

# MISSION

To **PROMOTE** and **FACILITATE** the **GROWTH** of the community for our members and stakeholders.

# VISION

To be the **PREMIER** Chamber of Commerce in the Moore area that **ENHANCES** the business environment for members and the community.

# VALUES

## FUTURE FOCUSED

To provide catalytic leadership by looking at the long-term big picture, and being an instigator of change rather than a reactionary responder. In doing so, we will embrace all community policy stakeholders and serve as the catalyst for collaboration.

## MEMBER COMMITTED

Maintain a flexible, responsive organization that is inclusive of our diverse membership. Engage our members on focused issues and initiatives so as to corroboratively serve business and community needs

## EXCELLENCE DRIVEN

Commit to producing quality products, events and programming, and measure our results by what is right, honest, ethical, and fiscally responsible.



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[www.MooreChamber.com](http://www.MooreChamber.com)



[@moorechamberofcommerce](https://www.facebook.com/moorechamberofcommerce)



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[@moorechamber](https://www.instagram.com/moorechamber)

**Moore**  
Chamber of Commerce

## A little extra...

- Hosted Leadership Moore Class XXI
- Active attendance to City Council Meetings
- Completed a feasibility study for event center in Moore and the potential economic impact

# MEMBERSHIP

Our membership is the driving force for everything we do. We understand the importance of knowing our membership and tailoring what we do to best serve their needs.

## MEMBERSHIP GROWTH TO DATE

Total Members	721
Members Joined	121
01/01/2017 - 12/6/2018	



## BY CATEGORY

Advertising & Media	2.85%
Arts, Culture & Entertainment	3.13%
Automotive & Marine	2.30%
Business & Professional Services	8.01%
Computers & Telecommunications	2.12%
Construction Equipment & Contractors	11.69%
Family, Community & Civic Organizations	2.76%
Finance & Insurance	6.26%
Government, Education & Individuals	5.06%
Health Care	12.34%
Home & Garden	1.84%
Industrial Supplies & Services	0.18%
Legal	0.28%
Lodging & Travel	1.57%
Manufacturing, Production & Wholesale	.83%
Personal Services & Care	2.85%
Pets & Veterinary	1.20%
Public Utilities & Environment	0.09%
Real Estate, Moving & Storage	7.92%
Religious Organizations	3.31%
Restaurants, Food & Beverages	10.04%
Senior Services	2.49%
Shopping & Specialty Retail	9.48%
Sports & Recreation	1.38%

## MEMBERSHIP BY BUSINESS SIZE

1-5 Employees	51.5%
6-11 Employees	13%
12-20 Employees	10%
21-50 Employees	5%
50+ Employees	2%
Other: Courtesy, Lifetime, Non-Profit	10%

## EVENTS & PROGRAMS



### ATTENDANCE AT 2018 EVENTS

Total Number of Events & Programs	204	28% decrease
Attendance at Events & Programs	4789	2% increase
<i>Includes committee meetings</i>		

### EVENTS & PROGRAMS

Eggs & Issues	7	
Networking Lunch	10	
Morning Buzz	9	New in 2018
Business Before & After Hours	21	
Lunch n' Learns	7	39% increase
Ribbon Cuttings	51	39% decrease

### MAJOR EVENTS

General Membership	5 - added Military Appreciation
Bowling Tournament	February
Golf Tournament	May
Annual Event	September

## CONNECTED



We strive to connect our members with the business community at large, prospective citizens, business, and local governments through a variety of avenues such as, printed materials, social and digital media

### MooreChamber.com VISITOR TYPES

New Visitors	66.7%
Returning Visitors	33.3%
<i>Google Analytics</i>	

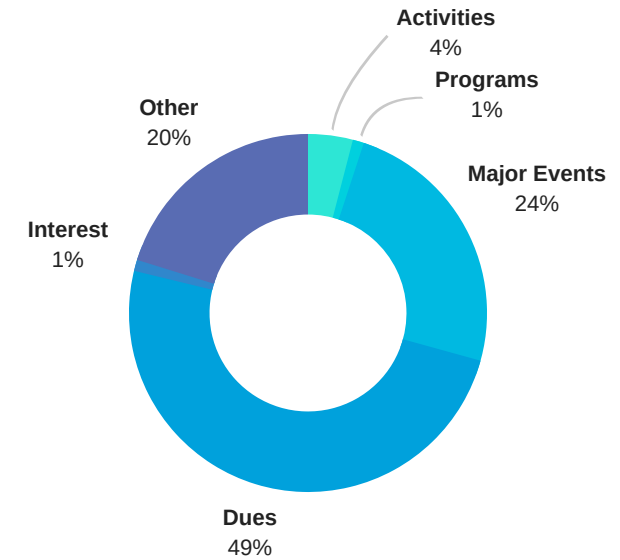
### SOCIAL MEDIA PERFORMANCE

Facebook	2,762 followers	15% increase
Instagram	603 followers	146% increase
Twitter	860 followers	9% increase
Google	1,140 views 11/2017	

## FISCAL

As of November 2018

### 2018 REVENUE



### 2018 ACTUAL EXPENSES

