

Filters:

Created On:

Year:

TLF Executive Services – CACCE | GACCE | LACCE | PACP | VACCE

Organization:

This report includes a snapshot of key benchmarks for chambers along with percentile values of the data across survey participants from ACCE's Dynamic Chamber Benchmarking platform.

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**Chamber Report Card**

|  |  |  |  |
| --- | --- | --- | --- |
| **Staffing** | **25th Percentile** | **50th Percentile** | **75th Percentile** |
| Total Chamber Staff | 3.00 | 4.50 | 8.00 |
| Revenue per Employee | $102,625 | $134,173 | $179,852 |
| Personnel Expense per Employee | $54,889 | $71,602 | $87,814 |
| Members per Employee | 92 | 129 | 167 |
| **Financials** | **25th Percentile** | **50th Percentile** | **75th Percentile** |
| Total Annual Revenue | $300,000 | $600,000 | $1,243,648 |
| % of Revenue from Member Dues | 31% | 43% | 54% |
| % of Revenue from Non-Dues | 42% | 56% | 68% |
| Non-Dues Revenue Sources* Events
 | $78,500 | $175,000 | $360,111 |
| * CVB
 | $6,875 | $137,000 | $602,043 |
| * Economic Development
 | $49,880 | $253,500 | $908,037 |
| * Fee-for-Service
 | $2,247 | $21,500 | $69,400 |
| Community Impact Funding | $28,292 | $142,896 | $600,370 |
| Community Impact Funding Through Chamber Foundation | 4% | 35% | 100% |
| Total Annual Expenses | $293,355 | $623,441 | $1,457,698 |
| Major Expenses* Personnel
 | $161,673 | $336,670 | $780,256 |
| * Occupancy
 | $11,728 | $29,471 | $102,493 |
| * CVB
 | $5,580 | $146,000 | $788,027 |
| * Economic Development
 | $30,248 | $150,862 | $611,094 |
| * Events
 | $40,000 | $94,825 | $195,844 |
| Net Income | $-7,935 | $19,431 | $85,787 |
| Net Assets | $177,395 | $515,000 | $1,382,276 |
| Net Assets as a % of Annual Expenses | 37% | 72% | 120% |
| Reserves as a % of Annual Expenses | 0-10% of annual expense (41%)11-20% of annual expense (11%)21-30% of annual expense (10%)31+% of annual expense (37%) |
| **Membership** | **25th Percentile** | **50th Percentile** | **75th Percentile** |
| Number of Member Accounts | 400 | 600 | 894 |
| New Member Accounts | 37 | 80 | 137 |
| Cancelled Member Accounts | 25 | 68 | 114 |
| Market Penetration | 10% | 21% | 39% |
| Dollars Retention Rate | 87% | 91% | 95% |
| Member Retention Rate | 85% | 89% | 94% |
| First Year Member Retention Rate | 57% | 73% | 89% |
| Revenue per Member | $684 | $964 | $1,635 |
| Expense per Member | $653 | $972 | $1,751 |
| Minimum Dues Investment | $178 | $300 | $386 |
| Maximum Dues Investment | $3,000 | $6,500 | $15,000 |

**Real-Time Reporting:** This report is run in real-time, meaning the data can change each time the report is run as more chambers participate in data collection. For this reason, the date this report was created on is included in the cover page.

**Filters:** Comparison data can be dynamically filtered. Filters may be applied to benchmark against chambers most like yours. If your filters return too few chambers, you will receive an error message. Readjust the filters to achieve a proper subset size. The filters applied to this report are listed on the cover page.

**Percentiles:** This report includes your results along with the 25th, 50th (median) and 75th percentile values of aggregate data for comparison. Averages (mean values) are not utilized as they can be easily skewed.

* 25th Percentile: 25% of responses are below this number and 75% are greater.
* 50th Percentile: The exact midpoint where 50% of the responses are smaller and 50% are larger.
* 75th Percentile: 75% of responses are below this number and 25% are greater.

**Calculations in this Report:**

|  |  |
| --- | --- |
| Revenue per Employee | Total Annual Revenue / Total Chamber Staff |
| Personnel Expense per Employee | Personnel Expense / Total Chamber Staff |
| Members per Employee | Number of Member Accounts / Total Chamber Staff |
| % of Revenue from Member Dues | Member Dues Revenue \*100 / Total Annual Revenue |
| % of Revenue from Non-Dues | Total Non-Dues Revenue \* 100 / Total Annual Revenue |
| Net Income | Total Annual Revenue - Total Annual Expenses |
| Net Assets | Total Assets - Total Liabilities |
| Net Assets as a % of Annual Expenses | (Total Assets - Total Liabilities) / Total Annual Expenses |
| Market Penetration | Number of Member Accounts \* 100 / Number of Businesses in Service Area |
| Dollars Retention Rate | (Dollar Value of Member Accounts Prior Year – Dollar Value of Cancelled Accounts Current Year) \*100 / Dollar Value of Member Accounts Prior Year. |
| Member Retention Rate | (Member Accounts Prior Year – Cancelled Member Accounts Current Year) \*100 / Member Accounts Prior Year |
| First Year Member Retention Rate | First Year Renewals / New Member Accounts Prior Year |
| Revenue per Member | Total Annual Revenue / Number of Member Accounts |
| Expense per Member | Total Annual Expenses / Number of Member Accounts |