

2017

Annual Report



Sauk Valley Area
chamber of commerce

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Our Mission:
To Enhance the Economic Climate and Quality of Life in the
Sauk Valley Area

On behalf of the SVACC Board of Directors and Staff, we are pleased to share with you highlights of 2017. Working alongside our members, we have been part of critical conversations which have turned into ideas and actions moving the Sauk Valley forward. Your investment in the chamber has allowed us to continue to make an impact in this community. As members your involvement through committee work, attending activities, supporting events, leading workshops, and participating in discussion regarding relevant community issues has been vital. There is still much work to be done. In 2017, the Board of Directors adopted a new strategic plan which we will begin to implement in 2018. Your ideas, involvement, and engagement are needed as we move forward in this process. This is YOUR chamber. Be a part of it. It is an honor and a privilege to partner with and represent you as a voice of business in the Sauk Valley.



Kris Noble Executive Director

2017 BOARD OF DIRECTORS

Jerry Binder ~ Whiteside Area Career Center
Lance Buser ~ Wal-Mart D.C. #7024
Jim Cesarek ~ RE/MAX Sauk Valley
Tim Determan- Pinney Printing
Brian Hawkins ~ Hawkins-Cassens Insurance
Dave Knie ~ Knie Appliance and TV
Mike Loos ~ Edward Jones Investments
Jon Mandrell ~ Sauk Valley Community College
Sheila Martinez ~ US Bank
Steve Munson ~ The Medicine Shoppe
Claudia Sauer ~ CGH Medical Center
Pam Topper ~ Illinois Bank & Trust
Rick Turnroth ~ Turnroth Sign Company
Karen Voss ~ Rock River Hospice and Home
Mary White ~ Community State Bank



2017 was another great year for the SVACC. I would like to thank the SVACC Board of Directors and staff for their dedication to the chamber. I appreciate the time and effort you put into this organization. Most of all I would like to thank our members. The conversations we have at the chamber through our various committees and board meetings are directed towards doing the best we can for our members. I encourage you to continue to use us to help advocate for your business. I also encourage you to help us do more for you.

Thanks again for a great year!
Brian Hawkins, 2017 Board President

Your Chamber: By the Numbers

371 members representing 10,139

employees in 25 cities

30 New Members in 2017

93% retention rate

9 Customer Service Awards Given to Members for outstanding service

35 Ribbon Cuttings Celebrating new members, grand openings, expansions and landmark occasions

Membership Breakdown



Networking and Building Relationships

- **10 Business After Hours and 2 Breakfast Before Business events hosted 515 members.**
- **Professional Women's Network and Lunch and Learn provided networking and educational opportunities for 210 members and guests.**
- **Signature Chamber Events- The 2017 Annual Dinner, Golf Outing, Steak Fry in the Country and Chamberweek Celebration brought together over 708 community members .**

Marketing and Communications

over 32,700 visits to the website

Ad Blasts sent to over 700 emails

Use of Facebook, Instagram and Twitter to promote our members

Community Investment:

\$18,375.00 given back; including:

\$8,500.00 in Scholarships

\$4,100.00 to education

\$4,725.00 to not for profit organizations

\$1050.00 in misc. donations

Your Chamber: Making It Happen

Committees and Collaborations do "the work" of the chamber.



199 Individuals Volunteered on a Committee in 2017

Ambassadors

The public relations arm of the Chamber, this group of volunteers attended ribbon cuttings, customer service awards presentations, networking events and connected new members. Ambassadors also reached out to current members throughout the year to thank them for their membership.



Agribusiness Committee

The Agribusiness Committee planned and implemented the Annual Steak Fry in the Country Event -with 274 attending. Some members of this committee also joined the SVCC Ag Advisory Committee to help bring AG back to SVCC. Our partnerships with the local FFA programs continue to grow as well.

Education Committee

The Education committee continued to grow in 2017 with representatives from **28** businesses/organizations attending throughout the year. This Committee works with the CEO program, SHS service learning, promotes positive youth development through the 40 Developmental Assets, and is engaged in the career exploration/workforce development planning.

Golf Committee

The Annual SVACC Golf Outing was held on June 15th, 2017 at Emerald Hill. it was a great day with over 100 golfers participating.



Professional Women's Network

PWN held two events this year: one featuring Author Terri Reid and the second, a workshop on Temperment using the Real Colors Model. PWN meetings included a discussion topic for members to share thoughts and ideas.

Your Chamber: Making It Happen

Hispanic Business Leaders Committee

In 2017, HBLC revised their mission statement and developed goals to better serve the community. To exemplify this commitment, HBLC donated funds to SVCC for a scholarship for a Latino Student for the 2018 school year. HBLC planned and implemented the 65th Annual Fiesta Day Parade- with 93 entries and an estimated 3000 spectators!



Seasonal Sights and Sounds

Collaborating with Sterling Main Street and the City of Sterling, this committee worked to organize the Seasonal Sights and Sounds events, Downtown Christmas Walk, Santa's Workshop and the Twin City Holiday Parade.



Collaboration

In 2017 we continued to build relationships and develop partnerships to benefit our members and strengthen the Sauk Valley.

Work Force Development- The Chamber worked with K-12 education, Sauk Valley Community College, Morrison Institute of Technology, The Whiteside Area Career Center, Regional Office of Education, Manufacturing, Healthcare, Small Business, and many others through the 60x25 Initiative/Inspire MORE platform. This initiative worked to develop a framework for education and business to collectively impact career exploration, workforce development and keeping talent local. To date there are 30 companies, 26 coaches, and 112 workbased learning activities available to students.

Community Leadership- The Sauk Valley Leadership program is in its 2nd year with 16 participants in the current Class. This partnership involves SVCC, the Rock Falls Chamber of Commerce, and the Dixon Chamber of Commerce and Industry.

Small Business Development- Throughout 2017, we worked with the SBDC at SVCC, Sterling Main Street and other area Chambers, to offer relevant workshops and services to assist our small business owners.

Legislative Advocacy- A Candidate Forum for local candidates was held in March, Senator Neil Anderson and Rep Tony McCombie met with the SVACC Board of Directors and participated in a walking tour of Downtown Sterling to visit local business owners. In addition two workshops were hosted by the chamber with speakers from the U.S Chamber of Commerce and the Illinois Chamber of Commerce providing legislative updates.

In 2017 we continued to work with the Greater Sterling Development Corporation, Sterling Today, The City of Sterling, The City of Rock Falls, and Rock Falls Tourism to provide support in the areas of Economic Development and Tourism.