



## Chamber of the Year Submission Video Link

- [https://youtu.be/88\\_DZb\\_Oz3A](https://youtu.be/88_DZb_Oz3A)

## Supporting Links

- Website Link: <https://www.chamberbloomington.org/>
- “Connect Bloomington” Online Version:  
<http://digital.mypspgroup.com/publication/?m=71487&i=816085&p=1&ver=html5>
- Annual Report:  
[https://www.canva.com/design/DAFo\\_3s9reE/YziB8LoJpRwaXm63SFkbjw/edit?utm\\_content=DAFo\\_3s9reE&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFo_3s9reE/YziB8LoJpRwaXm63SFkbjw/edit?utm_content=DAFo_3s9reE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Supporting Documents

- Staff Retention Narrative
- Chamber Financials



## Staff Retention Narrative

As President & CEO of the Greater Bloomington Chamber of Commerce, I am proud to share a notable achievement in an area where many organizations face challenges—staff retention. Despite being down two full-time staff positions in recent years, our Chamber has successfully maintained a stable and highly productive team without any turnover since I joined the Chamber in December 2021. This success is no small feat in the industry, where the average turnover rate is notably higher. By maintaining a strong rate of employee retention, we have positively impacted our bottom line by minimizing expensive turnover costs associated with training, onboarding, and lost experience.

This stability in our staffing model can be attributed to our proactive approach to compensating for the vacant positions. Recognizing the increased workload on our team, we have strategically reallocated resources to ensure that our staff are not only compensated fairly but also feel valued and supported. This has included a market analysis compensation adjustment for all staff members, greater investment in professional development, and implementation of new initiatives that enhance work-life balance.

Moreover, the culture of camaraderie within our team has been pivotal to our success. At the Chamber, we believe in the power of community, not just in the broader sense for Greater Bloomington but also within our own organization. Our staff has developed a keen sense of unity and support for one another, which has been essential during times when we were understaffed. This team dynamic has fostered a positive work environment where each member feels genuinely connected and committed to our collective mission.

Our core values—Leadership, Community, Integrity, and Reliability – have guided us through these challenges. Our values inspire us to lead with credibility, engage deeply with our work, and uphold fairness and compassion in every decision. By embodying these principles, we have created a workplace culture where individuals are motivated to stay and grow with our organization. In fact, over the last two years, three different Chamber staff members have received promotions, furthering their career advancement within the Chamber industry.

Facing the industry's challenges head-on, we have not only sustained our workforce but have also thrived. This stability allows us to focus more effectively on our mission to provide leadership, engage our members, and strengthen our community. As we continue to navigate the complexities of our work, we remain committed to enhancing the structures that have supported our success thus far.

We are grateful to each team member for their dedication, resilience, and passion for the important work our Chamber does in the community and for our members. Together, we have turned potential adversity into a strengthened foundation for our organization. Our collective hard work and commitment to our values helps to ensure that Greater Bloomington remains a vibrant community in which to live, learn, invest, and work.



## Chamber Financials

### GBCOC - 3 Year Revenue Comparison

	FY21 (9/1/20 - 8/31/21)	FY22 (9/1/21 - 8/31/22)	FY23 (9/1/22 - 8/31/23)
Dues	\$340,242	\$326,787	\$369,507
Non Dues Revenue	\$159,543	\$125,205	\$181,948
Sponsorships	\$173,551	\$264,369	\$333,476
Totals	\$673,336	\$716,361	\$884,931
Employee Retention Tax Credit	\$0	\$0	\$113,230
Forgiveness of PPP loan	\$91,814	\$0	\$0
Totals + Other Income	\$765,150	\$716,361	\$998,161

