ANNUAL REPORT 2015

MEMBERSHIP

- **516** Total Members
- **59** New Members
- **85%** Member Retention

VISITOR CENTER STATISTICS

- Visitor Walk-Ins: 27,068
- Visitor Phone Calls: 6,814
- Inn Nights Booked: 613
- Wine Walk Passports Sold: 2,718
- Volunteer Hours: 1,835

COMMUNITY EVENTS

- TASTE OF CARMEL: Participants: 600+
- PRO AM SHUTTTLES: Rides Given: 4,050
- CONCOURS DE LEGENDS SHUTTTLES: Rides Given: 1,087
- CAFE: People Served: 400+

ONLINE

- **137,190** Users
- **407,504** Page Views
- **2,504** Likes
- **2,835** Followers

AND MORE

- Member Surveys: 5
- Ribbon Cuttings: 8
- Visitor Guides Distributed: 14
- Restaurant Maps Distributed: 120,000
- Member Referrals: 10,000
- Total Member Referrals: 13,403,254

Promoting the Community | Providing Opportunities to Build Business Relationships | Representing Business to Government | Working to Build a Strong Local Economy