



8 Things to Know about Your Chamber



1

MEMBERSHIP GROWTH

The Chamber welcomed 173 new members and 13 rejoins in 2022.



INCREASED ATTENDANCE

The Chamber averaged 195 attendees at our monthly luncheons with a 1775 total attendance.

2

MEMBER SATISFACTION

The Chamber's Net Promoter Score (NPS) was 90% in 2022 showing satisfaction in our programs.



3

THE VOICE OF BUSINESS

The Chamber's advocacy efforts with the stormwater fee and fire department fees saved the average business \$314 in 2022.

4

ENGAGEMENT IN EVENTS

58% of our members attended one or more programs by the Chamber.



5

VISIBILITY FOR OUR MEMBERS

Our website and Facebook combined had 374,405 website and Facebook views this past year.

6

MEMBERSHIP RETENTION

The Chamber represents 681 total members and ended the year with a 85% retention rate.



7

CELEBRATING BUSINESS

We celebrated 48 business milestones in 2022 for businesses who were open for 5, 10, and 20 years!

8



Pearland Chamber Annual Report



DEAR PEARLAND BUSINESSES,

I'll start with thank you. 2022 was a banner year for the Pearland Chamber. Our success is because of your support. Without the support of our **nearly 700 businesses**, we wouldn't have been able to have the impact we had this past year.

Engagement and member satisfaction are two key performance indicators for our Chamber. We use these two KPIs to drive our conversation. The staff and Board of Directors recognize our program of work must be high-quality to drive you to attend. Over the past year, we saw **58% of our members attend an event, program, or committee** and many attended multiple events. Additionally, we obtained a **90% Net Promoter Score**. This score places the Pearland Chamber's member satisfaction at a level above industry standards.

The Pearland Chamber stood for businesses this year. Our efforts to eliminate a Stormwater Fee and postpone new fees by the Fire Department led to an **average savings of \$314 for businesses in Pearland**. We also advocated for transportation projects including the completion of the Grand Parkway Segment B and for pro-active business engagement on the expansion of FM 518 to ensure businesses would not be impacted. Also, we supported efforts by Alvin Community College and UHCL at Pearland to **develop a pipeline of workers** in Pearland. We are thankful for all our members who were by our side during these conversations.

The Chamber has always produced high-quality programs. We built on this momentum and introduced new programs in 2022. Cereal Conversations kicked off our mornings and provided peer-to-peer networking and peer-to-peer solutions. Speed Networking is fast pace and controlled networking, and our Knowledge Series dives deep into trainings that can be implemented in your business. We brought back the Taste of Pearland and had 30+ restaurants showcase their food to 600+ attendees. Together, we saw **over 5,000 people at all of our events**. Wow!

Internally, you should know that the Pearland Chamber is professionally staffed with the best team in the business. We are here to **HELP YOUR BUSINESS** and all our doors are always open for you.

We wish you the best 2023!

Jim Johnson, CCE, IOM
President/CEO
Pearland Chamber of Commerce