

2018

ANNUAL  
REPORT



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

# 2018 IN REVIEW

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:	

 3,493	 3,554	 1,118
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## 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



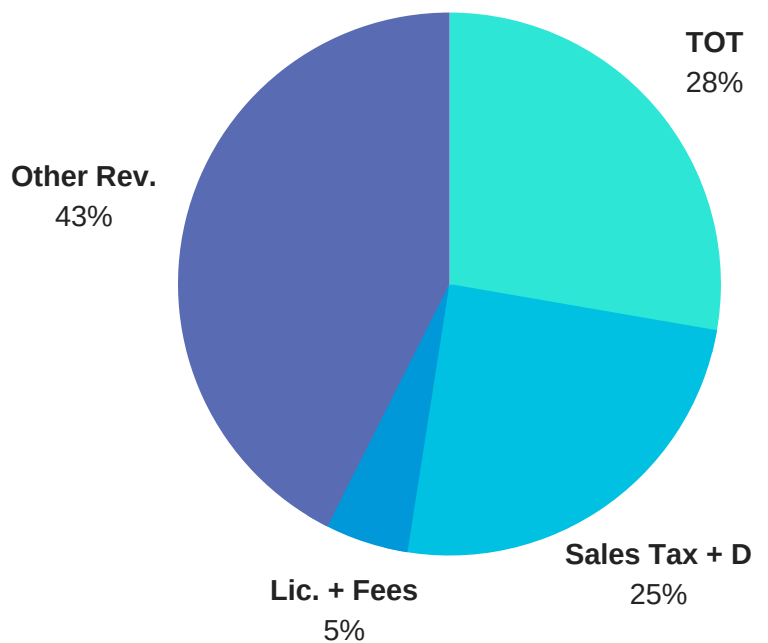
## BUSINESS IMPACT

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%





# OUR VISITOR CENTER

## THE HUB

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.



Visitor Center Walk-Ins.....31,189



Visitor Phone Calls.....4,581



Booked Inn Nights.....439



Volunteer Hours.....2,068



Guides to Carmel.....120,000



Maps.....10,000



Volunteer Tours.....38



# 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

Adam Jeselnick Architect ~ Alain Pinel Realtors ~ Anne Thull Fine Art Designs ~ Carmel Magazine ~ The Carmel Pine Cone ~ Carmel Plaza ~ Carmel Realty Company ~ City of Carmel ~ Coldwell Banker Del Monte ~ The Crossroads Carmel ~ Cypress Inn ~ DMT Imaging ~ Douglas Elliman Real Estate ~ Gallagher + Barr ~ Glastonbury A/V Event Specialists ~ Hayashi Wayland ~ House of 8 Media ~ Il Fornaio ~ KION ~ La Playa Carmel ~ Lester Investment Properties ~ Modern Luxury ~ Monterey County Bank ~ Monterey County Weekly ~ Monterey Herald ~ Nielsen Bros. Market & Deli ~ Scheid Vineyards ~ Studio Schicketanz ~ Union Bank ~ Walking TALL Training & Consulting, Inc. ~ Wells Fargo Bank