2018 ANNUAL REPORT

LINKING BUSINESSES
...TO COMMUNITY
...TO EDUCATION
...TO GOVERNMENT
...TO OPPORTUNITIES
...TO ONE ANOTHER

www.carmelchamber.org
2018 has been a busy year for us here in Carmel. While our community has endured some challenges, we remain mighty and forever committed to keeping this treasure of ours safe and sound. 2018 saw great successes at the Chamber of Commerce. We celebrated a year with our new President and CEO who continues to impress us with her fresh and effective ideas, we’ve grown membership, established an exciting Shop Local program and launched an informative Government Affairs Committee. Our Visitor Center is busier than ever and continues to offer the best visitor experience in town. In 2019 we look forward to enhancing all programs as well as continuing our collaborative relationship with City Council, staff and all businesses and residents of Carmel by the Sea, Carmel, Carmel Valley and beyond. It has been an absolute honor and pleasure to serve each and every Carmel Chamber of Commerce member, staff person and board member in 2018. The opportunity has brought me a greater appreciation for the impressive talent, expertise and class that thrives throughout our business community and has blessed me with some new and amazing friendships that I know I’ll cherish forever.

Cynthia M. Buhl, 2018 Board Chair

Dear Carmel Business Leader,

The Carmel Chamber of Commerce is the leading business organization on the Peninsula. With more than 96 years of serving this community, and championing its members, the Carmel Chamber has a strong and proud legacy of creating solutions and supporting the region, driving its transformation as needs shift, and ensuring that Carmel is – and remains – a great place to do business.

The Carmel Chamber is committed to making certain its members have the resources and environment they need to succeed, create jobs, and thrive. Membership in the Carmel Chamber ensures that your voice is heard at every level of government, provides opportunities to meaningfully connect with fellow leaders who are invested in the future of Carmel, provides tools to spotlight your company’s expertise and service to the community, and gives you access to benefits and discounts that directly help your bottom line.

Membership in the Carmel Chamber is an investment in your business, the future of our region, and the health of our business community. Together, we are strong. Thank you for your continued support.

Jenny MacMurdo, President/CEO
OUR MEMBERS

PROGRAMS & EVENTS

With a full and varied events calendar that ranges from Taste of Carmel to small-format networking programs, the Carmel Chamber provides numerous ways for members to link with one another, build relationships, and get up-to-date on important topics and policy issues that affect their business. Overall we helped link 4,000+ attendees at more than 55 Carmel Chamber events in 2018.

Awards of Excellence Attendees.............210
Taste of Carmel Attendees.....................800+
Membership Luncheon Attendees.............190
Business Beat Breakfast Attendees...........60
Business Walks........................................50
AT&T Pro Am Shuttle Riders..................3,402
Concours d’Elegance Shuttle Riders...........797
After Hours Mixers.................................10
Ribbon Cuttings.......................................10
Educational Workshops/Seminars...............30
Candidate Forum......................................1
Government Affairs Committee Mtgs...........10
Business Roundtable Mtgs.......................11
Shop Local Mtgs.......................................6
Ambassadors.........................................12

COMMUNICATIONS

Weekly Catalyst......................................48
Champion Pine Cone Page......................12
New Responsive Chamber Website
Social Media Followers:

- Facebook: 3,493
- Twitter: 3,554
- Instagram: 1,118

MISSION

We are YOUR Chamber of Commerce - A Catalyst for Business Growth, A Convener of Leaders, and A Champion of our Community: Creating the Links to Help Our Businesses Succeed & Our Community Thrive.
WHY BUSINESS MATTERS

BUSINESS IMPACT

This year, the Carmel Chamber fought every day during the 2018 Legislative Session to protect its members from harmful bills that would have negatively affected our business community. As the Voice of Business, the Brand New Carmel Chamber Government Affairs Committee (GAC) was on the ground looking out for you. We worked to champion legislation that provides opportunities for growth and necessary improvements to our community to stay competitive for years to come in the global marketplace.

Businesses in Carmel contribute to over half of the City’s Budget each year. Through a successful local economy, businesses help fund Capital Improvement Projects such as New Roads, Scenic Drive Pathways, Forest & Beach Preservation, and most importantly support the many Public Services vital to our way of life such as Police, Fire, Ambulance, and many other City Employees who work hard for our community.

CITY FY 2018/2019 BUDGET

- TOT Revenue: $6.35M
- Sales Tax & Measure D Revenue: $5.6M
- Business License Revenue: $548K
- Franchise Fees: $667K
- Total Business Revenue: $13M
- Total City Revenue: $35M
- Total City Budget Comprised of Business Generated Revenue: 57%

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The Carmel Chamber Visitor Center serves as the physical hub of visitor information in the City. Chamber Members are prominently showcased in the Center and our over 20+ Volunteers give out referrals 362 days a year, 7 days a week. Without their generous donation of time, we wouldn’t have a Visitor Center in Carmel.

The Visitor Center Volunteers go on weekly tours to local businesses in order to keep up-to-date on what they do and what they offer, so as to better refer and serve our visitors and the community. These tours also help the Chamber connect with members in a meaningful way.

This year, the Visitor Center has embraced the MCCVB’s Sustainable Moments initiative to help our visitors “Love Carmel like a Local” and preserve the cultural and natural resources of the village. In 2019, the Chamber’s first goal is to brand Carmel as a world class Sustainable and Accessible Destination.
WHO WE ARE

OFFICERS
Chair: Cynthia Buhl, The Crossroads Carmel
Vice Chair: Soerke Peters, Etats Unis
Treasurer: Kris Toscano, Hayashi Wayland
Past Chair: Ben Beesley, KW Coastal Estates/Team Beesley

DIRECTORS
Azniv Amirkhanian: Nielsen Bros. Market
Debra Burns: Schwartz Law Group
Tess Calhoon: Lloyd’s Shoes Carmel
Stefani Chaney: Scheid Vineyards
Paul Giovino: BMW of Monterey
Thomas Bateman Hood: Architect
John Lloyd: Pine Inn & Tally Ho
Dave Potter: Potter Construction & Consulting
Mark Stilwell: Carmel Lodge, Tradewinds
Carmel & AIM Youth Mental Health
Gayle Speare: Carmel Plaza
Lesley Varney: Monterey Peninsula Foundation
Kimberly Willison: The Carmel Foundation
Jacquelyn Woods: Douglas Elliman Real Estate

STAFF
President/CEO: Jenny MacMurdo
Director of Member Relations: Kimberly Wolff
Director of Tourism: Sandra Book
Director of Events/Programs: Erin Averill
Visitor Center Weekend Manager: Rose Welch

EXECUTIVE LEADERSHIP COUNCIL