

2016

A YEAR IN REVIEW

We are pleased to present our 2016 Year End Review, which highlights our initiatives and accomplishments over the past year. The Somerset-Pulaski County Chamber of Commerce has continued to stay focused on its core mission, which is to Advocate for, Connect with, and Educate our local business community.

The Chamber's Board of Directors, Ambassadors, committee members and staff pursue that mission with passion and determination, because we understand how important a vibrant, growing local economy is to Pulaski Countians. With over 675 members, the SPC Chamber of Commerce is the largest business support organization in Southeast Kentucky.

The Chamber stands behind a promise to its members and the community to empower and facilitate success for small businesses, increase and utilize legislative influence for job and economic growth, and maintain and improve the quality of life in the region to facilitate a healthy community where residents and business can prosper.

We believe that the local business community is the heart and soul of Pulaski County. Moving into 2017, the Chamber is committed to providing its members with the resources they need to succeed, attracting high-level talent to the region, encouraging continued investment and innovation, and showcasing the region as a great place to live and work.

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INFORMATION & NETWORKING

The Chamber strives to provide valuable information that help members run their businesses better. This past year, we:

- Hosted speakers that touched on subjects important to the business owners, including local, state and federal public policy; education entrepreneurship, management, transportation, international trade and energy. Speakers included:

Kentucky Utilities	Rhonda Truman
Hood Harris	President of AT&T Kentucky
Paul Patton	Former Kentucky Governor
Wesley Carter	Campbellsville University Director of Advancement
Amy Luttrell	KY President & CEO of Goodwill Industries
Allison Ball	KY State Treasure
Carolyn Mounce	Somerset Pulaski Co Convention & Visitors Bureau
Carrie Smith	President / CEO Big Ass Fans
Dan Venters	Kentucky State Supreme Court Justice

Special Agent Oaks	Federal Bureau of Investigation
Ryan Quarles	KY Commissioner of Agriculture
Mitch McConnell	United States Senate Majority Leader
Hal Rogers	United States Congressman
Matt Bevin	Current Governor of Kentucky

- Organized multiple Chamber Breakfast Series and Chamber “After Hours” events that provided speakers and networking opportunities to familiarize connect with fellow Chamber members, and hear real issues that affect your business.
- Held the largest Golf Outing in Chamber history with over 40 sponsors and 40 teams
- Increased small business services through additional chamber programs.
- Increased our visibility throughout the community through bi-monthly newsletter, which is distributed to over 2,500 business persons in Pulaski County.
- Continue strong partnership with Young Professionals of Lake Cumberland.

SERVICES

The Chamber provides effective services that help members grow their businesses. This past year we:

- Implemented a series of free training programs for our members on a host of topics.
- Gave hundreds of customer referrals to Chamber members.
- Completely updated our Member-2-Member Discount Program that further supports our local Chamber businesses. **To date, we have over 155 businesses that are participating in this program and providing a discount to other Chamber members.**
- Partnered with Somerset 106.1 Radio to begin a series of monthly promotional commercials for our small businesses.
- Used our website, facebook page, weekly radio show, monthly Commonwealth Journal page, annual Chamber magazine and other resources to promote members and keep them and the rest of the community up-to-date on Chamber activities, resources, member news and local events.

The Chamber shared over 1,500 local job openings through email and social media in 2016.

ADVOCACY

The Chamber advocates on behalf of its members and the community on public policy issues that impact them. This past year we:

- Hosted our 7th Annual Holiday Auction which raised over \$15,000 for scholarships for local High School students who want to attend Somerset Community College.
- Organized and hosted our community Christmas Parade
- Expanded our *Shop Local Somerset* inactive to support local businesses.
- Continued to support, both financially and with volunteer participation, local education initiatives such as the Imagination Library.
- Recognized our community's best and brightest examples of achievement with several awards, including the Distinguished Community Service Award, Entrepreneurial Success Story, Ambassador of the Year, Woman in Business Award, Non-Profit Business of the Year, Civic Club of the Year, New Business of the Year and many more.

126 new member businesses joined the Chamber in 2016.

MEMBERSHIP GROWTH & RETENTION

- Generated 126 new members in 2016
- Hosted quarterly “New Member Orientation Breakfasts” to help better acclimate new chamber members on to how best to take advantage of our resources.

IMPROVING/PROMOTING QUALITY OF LIFE

- Produced and distributed over 10,000 copies of our Chamber Magazine - a relocation and recruitment guide to Living Local in Pulaski County
- Continue to highlight the Chamber’s role in the community for 90+ years and promoting member businesses.
- Working with all local non-profit organizations to help them better promote their ideas of positive growth for Pulaski County.

Facilitated 48 ribbon cutting ceremonies for new or pre-existing local businesses in Somerset-Pulaski County.

ADDITIONAL 2016 CHAMBER HIGHLIGHTS

CHAMBER AMBASSADOR PROGRAM

- Grew our Ambassador membership to over 40 active participants.
- Participated in 48 ribbon cuttings and grand openings in 2016.
- Created the Ambassador Incentive Program, which was designed to increase visibility within the Chamber community by enhancing ongoing participation and providing volunteer incentives.
- Welcomed and introduced new members and helped work registration at events.
- Welcomed new members with a phone call and/or personal visit.
- Varied meeting times and locations to enhance visibility in the business community and support a larger variety of members.

IN 2016, YOUR SOMERSET-PULASKI COUNTY CHAMBER OF COMMERCE

- REPRESENTED OVER **675** BUSINESSES, WORKED
- ALONGSIDE ROUGHLY **40,000** EMPLOYEES, AND
- CONNECTED WITH BUSINESSES OF ALL SIZES FROM **40** SECTORS

LEADERSHIP LAKE CUMBERLAND

This nine month long program designed to enhance the future of the region by identifying individuals who have demonstrated a commitment to this community and a potential for leadership; acquainting program participants with issues of leadership and of community structure and operation; providing opportunity for interaction between present and future leaders; and promoting involvement in community issues and organizations. In 2016, the Chamber was honored to graduate 26 people who are now prepared to serve our community.

POUNDS OFF PULASKI

Pounds off Pulaski is a community wide twelve week program that promotes a healthier life style with the motivation to successfully lose weight. Lake Cumberland Regional Hospital partnered with the Somerset Pulaski County Chamber of Commerce to provide weekly weight loss meetings to help participants master the nutrition basics as well as an understanding of how to incorporate a healthier lifestyle into a daily routine. To date, several hundred people have participated and over 1-thousand pounds have been lost in our local community.

4th ANNUAL SHAMROCK SHUFFLE

The Shamrock Shuffle was created to enhance the Pounds Off Pulaski initiative and is an event where adults, families, and children were able to participate in a 5K run/walk that was fun and entertaining. In 2016 we hosted our 4th Annual Shamrock Shuffle where 399 people participated ... an increase of over 50 people from last year.

8th ANNUAL HIGHWAY 27 CLEAN SWEEP

In 2016 the Somerset-Pulaski County Chamber of Commerce once again partnered with Eastern Kentucky PRIDE to enlist the assistance of our local business community to help volunteer a few hours of your time to collect trash alongside Highway 27. In total, 65 Businesses and 1,090 volunteers participated to work a total of 1,569 hours and collected 679 bags of trash from along Highway 27 and adjacent roadways.

YOUNG ENTREPRENEURS ACADEMY (YEA! Program)

The Young Entrepreneurs Academy, or YEA!, is a groundbreaking educational program that takes students in grades 7-12 through the process of starting and running real businesses over the course of a full academic year. Students work in close cooperation with local leaders of industry, community members, and educators to develop ideas and objectives, write business plans, pitch potential investors, obtain funding, register with governmental agencies, and develop their brand identity and much more! By the end of the class, students own and operate fully functioning businesses that can be carried on after graduation. As we enter into the fourth year of this program, the Chamber of Commerce has personally invested over 30,000 into the program to ensure it is the most lucrative program for young entrepreneurs in this community.

Increased regional collaboration with outside organizations.

5th ANNUAL KENTUCKY PROUD EXPO

Our 5th Annual Kentucky Proud Expo was held at our November Chamber of Commerce luncheon. It provided a great venue to highlight approximately 30 local "Kentucky Proud" vendors and the products they make here in our community.

7th ANNUAL CHAMBER HOLIDAY AUCTION

This is a very special event where we auction off dozens of beautiful Christmas items from businesses across Pulaski County to raise money for scholarships for local high school students who would like to attend Somerset Community College.

This year's auction was a huge success, bringing in over \$15,000.

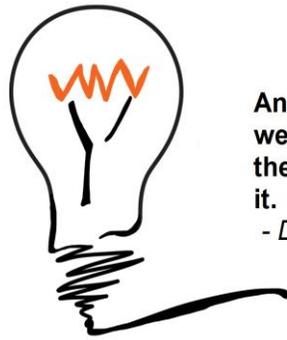
To date, we have raised over \$73,000 for scholarships for local high school students.

While the Chamber year has been successful by any measurable standard, the immeasurable achievements are even more exciting. The relationships established, the renewed status of the Chamber as the voice of the business community, and our involvement in virtually all aspects of local economic development bode well for the future.

On behalf of our staff, directors and ambassadors, we thank you for your continued support. It's our privilege to serve you, and we look forward to providing you important information, services and advocacy for many years to come.

Sincerely,

Bobby Clue
Somerset-Pulaski County Chamber of Commerce



An organization, no matter how well designed, is only as good as the people who live and work in it.

- Dee Hock