000 in building repairs has been completed with in-kind donations of material and labor.
- Your Chamber is involved locally with other organizations for the betterment of the community
  - Colorado River Heritage Center in Bullhead City Community Park.
- Serves on the Air Service & Marketing Committee for the Mohave County Airport Authority – working to help bring in a possible commercial airline and has also pledged \$10,000 to the cause
- The Bullhead Area Chamber of Commerce maintains a community calendar that features chamber member events in the tri-state and Mohave Country Area.
- Weekly e-blasts are sent to over 1,200 recipients on what is happening in your Chamber and the Community.
- The chamber executes and Annual Planning Meeting with staff, current board of directors and incoming board members to create the upcoming plan of action, and discuss how we can continue to better serve our members.

