



2023 ANNUAL REPORT



Thank you for your support in 2023!

Dear Chamber Members,

Thank you for continuing to support the Kanab Area Chamber of Commerce. Our members allow us to provide services to area businesses and the community. We are committed to doing all that we can to keep you informed and support your business or organization. Please don't hesitate to contact us if there's any way we can help your business to continue to grow.



In keeping with our mission we're providing this Annual Report of the chamber's progress toward areas of focus established the previous year. It's been exciting to see the chamber grow, both in membership and services, and we couldn't have done it without the support of our members and partners in the community. Here's to another year of growth and opportunity!

Pat Guernero

President, Kanab Area Chamber of Commerce

2024 Chamber Officers



Ron Thomas
Vice President



Matt Clafin
Treasurer



Don Jennings
Secretary



Mission

The Kanab Area Chamber of Commerce supports the creation of a strong local economy, promotes the local business community, provides networking opportunities for its members, and represents local business interests to government entities.

About the Chamber

Established in 1967, the Kanab Area Chamber of Commerce is a nonprofit organization whose members are individuals and business owners invested in developing their businesses, growing our economy, and strengthening our community. We work with our members and partners to make Kanab and the Kanab area the best place to live, work, and do business. Like most trade organizations, the Chamber is categorized as a 501c6 nonprofit corporation governed by its Board of Directors. All board members and officers are volunteers, and are not compensated for their service. Revenue from membership fees covers the cost of meetings and events including training, seminars, and summits, as well as the cost of our online business directory and newsletter.



What we do



CONNECT



PROMOTE



DEVELOP



ADVOCATE

Monthly luncheons and breakfasts; business to business and business to client networking & promotion; trainings, seminars, special events; a voice for local business in government.



PROGRESS IN 2023:

- **GOAL: Grow membership by 50%**
 - Membership grew by 103% in 2023 (60 → 123 members)
 - Business Directory grew by 129% (78 → 179 listings)
- **GOAL: Create new programs and services to benefit our members**
 - Advertising grants for members via Office of Tourism, Southern Utah News, While You're in Town, and Buddy Mail
 - Seven ribbon cuttings/grand openings in 2023
 - 1 new Small Business Administration networking event
 - 2 new Women's Business Center networking events
- **GOAL: Provide consistent and sustainable value for membership**
 - Lunch and breakfast now free for members
 - No increase in membership fees
- **GOAL: Grow the board of directors by three members** Ongoing
- **GOAL: Nurture existing local municipal and business partnerships and create new sustainable partnerships to benefit our members**
 - Partnerships with Kane County, City of Kanab, Office of Tourism, Utah Small Business Development Center, Women's Business Center, and US Small Business Administration
- **GOAL: Implement effective marketing and communication to promote the chamber's work in the community**
 - Monthly email newsletter to 420 subscribers with 55% avg open rate
 - Advertising online and in the Southern Utah News
 - "Welcome to Kanab" package
 - Chamber welcome package
 - Chamber member window cling



2023 Finances

Beginning Balance:	\$3,742
Revenue:	\$29,947
Expenses:	\$23,061
Ending Balance:	\$10,628

Our Focus in 2024

- Grow membership by 25%
- Create new/support existing programs and services to benefit members
- Provide consistent and sustainable value for membership
- Grow the board of directors by 1-3 members
- Nurture existing local municipal and business partnerships and create new sustainable partnerships to benefit members
- Implement effective marketing and communication to promote the chamber's work in the community

Connect with the Chamber!

 INFO@KANABCHAMBER.ORG

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 [FACEBOOK.COM/KANABAREAHHELPWANTED](https://www.facebook.com/KANABAREAHHELPWANTED)

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Thank You!