

# 2019 ANNUAL REPORT



Apache Junction Chamber of Commerce & Visitor Center



# NOTE FROM THE CEO



2019 was an exciting year with lots of changes for the Apache Junction Chamber of Commerce and Visitor Center. As I just finished my first year at the Chamber in April, this gives me time to reflect on how we've progressed over the last year and how much I want to thank all of you for your spirit of collaboration, support and personal investment you have made in our thriving business environment.

2020 has started off as an interesting and very challenging time for many of our businesses and community members, and I understand how much this has affected our business climate. It has been incredible to see our community members band together to support our businesses and community throughout this crisis. As we celebrate our 60<sup>th</sup> anniversary this year, we appreciate our members who have continued to invest in their business through maintaining your membership. It's more important than ever before to continue your participation, connections, visibility, and partnership.

It is truly an honor and privilege to partner with and represent you as the collective business voice of Apache Junction, Gold Canyon and East Mesa.





Mixers & Networking Groups



Sponsorship Opportunities



Community Connection



Relationships



Promotion



Ribbon Cuttings & Grand Openings



Marketing Opportunities



Member Referrals



Visibility



Mentoring



Programs & Events



Social Media Exposure



Official AOT Visitor Center



# We Are Here to Help YOU and YOUR Business Succeed.

# 2019 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

Steve Byfield, Chairman  
Roadhaven Resort

Matt Fliss, Vice Chairman  
Edward Jones

Audrie Ouellette, Secretary  
Little Caesars Pizza

Dr. Krista Anderson, Treasurer  
Apache Junction Unified School District

Andrea Chisolm, Past Chair  
Amazing Dental Care

## BOARD MEMBERS

Dr. Jeffrey Bunkelmann  
Central Arizona College

Elisa Krcilek  
Mountain View Funeral Home

Warde Nichols  
ASU Polytechnic

Taylor Serdy  
AJI Sporting Goods

Brian Sexton  
Phoenix-Mesa Gateway Airport

Scott Sims  
Stucco Works

Renee Siuda  
Brookdale Senior Living

Scott Earnheart  
SRP

## EX-OFFICIOS

Bryant Powell  
City of Apache Junction

Janine Hanna-Solley  
City of Apache Junction



# 2019 BALANCE SHEET - ASSETS

(As of December 31, 2019)

| ASSETS                               |                             |                     |
|--------------------------------------|-----------------------------|---------------------|
| <b>Current Assets</b>                |                             |                     |
| 1005 - Cash InTransit                | 460.00                      |                     |
| 1010 - Checking                      | 34,459.58                   |                     |
| 1020 - Savings                       | 10,287.51                   |                     |
| 1030 - Money Market                  | 10,914.04                   |                     |
| 1150 - Credit Cards Receivable       | -394.01                     |                     |
|                                      | <b>Total Current Assets</b> | <b>\$55,727.12</b>  |
| <b>Fixed Assets</b>                  |                             |                     |
| 1700 - Land                          | 10.00                       |                     |
| 1710 - Building                      | 285,123.71                  |                     |
| 1720 - Furn & Fixtures               | 4,108.31                    |                     |
| 1730 - Computer Equipment            | 9,838.00                    |                     |
| 1740 - Misc Equipment                | 19,281.89                   |                     |
| 1790 - Donated Assets                | 30,229.20                   |                     |
| 1810 - Building - Acc Depr           | -135,945.73                 |                     |
| 1820 - Furn & Fixtures - Acc Depr    | -4,108.00                   |                     |
| 1830 - Computer Equipment - Acc Depr | -9,838.00                   |                     |
| 1840 - Misc Equipment - Acc Depr     | -19,281.00                  |                     |
|                                      | <b>Total Fixed Assets</b>   | <b>\$179,418.38</b> |
|                                      | <b>TOTAL ASSETS</b>         | <b>\$235,145.50</b> |



# 2019 BALANCE SHEET - LIABILITIES

(As of December 31, 2019)

|   |                                       |                     |
|---|---------------------------------------|---------------------|
| 2050 - Salaries Payable                 | -4,712.79                             |                     |
| 2060 - Expenses Reimbursed              | 380.68                                |                     |
| 2200 - Credit Card                      | 6,877.84                              |                     |
| 2320 - Health Care Payable              | 6,760.87                              |                     |
| 2330 - Payroll Taxes Payable            | -656.29                               |                     |
|   | <b>Total Current Liabilities</b>      | <b>\$8,450.11</b>   |
| <b>Long Term Liabilities</b>            |                                       |                     |
|   | <b>Total Long Term Liabilities</b>    | <b>\$0.00</b>       |
|   | <b>TOTAL LIABILITIES</b>              | <b>\$8,450.11</b>   |
| <b>EQUITY</b>                           |                                       |                     |
| Net Profit / Loss                       | 228,695.39                            |                     |
| <i>Net Profit / Loss (current year)</i> | 228,695.39                            |                     |
|   | <b>TOTAL EQUITY</b>                   | <b>\$226,695.39</b> |
|   | <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>\$235,145.50</b> |





# CHAMBER BY THE NUMBERS - 2019

ACTIVE MEMBERS: 363

NEW MEMBERS WELCOMED: 63

RIBBON CUTTINGS: 14

FACEBOOK FOLLOWERS: 3,400

INSTAGRAM FOLLOWERS: 810

LINKED IN CONNECTIONS: 81

TWITTER FOLLOWERS: 312



# CONNECTIONS

Connecting Businesses to Business is something the Chamber does best. Whether it's joining one of our Leads Group, attending our Monthly Mixers, introductions and recommendations from our Chamber office staff and volunteers, we offer an abundance of networking opportunities to promote strong and healthy business relationships within the community. Contact us at the Chamber to find out how you can become more involved.

LEADS GROUPS: Tuesday and Friday mornings - 8:00 - 9:00 AM

MONTHLY MIXERS: 3<sup>RD</sup> Thursday of each month - 5:30 - 7:00 PM





# ADVOCACY

Public policy significantly impacts businesses and their ability to operate. From transportation initiatives to workforce training, to tax law, legislation influences the competitiveness and profitability of our businesses.

We are an active member of the East Valley Chamber of Commerce Alliance (EVCCA) which includes Chamber Executives from Apache Junction, Cave Creek/Carefree, Fountain Hills, Gilbert, Mesa, Queen Creek, Mesa and Tempe. Together we represent over 5,000 members. Together, the EVCCA uses an integrated approach to develop our policy positions and then proactively advocates for those positions at all levels - federal, state and local.



# EVENTS

The Chamber works hard to promote local commerce through annual events. Below is a list of events held in 2019:

AJ Chamber Business & Leisure Expo - Showcases over 40 businesses to give the community an opportunity to see products and services in one place

Lost Dutchman Days, Carnival and Parade - Highlight of the year, the Chamber hosts the Lost Dutchman Days Parade & Carnival in February

Blues & Brews Arts Festival - Featuring blues and jazz musicians, local artists and food trucks.

AJ Chamber Superstition Open Golf Tournament - Held at Apache Wells, we hosted 80 golfers with a portion of the proceeds going towards our scholarship program

Annual Chamber Members Meeting - With just 2 weeks on the job, this was an opportunity to introduce myself, review 2018 and talk about our plans for 2019

Annual Awards Banquet - Aloha! In 2019 we held a fun, Hawaiian Luau themed event. Awards were given out to small, medium and large businesses, volunteers, police officers, firefighters, teachers and professors

Festival of the Superstitions - Community event with live music, over 80 business and marketing vendors, food trucks, kids play inflatables and rock-climbing wall, games and fun at Flatiron Park. Estimated attendance of 2,000 in 2019



# PROGRAMMING



Chamber programs serve to educate, communicate and provide member value through:

Weekly Newsletters - Providing and sharing of member promotions, showcasing Chamber events & programming

Discover Magazine - Distribution of 20,000 with member listings/ads, area history and information

Social Media - Frequent posting of important business related and community issues, sharing of member posts

Ambassador Program - Team of positive, chamber members who work towards sharing the Chamber vision and membership options, helping at events, hosting of ribbon cuttings

Shop Local - Dedicated discount card with special discounts and offerings to promote our members during slower summer months

HS Scholarship Program - Each year we award local high school seniors with a college scholarship. The awards are issued based on their professional goals, financial need, community involvement, GPA, and personal, professional and academic accomplishments





# VISITOR CENTER

Chamber members have the added benefit of promoting their business through business cards and fliers displayed in our spacious, Visitors Center. Our friendly, smiling and knowledgeable volunteers help our visitors and residents alike find and discover our Apache Junction and majestic Superstition Mountain area and all the things there are to do. The volunteer staff also help by referring our members to those needing service providers along with restaurant and attraction selections.

In 2019, over 31,000 visitors stepped through our doors from all over the world, and from all 50 states, as well as local area residents.







**THANK YOU FOR YOUR  
CONTINUED MEMBERSHIP  
& INVESTMENT IN OUR  
BUSINESS COMMUNITY**

Apache Junction Chamber of Commerce & Visitor Center