

FROM YOUR PRESIDENT
Carlin Smith, President



ANNUAL REPORT, PART 2, The Organization

As a dues-paying member of the Petoskey Regional Chamber of Commerce, you are one of the owners of the organization. You pay your dues with the intent of better promoting your business, helping to grow a stronger business community, and to be a part of a vibrant and healthy business organization that serves your community.

In short, I can assure you that this organization is vibrant and healthy.

Last week I shared with you the accomplishments of the chamber through its events and advocacy work. You may recall that we hosted 56 events in 2014 and led several advocacy efforts. This week I'll share the behind-the-scenes look at our finances.

The chamber continues to maintain a strong cash position with an adequate rainy day fund:

	2013	2014
Unreserved Cash	\$200,175	\$212,902
Total Cash	\$256,113	\$282,761
Total Assets	\$375,431	\$355,935

The chamber did realize a gain in 2014 as revenues exceeded expenses by \$16,555. While we're pleased to end the year in the black, we were short of budget expectations by \$10,485.

	2014	2013	2014 Budget	vs. Budget
Total Revenue	\$402,622	\$393,809	\$413,381	(\$10,759)
Total Expenses	\$386,067	\$373,251	\$387,341	(\$274)
NET	\$16,555	\$20,558	\$26,040	(\$10,485)

The 2015 Budget calls for a growth of \$23,042. For budgeting purposes, the chamber is in a growth mode as we work toward a goal of adding a fifth full-time employee in 2016. The budget includes a modest 3% increase in dues for 2015 along with continued projected growth from chamber events.

As we reflect on 2014, there was one major concern: membership. In 2014, 78 businesses and organizations joined the chamber while 94 dropped their membership. That's a net loss of 16. This ends four consecutive years of membership growth. Is this a market correction? Are we doing something wrong? Did we lose our focus? Rest assured, reversing the decline will be a priority in 2015. We started the year with 764 members, well above national average for our size of community and our retention rate of 88% continues to be above national trends as well.

So, who's leading your organization in 2015? Bill Marshall of the Bank of Northern Michigan returns as Chairman of the Board. This will be his second year in that role. Tom Adams of Birchwood Construction will move into the Vice-Chair role, Lisa Lemans of Mitchell Graphics will remain as secretary, and Mary-Anne Ponti of McLaren Northern Michigan will join the officer team as Treasurer. Rounding out the

Executive Committee in 2015 will be Cameron Brunet-Koch of NCMC, and Jim Bartlett of Nub's Nob Ski Area. I think you'll agree that we have strong leadership at the organization's executive level.

We continue to maintain a full-time staff of four with some additional help in the summer. Staff members include:

Carlin Smith, President, carlin@petoskey.com

Lisa Hoyt, Membership Director, lisa@petoskey.com

Peter Iverson, Office Manager, peter@petoskey.com

Nikki Devitt, Events and Communications Coordinator, nikki@petoskey.com

If you would like to discuss the chamber's financials in greater detail, I would be happy to sit down with you and share any reports that you might want to see. This is your chamber of commerce and you can be assured that it is in good health.

Look for next week's report on our strategic plan for 2015.