WCOC Monthly Snapshot for City of Washington - June 2020

2020 WCOC Membership Report - As of April 30, 2020

April by the Numbers

| Business Check-Ins For month of April, all staff combined. | 800 |
|--|-----|
| New Members | 1 |
| Dropped Members | 2 |
| Total Number of Members | 260 |
| # of Washington Based Members | 230 |
| M 41 C 1 T | |

Monthly Sales Tax (Consumer Spending in February)

| HMR | \$204,574.19 |
|-----|--------------|
| MT | \$213,383.03 |

MTART \$8.86

\$3,109,21 Admin Fees on HMR

Mission Moment

Continue to hear positives about the COVID-19 updates.

Business appreciate that we have not let our social media presence slip. We continue to share their posts. Have also enjoyed our "tip Fridays"

Hosted a Business Roundtable in May, while there were not a lot of attendees those that attended appreciated the opportunity to share and connect.

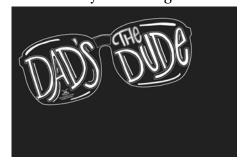
| | 2020 Wede Membership | | |
|------------|----------------------|------------|---------------|
| | 202 | 0 Budget | |
| Level | Member | Dues | Total Revenue |
| Courtesy | 10 | \$0.00 | \$0.00 |
| Non-Profit | 2 | \$0.00 | \$0.00 |
| Basic | 6 | \$0.00 | \$50.00 |
| One Star | 182 | \$250.00 | \$45,500.00 |
| Two Star | 30 | \$500.00 | \$15,000.00 |
| Three Star | 10 | \$1,000.00 | \$10,000.00 |
| Four Star | 1 | \$2,500.00 | \$2,500.00 |
| Five Star | 1 | \$5,000.00 | \$5,000.00 |
| Total | 230 | | \$78,000.00 |

| | 202 | o Actual | |
|------------|--------|------------|---------------|
| Level | Member | Dues | Total Revenue |
| Courtesy | 0 | \$0.00 | \$0.00 |
| Non-Profit | 1 | \$100.00 | \$100.00 |
| Basic | 2 | \$0.00 | \$0.00 |
| One Star | 121 | \$250.00 | \$30,250.00 |
| Two Star | 21 | \$500.00 | \$10,500.00 |
| Three Star | 5 | \$1,000.00 | \$5,000.00 |
| Four Star | 0 | \$2,500.00 | \$0.00 |
| Five Star | 3 | \$5,000.00 | \$15,000.00 |
| Total | 151 | | \$60,850.00 |
| | | · | |

| | 2019 Actual | | | |
|---|-------------|--------|------------|---------------|
| | Level | Member | Dues | Total Revenue |
| | Courtesy | 0 | \$0.00 | \$0.00 |
| | Non-Profit | 1 | \$100.00 | \$100.00 |
| | Basic | 4 | \$0.00 | \$0.00 |
| | One Star | 150 | \$250.00 | \$37,500.00 |
| • | Two Star | 29 | \$500.00 | \$14,500.00 |
| | Three Star | 4 | \$1,000.00 | \$4,000.00 |
| | Four Star | 0 | \$2,500.00 | \$0.00 |
| | Five Star | 3 | \$5,000.00 | \$15,000.00 |
| | Total | 191 | | \$71,100.00 |

| 20 | 20 Washir | ngton Busi | nesses |
|------------|-----------|------------|---------------|
| Level | Member | Dues | Total Revenue |
| Courtesy | 0 | \$0.00 | \$0.00 |
| Non-Profit | 0 | \$100.00 | \$0.00 |
| Basic | 2 | \$0.00 | \$0.00 |
| One Star | 106 | \$250.00 | \$26,500.00 |
| Two Star | 16 | \$500.00 | \$8,000.00 |
| Three Star | 4 | \$1,000.00 | \$4,000.00 |
| Four Star | 0 | \$2,500.00 | \$0.00 |
| Five Star | 3 | \$5,000.00 | \$15,000.00 |
| Total | 131 | | \$53,600.00 |

Monthly Marketing Theme



COVID-19 Efforts

- Have sent almost 50 daily e-mail updates with COVID-19 updates and relief information to our chamber members with a 40% open rate. We are also including non-members who have shared their e-mail address with us on these updates.
- Source of support, encouragement and listening for a variety of members during these unprecedented times.
- Hosted industry think tanks with retail, restaurant, and salon/spa. This allowed businesses to share ideas and best practices on implementing the state and city guidelines. Offered meetings to three other industries.
- Assisting with the Business Arm of the Tazewell County EOC
- Social Media Posts and sharing of Member Posts pertaining to information on how to support our small businesses during this time.
- Started Tip Fridays to allow members to share their tips on getting through this crisis
- Assisted with the Downstate Stabilization Grant Application Process two different rounds.
- Creating a COVID-19 level of membership for non-members to take advantage of some benefits at a significantly reduced rate for a six month time frame. (Will only be open to businesses in the 61571 zip code)
- Daily communication with Jon Oliphant on coordinating efforts between the City/
- Filmed the first of at least three "We are Open Videos" highlighting Washington Chamber Members.