

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	800
<i>For month of April, all staff combined.</i>	
New Members	1
Dropped Members	2
Total Number of Members	260
# of Washington Based Members	230
Monthly Sales Tax	
<i>(Consumer Spending in February)</i>	
HMR	\$204,574.19
MT	\$213,383.03
MTART	\$8.86
Admin Fees on HMR	\$3,109.21

2020 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

2020 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

2020 Washington Businesses			
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

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.

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/Chamber
- Filmed the first of at least three "We are Open Videos" highlighting Washington Chamber Members.

Monthly Marketing Theme

