



2023 Annual Review  
Thanks for joining  
us today!

Welcome

Established in 1961, the Chamber is committed to developing and maintaining a vital and thriving economy.

We exist to create partnerships and opportunities that ensure South County businesses prosper.





## THE LAUNCH PAD



# 2023 Highlights

- Interim CEO Jeff Chambers
- New Chamber Staff
- LunchPad Expansion
- Non-Profit 501c3
- Regional Center Events
- Fully Digital Newsletter
- New Leadership Director



# SCCC Staff



Kyrstin



Paige



Rod



# The LunchPad

- Suite F Next Door
  - Double Private Office Space from 9 - 18
  - Lunched our first business - Ravenvolt
- [www.thelaunchpadsouthcountychambers.com](http://www.thelaunchpadsouthcountychambers.com)



# Regional Center Remodel

- 19 Events
- FULL AV upgrade
- 2 Conference Rooms
- 450 People 9 day event



# Additional Highlights

**533**

Chamber Members



**24**

Sponsors +  
Partnerships



**26**

Ribbon Cuttings



**3,992**

Followers



**49**

Chamber Events



**1,955**

E-news Subscribers



**19**

Regional Center  
Events



**50**

New Members



**59**

Board +  
Committee Members



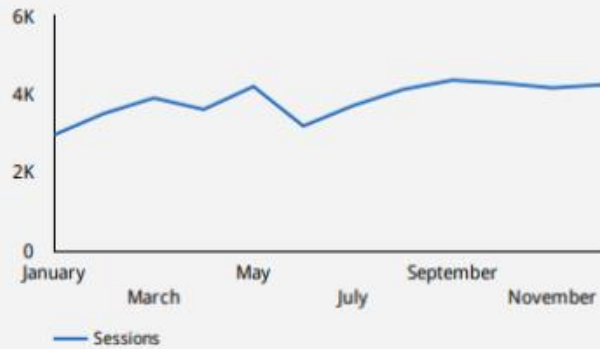


Jan 1, 2023 - Dec 31, 2023

# Website Activity Dashboard

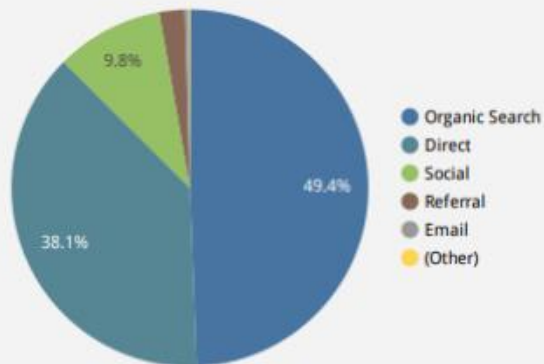
Sessions	Conversions	Pageviews	News Views	Directory Views
46.3K	3K	93.5K	3K	21.0K

## Website Visitor Traffic



## Which channels are driving engagement?

Goal: Engaged Users



## Social Media

as of 12/29/2023

- Facebook:** 1,600 Followers (1,500)
- Instagram:** 2,305 Followers (2,013)
- LinkedIn:** 382 Followers (310)
- Twitter:** 145 Followers (128)

## Top cities by visits

City	Sessions
1. San Luis Obispo	4,076
2. San Jose	3,772
3. Los Angeles	3,148
4. Arroyo Grande	2,153

## Top Landing Pages

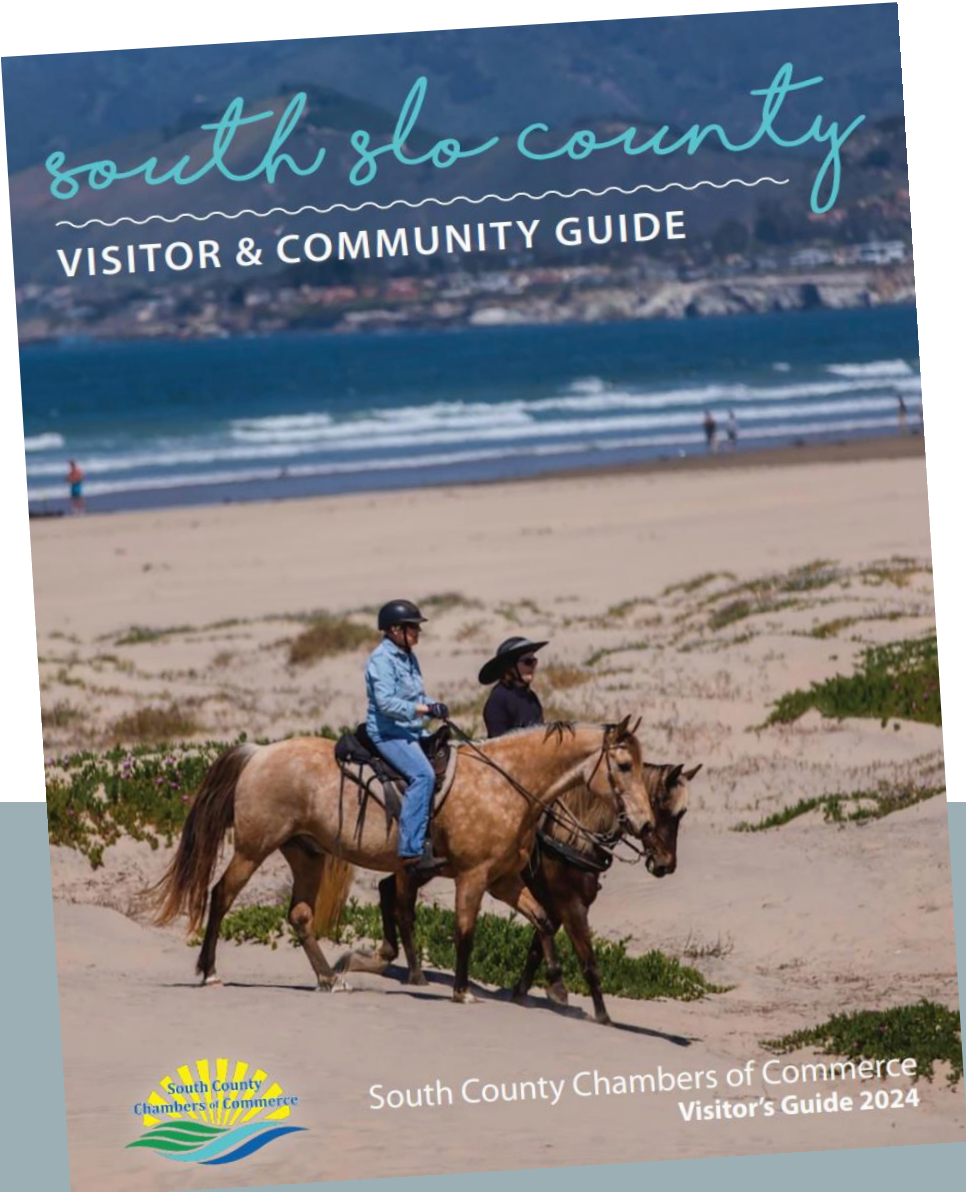
Landing page	Sessi...
1. /	9,521
2. /events/details/arroyo-grande-holiday-parade-3...	1,629
3. /events	1,176
4. /list/member/radiology-associates-five-cities-m...	1,149
5. (not set)	684
6. /list/member/south-county-sanitary-service-67...	633

# Additional Highlights





# 2024 Visitor Guide Coming Soon



**LIMITED  
AD SPACE  
AVAILABLE**

Contact: Kathy Moore  
kmoore@tspubsdigital.com  
Cell (913) 219-7581

**2024 South  
County  
Chambers  
Street Map**

SOUTH COUNTY CHAMBERS OF COMMERCE

# 2024 CALENDAR

## CHAMBER EVENTS

Event subject to change. Refer to [www.SouthCountyChambers.com](http://www.SouthCountyChambers.com)



### JANUARY

Jan. 3: Rise & Shine  
Jan. 4: Nipomo Business  
Comm. Meeting, Library  
Jan. 17: Luncheon RC  
Jan. 24: Mixer Clark  
Center, AG  
Jan. 26: Gov. Affairs

### FEBRUARY

Feb. 1: Nipomo Business  
Comm. Meeting, Library  
Feb. 7: Rise & Shine  
Feb. 23: Gov. Affairs  
Feb. 28: Mixer  
Melodrama, Oceano

### MARCH

March 7: Nipomo Business  
Comm. Meeting, Library  
March 20: Luncheon  
March 27: Mixer Camp  
Arroyo Grande, AG  
March 29: Gov. Affairs

### APRIL

April 3: Rise & Shine  
April 4: Nipomo Business  
Comm. Meeting, Library  
April 24: Mixer Andrews &  
Associates, Shell Beach  
April 26: Gov. Affairs

### MAY

May 1: Rise & Shine  
May 2: Nipomo Business  
Comm. Meeting, Library  
May 18: Luncheon  
May 22: Mixer Farm  
Supply, AG  
May 31: Gov. Affairs

### JUNE

June 5: Rise & Shine  
June 6: Nipomo Business  
Comm. Meeting, Library  
June 26: Mixer Avila Beach  
Golf Resort, Avila Beach  
June 28: Gov. Affairs

### JULY

July 3: Rise & Shine  
July 4: Nipomo Business  
Comm. Meeting, Library  
July 17: Luncheon  
July 24: Mixer Birchwood  
Garden, Nipomo  
July 26: Gov. Affairs

### AUGUST

Aug. 1: Nipomo Business  
Comm. Meeting, Library  
Aug. 7: Rise & Shine  
Aug. 28: Mixer, Rhonda's  
Relics, AG  
Aug. 30: Gov. Affairs

### SEPTEMBER

Sept. 4: Rise & Shine  
Sept. 5: Nipomo Business  
Comm. Meeting, Library  
Sept. 18: Luncheon  
Sept. 25: Mixer Vespera  
Resort, Pismo  
Sept. 27: Gov. Affairs

### OCTOBER

Oct. 2: Rise & Shine  
Oct. 3: Nipomo Business  
Comm. Meeting, Library  
Oct. 23: Mixer Epic  
Entertainment, Grover B.  
Oct. 25: Gov. Affairs

### NOVEMBER

Nov. 7: Nipomo Business  
Comm. Meeting, Library  
Nov. 13: Friendsgiving Mixer  
SCCC, Santa Maria & SLO  
Nov. 20: Luncheon  
Nov. 29: Gov. Affairs

### DECEMBER

Dec. 4: Rise & Shine  
**Rise & Shine: 7:30-9AM**  
**Nipomo Library: 8:30-9:30AM**  
**Luncheons: 11:30-1PM**  
**Mixers: 5-7PM**  
**Gov. Affairs: 8-9:15AM**

Revised 1-2024

# 2024 Chamber Calendar

Subject to change. Please refer to  
[www.southcountychambers.com](http://www.southcountychambers.com)  
for updated schedule.



# 2024 Chamber Membership Benefits

Questions about membership benefits contact chamber office at (805) 489-1488 or email [info@southcountychambers.com](mailto:info@southcountychambers.com)

**South County Chambers of Commerce**

### Investor Benefits

	CHAIRMAN'S CIRCLE PLUS \$7,500	CHAIRMAN'S CIRCLE \$3,500	COMMUNITY PARTNER \$1,000	CORPORATE PARTNER \$529	BUSINESS PARTNER \$329
Free listing page on high-traffic Chamber Website	\$200	.	.	.	.
Social media likes, comments, and shares for added visibility	\$100	.	.	.	.
24/7 Referral Service	\$200	.	.	.	.
Free Links to Web, Email, Map, & Social Media Sites	\$300	.	.	.	.
Unlimited Posting on Chamber Hot Deals & Job Postings	\$200	.	.	.	.
Bulk Mail Permit	\$300	.	.	.	.
Connect to Elected officials via Events, Governmental Affairs Committees Meetings, & Advocacy	\$200	.	.	.	.
Unlimited posting on Chamber Online News Releases	\$100	.	.	.	.
Unlimited posting on Chamber Member-to-Member Deals	\$100	.	.	.	.
Discounts on Ads in Visitor Guides and Maps	\$150	.	.	.	.
Discounts on all Chamber events	\$250	.	.	.	\$ 2,100
<b>TOTAL VALUE</b>					
50 Free Visitor Guides	\$400	.	.	.	.
50 Free Maps	\$400	.	.	.	.
Free Quarterly South County Business News Article Submissions	\$250	.	.	.	\$ 3,300
Free Certificates of Origin	\$150	.	.	.	.
<b>TOTAL VALUE</b>					
Free quarter-page ad in South County Business News	\$175	.	.	.	.
Rack Card in "Info in a Box"	\$200	.	.	.	.
Three Free e-Flyers	\$285	.	.	.	.
Acknowledgment on Website and in eNews	\$1,000	.	.	.	.
Sponsorship at Job/Resource Fair	\$500	.	.	.	.
Free Table at Job/Resource Fair	\$100	.	.	.	\$ 5,660
<b>TOTAL VALUE</b>					
Five More Free Quarter-Page Ads in SCBN	\$875	.	.	.	.
Free Business Highlight	\$150	.	.	.	.
Banner Ad on Chamber Website for Six Months	\$1,200	.	.	.	.
Business Bio on Sponsor page with hyperlinks	\$500	.	.	.	.
Gold Sponsorship recognition at Resource Fair	\$500	.	.	.	.
Invitation to Chairman's Circle Roundtable Luncheon	\$500	.	.	.	.
Sponsor Recognition in Weekly e-News	\$1,000	.	.	.	.
Silver Sponsor Recognition at Chamber's Annual Dinner	\$1,000	.	.	.	\$ 11,305
<b>TOTAL VALUE</b>					
Sponsor Recognition in Annual Visitor Guide and Map	\$1,000	.	.	.	.
Name with Hyperlink on ALL eNews Publications	\$2,800	.	.	.	.
Six Add'l Free e-Flyers or Enews Articles	\$1,050	.	.	.	.
Major Sponsor Recognition at ALL Events	\$2,500	.	.	.	.
Emcee a Rise and Shine event with Elected Officials	\$1,000	.	.	.	.
Emcee a Rise and Shine event with Elected Officials	\$1,200	.	.	.	.
Banner Ad on Chamber Website for Add'l Six Months	\$1,000	.	.	.	.
Sponsorship & Table for 10 at Chamber's Annual Dinner	\$5,000	.	.	.	.
<b>TOTAL VALUE (Only 10 Available)</b>		\$ 25,935			

MEMBERSHIP VALUES      SOUTH COUNTY CHAMBERS      WHY IT PAYS TO INVEST!





**CALIFORNIA**

**WELCOME CENTER**

*pismo beach*

2023 RESULTS

## **Regional Tourism**

ASSISTING IN-MARKET  
VISITORS & RESIDENTS

**250,233**

Total Traffic in 2023, up 10% YOY

**361**

Days Open

**32,388**

Total Guests Staff Assisted in 2023, up 7.5%

# TOP STRATEGIC GOALS FOR 2024

Strengthen  
Operational  
Foundation



Champion  
Economic  
Prosperity





**Ambassadors Rock!**



Ambassadors  
have the  
most fun



South County Chambers

# JANUARY MIXER

Wednesday, Jan 24th 5-7pm

Kickoff 2024 Mocktail mixer at  
**CLARK CENTER**

487 Fair Oaks Ave, Arroyo Grande

ENJOY FOOD, DRINKS, RAFFLE  
PRIZES, NETWORKING AND MORE



[CLICK TO REGISTER](#)

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



**CLARK CENTER**  
FOR THE PERFORMING ARTS

# Thanks to our Chairman's Circle Plus members for their generous support of the Chamber:



**CULTURESTOKE**





# Thanks to our Chairman's Circle members for their generous support of the Chamber:



**WALLACE GROUP**  
DEDICATION TO SERVICE®



Central Coast  
**Community  
Energy**



# Thanks to our Community Partner members for their generous support of the Chamber:



Thank you for joining us today

We are proud to serve the business communities of  
Arroyo Grande, Avila Beach, Grover Beach, Nipomo,  
Oceano, and Pismo Beach

