

# Sustaining Focus on **Business** and **Community**



## 2009 ANNUAL REPORT



## 2010 PROGRAM OF WORK



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The Yuba-Sutter Chamber of Commerce actively partnered with numerous organizations and agencies to provide activities, programs and support that meet the Chamber's mission to, "Create and promote a community climate where businesses are productive and profitable."

Through the leadership of Chairman of the Board Dave Vaughn, Chamber staff, members, volunteers, the Executive Committee, the Board of Directors, committee chairs and the Ambassadors worked on projects and committees that contributed to the strength of the business community and the overall quality of life in the Yuba-Sutter community.

## In 2009 Your Chamber:

### Was An Advocate:

#### *The Government Affairs Committee:*

- Hosted the Legislative Lunch series to present information on legislative issues of importance to the business community. State Assemblymen Dan Logue and James Nielsen, Senator Sam Aanestad and Congressman Wally Herger participated.
- Joined the "Save Your City" campaign of the League of California Cities.
- Hosted discussions with area leaders on topics such as health care, the use of economic stimulus funds locally, Yuba City's beautification and sign ordinance programs and the proposed closure of the postal processing facility in Linda.

#### *The Chamber wrote letters of support or opposition on a variety of topics impacting businesses. These included:*

- Supported expansion of a business to allow more residents of Yuba and Sutter counties to participate.
- Supported three agricultural businesses seeking to expand their businesses in foreign countries.
- Supported an agricultural business seeking permission to launch a new product and marketing program for that product.
- Supported a business needing regulatory approval for work on the Beale Enhanced Use Lease program.
- Supported the proposed casino and hotel resort plan for Yuba County.
- Supported a grant request for a business program to help Marysville businesses assess their businesses to maximize energy efficiency.
- Supported a grant request for the Marysville Joint Unified School District to partner with Chico State University on a Teacher Quality Partnership Project.
- Opposed Governor Arnold Schwarzenegger's plan to fix the budget deficit through methods that would hurt local government and businesses.

### Promoted a Strong Local Economy:

#### *The Tourism Subcommittee:*

- Merged Explore Yuba-Sutter, the Chamber's official visitors guide, with 99 Things & More, a product of the Appeal-Democrat and Wag the Frog, to provide the most comprehensive magazine on tourism and events in the Yuba-Sutter community.
- Printed 10,000 Farm Stands brochures, a regional guide to Yuba-Sutter's farm stands, wineries and olive oil makers. Re-printed the Marysville Walking Tour

brochure.

- Advertised in VIA and Sunset Magazine and the Gold Country Adventures brochure, resulting in close to 2,000 requests for Visitors Guides.
- Developed a new Yuba City Historic Homes brochure and printed 5,000 copies for distribution.
- Added content to the tourism web site, increasing traffic to an average of 3,500 visitors per month during the summer season.
- Began upgrade work on the tourism web site at [www.visitubasutter.com](http://www.visitubasutter.com) to improve the calendar function and to increase search results to the site.
- Distributed tourism materials throughout the Yuba-Sutter community and Sacramento area, with more than 100 distribution sites, including booths at local events, area hotels, businesses, the Beale Air Force Base community fair and at the Yuba-Sutter and California State Fairs.

#### *The Shop Local Committee:*

- Handed out more than 3,000 Shop Local discount cards to promote local businesses participating in the "Love to Shop Local" campaign.
- Partnered with the City of Yuba City to launch the city's regional Buy Local campaign, which includes print materials, a web site, Facebook and YouTube promotion of the "Think Yuba Sutter First" message.
- Coordinated a "Home for the Holidays" campaign in November to kick off holiday shopping. Businesses offered prizes and a \$500 gift card for the Yuba Sutter Mall was the grand prize. There were 1,694 entries.
- Assisted Good Day Sacramento in finding businesses to interview in Marysville and Yuba City as part of the "Shop Local" message.
- Coordinated the Happy Landings program at Beale Air Force Base to provide the spouses of new Airmen with information about the local community. Chamber businesses provide discounts and donate prizes for the event. Eighty Chamber members provide discounts to the military.

#### *In Addition:*

- The Chamber joined the B.E.A.R. Essentials program coordinated by the Yuba-Sutter Economic Development Corporation in which area agencies that offer business services go to communities and assist businesses in learning about resources that are available to them.

- Continued the partnership with the Employer Advisory Council, a human resource department service for small businesses to which all members belong as Chamber members.
- The Chamber continued its involvement with the U.S. Chamber of Commerce, offering free membership to qualifying small businesses that are Chamber members.
- The Member 2 Member program continued to grow, averaging 100 participating Chamber businesses offering discounts to fellow Chamber members.

### Supported the Community:

- Awarded \$12,400 to 15 students through the Workforce Development Program which give industry-specific financial awards in the areas of education, business, construction, human services and visual & performing arts.
- Graduated 15 people in LEAD Yuba^Sutter, the 16th year of the program bringing the number of alumni to 135. Those leaders coordinated the construction of a shade structure and seating area at the soccer fields in Beckwourth Riverfront park.
- Fielded hundreds of phone calls related to businesses, services, community events and activities, providing information and referrals to residents and visitors.
- Provided a convenient program to purchase Labor Law Compliance products.
- Produced 12,500 full-color maps featuring the cities and counties, the most comprehensive map in the region.

### Provided Networking Opportunities:

- The Ambassadors, as the public relations arm of the Chamber, hosted 39 ribbon cuttings to welcome new businesses to the community and celebrated milestones of existing members such as re-models, new locations and special events.
- Hosted Business Connection Breakfasts and Business After Hours events.
- Hosted 250 guests at the Annual Awards Gala in May 2009 designed to recognize the business community and individuals who have shown great dedication to their community and promoting the quality of life in the Yuba-Sutter region.
- Hosted the first Chamberopoly event, a new version of Great Balls of Fire, showcasing member caterers and offering a fun night for Chamber members at this traditional September Business After Hours at the Yuba-Sutter Fairgrounds.
- Hosted a festive Membership Appreciation Night to thank Chamber members for their invaluable support of the Chamber through sponsorships, donations and volunteerism.



### STATEMENT OF REVENUE & EXPENSES CASH BASIS

	<u>2009</u>	<u>2008</u>
<b>Revenue:</b>		
Membership	249,029	240,837
Sales	7,445	20,818
Rental	5,310	3,635
Other	<u>1,796</u>	<u>1,905</u>
<b>Total Non-Event Income</b>	<u>263,580</u>	<u>267,195</u>
<b>Expenses:</b>		
Staff Costs	176,972	167,306
Direct Membership Costs	18,351	20,991
Insurance	31,475	25,865
Interest	80	58
Occupancy Costs	19,416	19,034
Promotions/Advertising	1,524	3,742
Office Expenses & Admin	30,648	30,874
Professional Expenses	11,508	10,800
Repairs & Maintenance	<u>17,364</u>	<u>34,917</u>
<b>Total Non-Event Expenses</b>	<u>307,338</u>	<u>313,587</u>
Operating Expenditures Over Revenue	<43,758>	<46,392>
Net Project & Event Income	<u>31,610</u>	<u>55,072</u>
<b>Total Net Revenue Over Expenditures*</b>	<12,148>	<u>8,680</u>

### STATEMENT OF ASSETS, LIABILITIES & EQUITY CASH BASIS

Year Ending November 30, 2009		
	<u>2009</u>	<u>2008</u>
<b>Assets:</b>		
Cash	47,600	59,823
Fixed Assets	93,225	93,225
Accumulated Depreciation	<93,225>	<93,225>
<b>Total Assets</b>	<u>47,600</u>	<u>59,823</u>
<b>Liabilities:</b>		
Deposits	<u>75</u>	<u>150</u>
<b>Total Liabilities</b>	<u>75</u>	<u>150</u>
<b>Fund Balance:</b>		
Reserved	0	0
Unreserved	<u>47,525</u>	<u>59,673</u>
<b>Total Fund Balance</b>	<u>47,525</u>	<u>59,673</u>
<b>Total Liabilities &amp; Fund Balance</b>	<u>47,600</u>	<u>59,823</u>

The Yuba-Sutter Chamber of Commerce will continue to grow with the community, building on its successes and providing superb membership services to meet its mission to, "Create and promote a community climate where businesses are productive and profitable." It will do this with an emphasis on promoting a strong local economy, supporting the community, advocating for businesses and providing networking opportunities. It will do this recognizing that the nation is in economic turmoil and locally all efforts must be made to give members a measurable return on investment and clear benefits to Chamber membership.

In 2010, under a second year of leadership by Chairman Dave Vaughn, the Yuba-Sutter Chamber of Commerce will:

**Promote the Local Economy:**

- Form a task force through the Board of Directors to develop a member retention and expansion plan that utilizes staff resources and volunteers.
- Develop a tourism plan that has a goal of establishing a California Welcome Center for visitors with a funding plan for a sustainable program.
- Complete web site improvements to the tourism web site at www.visitubasutter.com to improve web-based searches for information about tourism in the Yuba-Sutter region
- Continue the partnership with "Think Yuba Sutter First," a multi-layered "Buy Local" campaign supported through the City of Yuba City, area automobile dealers and local businesspeople. The Chamber will continue to emphasize that shopping locally contributes to a strong local economy and thus enhances the quality of life in the Yuba-Sutter community.
- The Chamber will update the Chamber's monthly publication, Business Today, to make it more user-friendly and to provide more current and updated business information and legislative updates.
- Form a task force through the Board of Directors to evaluate technology possibilities and maximize technology use for both internal and external communications and procedures of the Chamber.

**Support the Community:**

- The Workforce Development Program will continue to provide financial awards to students who are planning to seek employment in the Yuba-Sutter area, are preparing for re-entry to the workforce or who are expanding their work skills.
- Participate in community and business events with volunteers and the Ambassadors to promote the Yuba-Sutter Chamber of Commerce and its work.

- Serve as a community liaison to answer questions about tourism and community events that vendors, visitors and participants have throughout the year for such events as the Bok Kai Festival, the Cultural Festival, the Yuba-Sutter Fair and all of the events held in the downtown business areas.

**Advocate:**

- Through the Government Affairs Committee and subcommittees of the Chamber; we will continue to identify regional issues of concern such as local growth issues and flood control, taking a quick, proactive approach to problem solving and advocating for strong business development.
- Continue the Legislative Lunch Series with speakers from the state and federal level talking on key issues of interest to the business community. Area representatives will continue to participate in these events.
- Host Candidate Forums to provide useful information about local candidates and their views of the Yuba-Sutter community to help voters make informed decisions about their candidates.

**Networking:**

- Continue to offer networking and training opportunities that give members exposure to other businesses and information that helps them to be productive and profitable.
- Host engaging and informative events that also offer networking opportunities to members including six Business After Hours events, Chamberopoly, six Business Connection Breakfasts, the Annual Gala and Member Appreciation Night.
- Host ribbon cuttings for new businesses to introduce them to the community. Ribbon cuttings also recognize milestones of existing Chamber members such as moving to a new location or showing off a re-model.

2010 EXECUTIVE COMMITTEE

<b>Executive Director/CEO</b> <b>Laura Nicholson</b>		<b>Chairman of the Board</b> <b>Dave Vaughn</b> <i>Recology Yuba-Sutter</i>		<b>Chairman-elect</b> <b>Tina Williams</b> <i>Express Employment Professionals</i>		<b>Immediate Past Chairman</b> <b>Rich Gabel</b> <i>Frank M. Booth, Inc.</i>	
<b>Vice Chair Marketing</b> <b>Bruce Dickinson</b> <i>PIP Printing &amp; Marketing Services</i>	<b>Vice Chair Treasurer/Internal Operations</b> <b>Rich Gabel</b> <i>Frank M. Booth, Inc.</i>	<b>Vice Chair Education/Community Development</b> <b>TBA</b>	<b>Vice Chair Government Affairs</b> <b>TBA</b>	<b>Vice Chair Membership Services</b> <b>Christi Dutcher</b> <i>Yuba County One Stop</i>	<b>Vice Chair Tourism</b> <b>Bob Harlan</b> <i>AM 1600 FM 95.5 KUBA &amp; STAR 94 FM</i>		

2010 BOARD OF DIRECTORS

**Kay Adkins, Ed.D** • Yuba College  
**Wayne Bishop** • Bishop's Pumpkin Farm  
**Molly Bonser** • Umpqua Bank  
**Nicole Delerio** • Rich, Fuidge, Morris & Lane, Inc.  
**Bruce Dickinson** • PIP Printing & Marketing Services  
**Christi Dutcher** • Yuba County One Stop  
**Ray Emerson** • The Cake Lady & Victorian Manor  
**Rich Gabel** • Frank M. Booth, Inc.  
**Neil Goforth** • Comfort Keepers  
**Bob Harlan** • AM 1600 FM 95.5 KUBA & STAR 94 FM  
**Debbie Hopking** • Carrazco & Associates, Innovative Tax Solutions  
**Claudia Hollis** • F.R.E.E.D. Center for Independent Living  
**James "RIK" Jimerson** • Jimerson Financial & Insurance Services  
**Lt. Col. Paul McLaughlin** • Beale Air Force Base  
**Coleen Morehead** • Clear Strategies

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**Dr. Larry Ozeran**  
**Dave Schmall** • Appeal-Democrat  
**Julie Shackelford** • Bank of Feather River  
**Dave Vaughn** • Recology Yuba-Sutter  
**Tina Williams** • Express Employment Professionals  
**David Yamamoto** • Sutter North Medical Foundation

**STAFF**  
**Laura Nicholson** • Executive Director / CEO  
**Shaylene Minard Lewelling** • Membership Director  
**Evelyn Cosner** • Office Coordinator  
**Caprice A. Jones** • Office Assistant  
**Anne Wentland** • Office Volunteer

**2009 OUTGOING BOARD OF DIRECTORS**  
**Sarb Khangura** • Circle R Irrigation  
**Sue Hudspeth** • Hudspeth Corporation  
**Lee Leminoff Jones** • Harkey House Bed & Breakfast Inn  
**Linda Montenegro** • Brandman University, Chapman University System  
**Darnell Robinson** • Clearinghouse CDFI  
**Ric Teagarden** • Yuba County Office of Education