



2021

ANNUAL

REPORT

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PEARLAND, TX 77581

MESSAGE FROM THE PRESIDENT

In July, I returned to Pearland to be the 4th President/CEO in the Chamber's history. As a native of this area, I was excited to lead the fruitful organization. The Chamber held a strategic planning session in November. At the retreat, the Chamber discussed our mission and strategic direction. Community became a theme of conversation.

The Board modified our mission to include "Empower Community" while creating a new focus area of "Benefit the Community." Defining community is a challenge but we all know it when we see it. Together, the Chamber will continue to Serve Business and Promote Growth but will empower our community to reach new levels. We do hope you will be a part of this mission.

LOOKING TO 2022...

The priority areas for the Chamber in the coming year include the following: Advocate for Business, Benefit the Community and Cultivate Talent. These three areas will drive our conversation and program of work. 2022 will also bring new programs to the Pearland Chamber. From our Banquet moving to the Lone Star Flight Museum and the addition of Cereal Conversations, the organization is poised to provide value back to our community. We look forward to advancing your business this year!



FUNDING

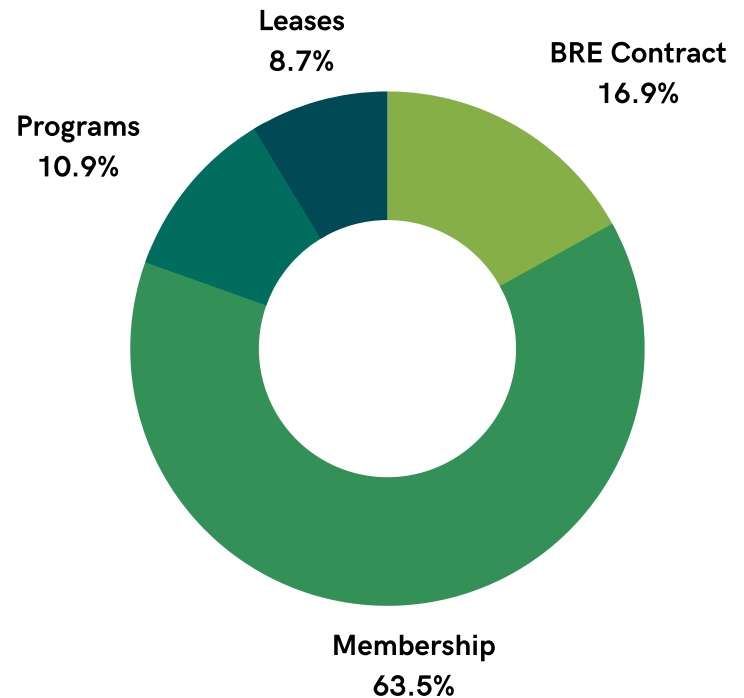
The Chamber is funded through four major areas:

Programs - These are events with a fee to attend or sponsor.

Membership - The annual investment from our members.

Leases - The Chamber is home to the SBDC and State Senator Larry Taylor.

BRE Contract - A contract with the PEDC to do Business Retention and Expansion in Pearland.

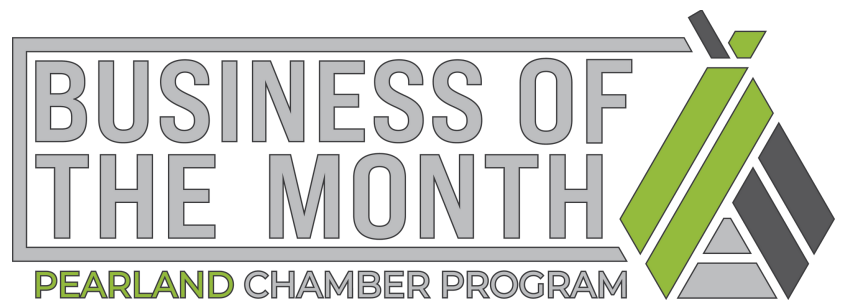


AWARD WINNERS

The Chamber celebrated businesses at our Annual Banquet and Meeting on January 28, 2021.


Award Winners for 2020

- Ambassador of the Year
 - Darrel Borden
- Business of the Year
 - State Farm Insurance - Ed Thompson
- Chairman's Award
 - Lety Ler
- Tom Reid, Mayor Emeritus Citizen of the Year
 - Rev. Jim Liberatore
- Member of the Year
 - SOUTHFORK Chrysler Dodge Jeep and Ram



Each month an outstanding business/member is recognized as business of the month.


- | | |
|--|--|
| • January <ul style="list-style-type: none">◦ Vinco Electric | • July <ul style="list-style-type: none">◦ Alvin Community College |
| • February <ul style="list-style-type: none">◦ Pearland Animal Hospital | • August <ul style="list-style-type: none">◦ Crowder Funeral Home |
| • March <ul style="list-style-type: none">◦ Construction Masters | • September <ul style="list-style-type: none">◦ Carbone and Allison LLP |
| • April <ul style="list-style-type: none">◦ Meador Staffing Services | • October <ul style="list-style-type: none">◦ Merit Medical Systems, Inc |
| • May <ul style="list-style-type: none">◦ Limeco, Inc. | • November <ul style="list-style-type: none">◦ Regions Bank |
| • June <ul style="list-style-type: none">◦ Pearland Pediatrics & Sports Medicine | • December <ul style="list-style-type: none">◦ Central Texas BBQ |



84%

Net Promoter Score (NPS) on
Membership Satisfaction

The Chamber used data heavily in 2021. Starting in July, Members were asked, after each event, how likely they were to refer the Chamber and the event to a friend, business, or colleague. This provided the chamber with their Net Promoter Score (NPS).



85%

Net Promoter Score (NPS) on
Event Satisfaction

Across the nation, companies use this to understand customer satisfaction and loyalty. Pearland Chamber leadership felt this was important to better understand our members and move from relevant to business to essential for our community.

According to most research on NPS - a score of 50% is excellent and 80% is considered world class.

606
MEMBERS



MEMBERSHIP

INVESTMENT OPTIONS

The Chamber introduced updated levels in 2021.

MEMBERSHIP LEVELS

No matter how you slice it, there's a level for every business.

STANDARD
\$300

BRONZE
\$450

SILVER
\$1,200

GOLD
\$2,500

PLATINUM
\$5,000

- ● ● ● ● MEMBERSHIP PRICING AT CHAMBER EVENTS
- ● ● ● ● ACCESS TO CHAMBER AND MEMBER EVENTS
- ● ● ● ● LISTING AND LINK ON WEBSITE
- ● ● ● ● MATERIALS DISPLAYED IN THE COMMERCE CENTER LOBBY
- ● ● ● ● FIRST SET OF MEMBER MAILING LABELS FREE
- ● ● ● ● RIBBON CUTTING AND ADDITIONAL NEW MEMBER BENEFITS
- ● ● ● ● USE OF THE SMALL CONFERENCE ROOM BY RESERVATION
- ● ● ● ● ADDITIONAL LOCATION LISTED
- ● ● ● ● ENHANCED EXPOSURE ON WEB AND CHAMBER EVENTS
- ● ● ● ● GOLF TOURNAMENT HOLE SPONSORSHIP
- ● ● ● ● FULL PAGE AD IN THE BIG BOOK E-NEWSLETTER - JULY & DECEMBER
- ① ② ③ BOARDROOM USE DURING OFFICE HOURS BY RESERVATION
- 16 32 48 COMPLIMENTARY LUNCHEON TICKETS
- ① ① ② E-MAIL BUSINESS AD TO ALL CHAMBER MEMBERS
- ② ④ ANNUAL BANQUET TICKETS
- ● LOGO DISPLAYED IN LOBBY AND ON WEEKLY E-MAIL
- ● BUSINESS SHOWCASE BOOTH
- MONTHLY LUNCHEON SPONSORSHIP CREDIT
- GOLF TOURNAMENT TEAM
- LOGO ON CHAMBER HOMEPAGE WITH HYPERLINK

BOARD

Our Board of Directors is the governing body for the Chamber. The Board has twenty members who serve staggered three year terms or are appointed for one year.

The Board was led by Ann Strouhal of Strouhal and Associates, LLC in 2021.



TEAM

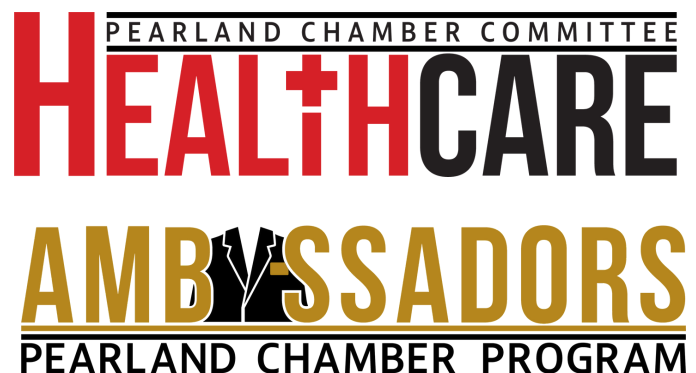


The Chamber welcomed Jim Johnson as the new President/CEO after Carol Artz-Bucek retired in June.

Full Time Staff - 6
Volunteers - 150+

COMMITTEES

Committees are a vital part of the Chamber's Program of Work and an excellent way for members to further their involvement and gain valuable exposure with like-minded individuals. The Chamber maintains seven committees. Current committee rosters reflect over 150 individuals.



PROGRAMS

Chamber engaged members through virtual, in-person and hybrid events. The Chamber continues to use programs to provide exposure and visibility for members while providing timely education .

Ribbon Cuttings - 54

Luncheon Attendance - 1500+

Chamber Connects - 8600 views



MISSION

**SERVE BUSINESS.
PROMOTE GROWTH.
EMPOWER COMMUNITY.**

VISION

**UNIFIED COMMUNITIES WITH
THRIVING BUSINESSES AND
EXTRAORDINARY QUALITY OF
LIFE.**

REACH

Chamber introduced TikTok as another avenue to connect with members. Members had access to Facebook Live Events and our YouTube Channel while the Weekly Newsletter provided ongoing contact with our members.



PLATINUM INVESTORS

Blue Ridge Landfill

Community First Emergency Room

HCA Houston Healthcare Pearland

INEOS USA, LLC

Keating Toyota

Kelsey-Seybold Clinic

Memorial Hermann

Merit Medical Systems, Inc.

Mitsubishi Heavy Industries Compressor Inc

University of Houston Clear Lake – Pearland

GOLD INVESTORS

Forest Park South South Funeral Home

Frost Bank- Shadow Creek Ranch

Gathering Outreach Community Services

H-E-B

Light Heart Memory Care

Killum Pest Control

Mayes Middleton for Texas Senate

McDonald's Restaurant #5331

Mikki's Soul Food Cafe

Primrose School of Pearland

Pyramids Pharmacy

Russell & Smith Automotive Group

Sam's Club

Vineyard Pearland

West Oaks Hospital

SILVER INVESTORS

A & A Cleaning Services

Above & Beyond Veterinary Hospital

Accounts101, LLC

Adame Auto Center, LLC - Goodyear

ADDI Printing

Advenir at Boulder Creek

AG|CM, Inc.

Allied Fire Protection, LP

Allstate Insurance Agency - Linda Darnell

Alvin Community College

Any Lab Test Now in Pearland

Apollo Men's Health

Associated Credit Union of Texas

Audio Engineers

Aura Engineering, LLC

Berkeley Eye Center

Best Coupons Magazine

Big Star Cadillac / Big Star Hyundai

Big Star Ford

BlueFlame Psychotherapy Services

Building Air Service

Busy Bee Cafe

CBL Pearland Town Center

CenterPoint Energy

CenterWell Senior Primary Care

Chad's Carpet Care

Children's Doctors

CityView Church

Colonnades at Reflection Bay

Comcast Business A Comcast Company

Comfort Suites Pearland - South Houston

Complete Women's Care Center

Cop Stop

Copeland Insurance Group

Elements Massage

Epic Plumbing

Forgotten Angels Foundation

FranchiCzar LLC

Friendly Faces Senior Care

Frontier Waste Solutions

GC Engineering, Inc.

Global Investment Realty

Grace Team Realty

Great American Title - Pearland

Gringo's Mexican Kitchen - The Original

Guardian Roof Systems

Gulf States Plumbing & Mechanical, Inc.

Haven Adult Daycare and Transportation

HDR

Hilton Garden Inn Houston/Pearland

HomeTown Bank of Pearland

Houston Community College - Central College

Houston Medical Imaging

Houston SaberCats

IDCUS Inc.

Integrity Restoration Services

Italiano's Pizza Pasta & Vino

Jason's Deli

Kids R Kids Silverlake

Know Your Numbers Accounting PLLC

Koza's, Inc.

Kwon Law, PLLC

Larkspur at Shadow Creek Active Adult 55+

Lattitude Solutions (Pearland Web Design)

Little STEM Academy

Mark Smith Law, PLLC

MD Anderson Cancer Center

Moody National Bank

Ms. Norma's Cafe

Neighbors Emergency Center

ENew Image Orthodontics

Next Level Urgent Care

Orchard Park at Southfork

Painting With a Twist - Pearland

Pearland Animal Hospital

Pearland Barkway, LLC

Pearland Canine Resource Center

Pearland ISD Education Foundation

Pearland Lifestyle

Pearland Police Officer's Association

Pearland Vision Center

Purpose Plumbing

Real Estate Options Of Texas LLC

Reliance Nissan, Inc

Reserve at Tranquility Lake

Silver Frog Freight Logistics

Snap Delivered - Arthur Cardenas

SolvChem Inc.

South Land Title, LLC

SOUTHFORK Chrysler Dodge Jeep and Ram

Sowells Construction Management & Inspect

Spice Buddy Den & Grill

SportClips-West

St. Helen Catholic Church and School

Stewart Title

Strouhal & Associates, LLC

Studio 4 13

Terry & Roberts

Texas Emergency Care Center

Texas First Bank

The LaRoux Table

The Media Heroes, LLC.

The Resource Center

Third Coast Bank, SSB

Triad Retail Construction, Inc.

TruMed Pharmacy No.2

Uplift Outdoor

Virtuous Hair Salon

Visiting Angels Living Assistance Service

Watercrest at Shadow Creek Ranch

Windsong Care Center