SPECULATOR REGION CHAMBER OF COMMERCE
BUILDING A BETTER PLACE TO LIVE, WORK, AND PLAY

4th Quarter Report October - December

December 10, 2024

Dear Supervisor Bain and the Town of Lake Pleasant Board Members,

This report provides an overview of the Chamber of Commerce's ongoing efforts to improve the Visitors Center, foster trust and engagement among members, and advertise local businesses and events to the broader community. Over the past year, the Chamber has undertaken various steps to enhance the community's economic vitality, improve member relations, and raise awareness of local businesses and events. While challenges remain, notable progress has been made, and the Chamber continues to evolve in response to member needs and community demands.

The Visitors Center serves as a key touchpoint for both tourists and local residents seeking information about the area, businesses, and events. The visitor count for October - December 10th was distorted during the Holiday Stroll event. We should have checked the numbers before the stroll. With all the activity at the Chamber, the counter read 59,037.

Visitor Center Office Overhaul: Rearranged and painted the Visitor Center office to improve the space's functionality and aesthetics.

Advertising Local Businesses and Events: Promoting local businesses and community events is one of the Chamber's primary functions. Through various channels, the Chamber has worked to increase visibility for businesses and attract more attendees to local events.

- Regular social media posts spotlighting member businesses and special promotions.
- Digital event calendars and social media campaigns to encourage participation in local events.

Snowmobile Map- Randy Lavarnway approved the snowmobile map, which has been sent to print and will be delivered around Christmas.

Sundays: We request that the Chambers Visitors Center be allowed to stay closed on Sundays due to consistently low visitor turnout on that day. Despite being open for July, Sunday has proven to be the least busy day of the week, with very few visitors taking advantage of the services offered. Keeping the center open on Sundays has resulted in underutilized staff time and resources, leading to unnecessary costs. By closing on Sundays, we can redirect those resources more efficiently, focusing on days when visitor traffic is higher, ensuring better service and a more sustainable operation. This change will help optimize our resources and improve the overall experience for visitors on the busier days of the week.

Closing the Chambers Visitor Center on Sundays also helps the current staff, primarily volunteer and part-time employees. Operating the center on Sundays places a strain on these dedicated individuals, who often juggle other commitments alongside their work at the center. By closing on Sundays, we can ensure a more sustainable workload for our team, allowing for rest and reducing the risk of burnout. This change will also help maintain the quality of service provided during open hours, ensuring a positive and well-managed experience for visitors throughout the rest of the week.

The Chamber's significant events for 2025 are already scheduled and on the event page.

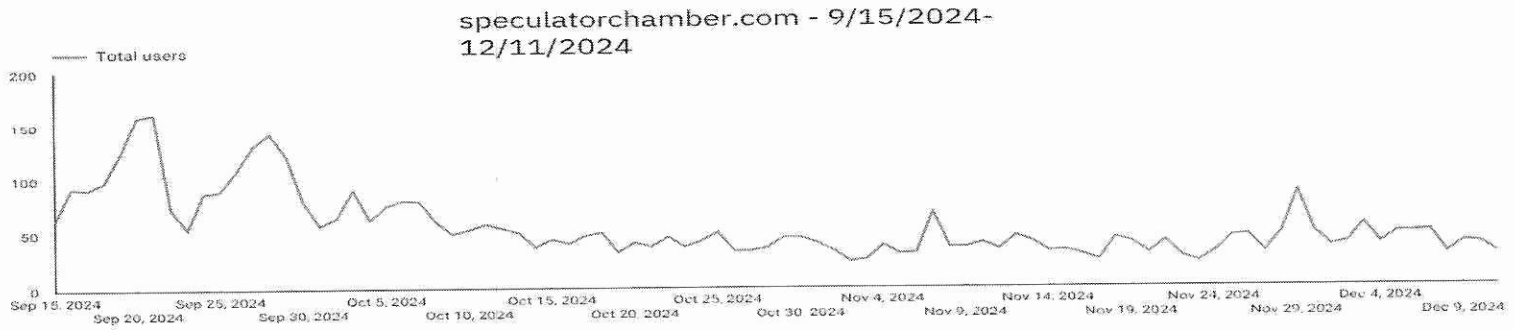
Roost finished updating Hamilton County's tourism Website. They are still in the process of updating our website.

The Chamber of Commerce has made improvements in the Visitors Center, building stronger relationships with its members and promoting local businesses and events. While there are still some challenges to overcome, the organization is well on its way to becoming a more vital hub for community engagement and growth. Continued efforts to improve communication, expand promotional opportunities, and engage with both new and existing members will be crucial for maintaining momentum and ensuring long-term success. The next steps will involve refining existing strategies, addressing member concerns, and seeking new opportunities for collaboration and growth.

Thank you for your time and consideration.
Sincerely
Mary Caldwell, Director

Expenses	2023	YTD 12/12/ 24
Utilities	$6,678.96	$6,886.69
Subscription Services	$1,954.65	$1,752.53
Insurance	$2,408.39	$1,495.13
Rent	$7,350	$7,200
Payroll Taxes	$11,547.29	$6,255.68
Totals	**$29,939.29**	**$23,590.03**

Website Report From Roost



Total users
4,095

New users
3,920

Sessions
5,521

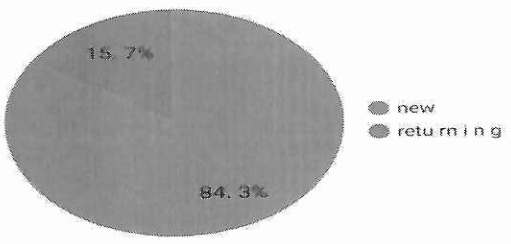
Views per user
2.52

Views
10,303

Engagement rate
76.24%

Average session duration
00:02:43

Bounce rate
23.76%



New vs returning users

ROOST

Social Media Report

Speculator Region Chamber of Commerce
Social Media Report

Facebook- Followers to date	11,782
-Posts	141
-Messages	29
Instagram - followers to date	1,604
-Posts	68
-Messages	20

Our FB reach has increased by 38% in the last 28 days
October 1 - December 12th
Reach 15.7k
Visits to page 4.4k
Follows 43
Top Posts - impressions
Aaron Weaver award - 2.8k
Snowflake post - 2.6k
Northern Lights post - 1.5k
We boosted one of the snowflake posts for donations, which has 3.3k impressions.

Instagram reach has also increased 38% in the last 28 days
October 1 - December 12th
Reach 1.2k
Visits to page 120
Follows 18
Snowflake post - 430 impressions
Keep calm and winter on reel - 405 impressions
Nativity scene post for Methodist church - 362 impressions