

# ANNUAL REPORT 2017

**Mission:** As servant leaders, the Garland Chamber is the trusted unifying source for sustainable business growth.



For questions regarding information represented in the 2017 Annual Report, please contact Jenna McWethy at 469-326-7412 or [jenna.mcwethy@garlandchamber.com](mailto:jenna.mcwethy@garlandchamber.com)

To learn more about Garland Chamber initiatives and events, visit [garlandchamber.com](http://garlandchamber.com)

## Milestones

### January

10.9% of members were represented at the Chamber's Annual Meeting

### April

Chamber announced pilot Small Business Grant program to award a portion of \$50,000 to local businesses

### June

Modifications to the Chamber's website improved accessibility to small business assistance content

### July

Apprenticeship program officially approved by Board of Directors

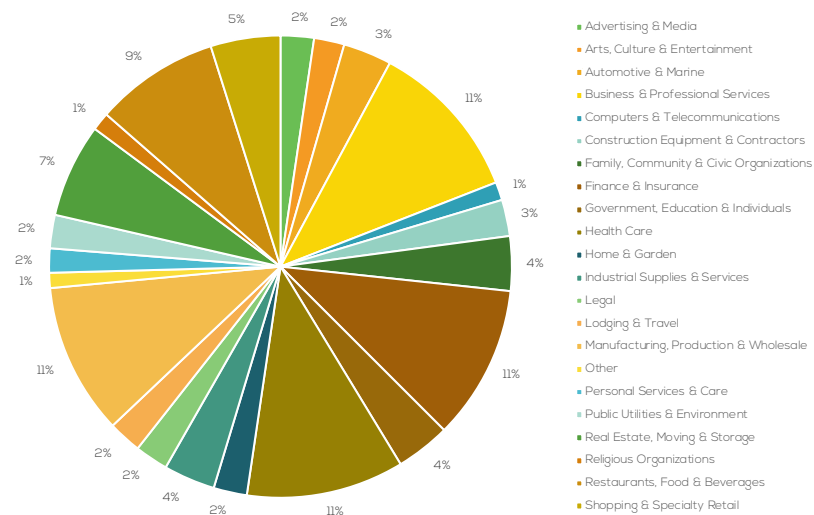
### August

Andrea Tamez joined the team as Small Business Program Coordinator

### October

Five new programs adopted for 2018 implementation

## Garland Chamber Membership Categories



## Membership Statistics

**494**

Total Members

5.8% growth since 2016

**50.4%**

Engaged Members

Members physically engaged in a meeting, activity or event during the year

**84**

New Members

27% more new members than 2016

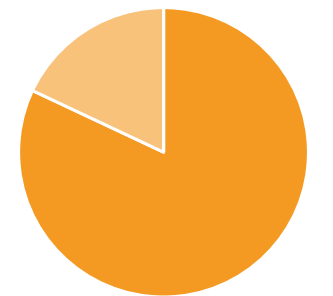
## \$50,000 in Grant Funding Awarded to Garland Small Businesses



As part of our role in the development of the local economy, the Chamber awarded a total of \$50,000 in grant funding to nine Garland small business owners at a luncheon on Nov. 13, 2017.

After a strenuous application and interview process, the nine recipients were selected to receive varied sums of grant funding, allowing them to pursue projects in marketing and fixed assets that will better equip their businesses for continued growth and success.

- 3Q Fitness CrossFit Garland
- Brace Manufacturing
- Brant's Lawn Care, LLC
- Diamond Light LLC
- Intrinsic Smokehouse & Brewery
- JCi Creatives, LLC
- Su Clinica Familiar
- Rosalind Coffee
- Sazón Mexican Home Cooking



■ Fixed Assets ■ Marketing

## Networking Earns High Scores in Satisfaction



The Chamber's popular morning networking event, Direct Connect averaged 55 attendees in 2017.

Based on survey feedback received, the Chamber has added networking education to its communication strategy, encouraging local professionals to practice their skills at the monthly event.

**Direct Connect has an overall satisfaction rate of 92.3%**

## Leadership Garland Adds Application to Increase Effectiveness



Through programs like Leadership Garland, the Chamber continues to engage the community and expose citizens and stakeholders to all Garland has to offer.

Leadership Garland Class 37 kicked off the program year with 29 participants from a range of local industries. This year, the program has an added thread of leadership skill application activities relevant to the topic being explored each month.