

2017 facts

Membership doubled and growing
Office hours extended, traffic nearly tripled

Secured \$6288 Kern County Board of Trade grant.
Another 6000+ grant submitted.

Business and Community

- Worked LA Travel & Adventure Show - 34,000 in attendance

- Present at IPW - World's largest tourism convention

- Trifold distribution 6000+

- Grew social media presence

- Print advertising in regional, national and international magazines and guides

- Online advertising that reached regional, national, and international markets

-Job fair and monthly Breakfast Brews
-Free, **local business education and mentoring**
S.C.O.R.E. LA, Nonprofit Workshop, CSUB SBD

Continue to provide free website building and marketing mentoring
Per business savings of \$1000-4000

Secured a **pro/indy baseball** team and assisted in coordination of **ball field upgrade**

4
City-wide
Cleanups

3668

Hours
volunteered by chamber board

Tourism

Economy

Quality of Life

Providing **adult literacy tutoring** through Kern Literacy partnership

Relationship building in prior year leads to signing of **urgent care** lease.