



143 S. Oak Park Ave.
Oak Park, IL 60302
oprchamber.org
708.613.0550

August 13, 2018

Dear Village Manager Pavlicek:

On behalf of the Board of Directors of the Oak Park - River Forest Chamber of Commerce, I am pleased to submit to you this request for a \$60,000 partner agency grant for 2019. This grant will fund a small portion of basic operations of the Chamber, the local organization which is focused on strengthening the small business community within the Village. This is a 40% reduction from previous years' requests.

Providing assistance and support to business owners not only encourages the success of individual businesses but contributes to the overall prosperity and character of the Village. We believe that small, entrepreneurial, independent business is one of our core community values and worth public investment. We believe that "small business is hard" especially given property taxes, rent and the cost of doing business here, warranting additional support. We believe that without this investment, pure market forces will change the character of the small business community, discouraging the small independent businesses that benefit from the services and support the Chamber provides. We believe that much larger municipal investments in housing programs, tourism and large development activities through other agencies mean that the small business community needs its own vibrant organization for support. The Chamber is proud to be that organization.

The grant will comprise 18% of our annual revenue budget and fund activities open to all members of the business community, including, but not limited to:

- Online business directory, searchable by name, type of business and business district
- Eight industry-focused events open to all members of the community
- Weekly emailed newsletter for business people
- Monthly professional development offerings
- Outreach and welcome to new businesses
- Business "affinity" communities such as Women in Business and Young Professionals that meet for lead generation, networking and professional support
- Opportunities for individual business promotion
- Online promotion of general business, Chamber activities and member activities

Chamber activities and programs are open (at a non-member price) to all Oak Park businesses regardless of location, ownership structure or type of business. This is an important differentiator in Oak Park, as business district organizations, where they exist, serve largely retail and restaurant first floor merchants.

Whereas business districts work to promote street level vitality and pedestrian traffic, the Chamber works to provide services directly to the businesses through its programming and information resources. We promote excellence across categories of businesses through special events. The Chamber also works hard to maintain a positive profile for business in general throughout our largely residential community.

The Chamber's current operating budget of \$335,000 is 70% people and 30% event expense and other operating costs. We rely on a lean, largely part time staffing model without pensions or benefits that provides opportunity to skilled local residents with professional backgrounds who believe in the Chamber's mission and are interested in the flexibility a part-time schedule provides. The bulk of the grant will allow us to maintain the current team, which is organized around: outreach, communications, event management, programming, data and member services.

As an organization, your local Chamber of Commerce does not engage in lobbying or partisanship. We have no affiliation with the Chicagoland Chamber, the Illinois State Chamber or the US Chamber. Our Board does not take positions on legislative issues but rather provides information both to and from our constituency. No portion of the grant will fund any staff time or other expense devoted to traditional advocacy activities for advancing positions of our Board or the Chamber. Rather, we provide information and resources to local business owners, empowering them to advocate for themselves.

Our business model continues to evolve, moving towards a fee-for-service and sponsorship model. Today, membership dues represent 42% of revenue (in line with the industry). We maintain an affordable dues level so that independent businesses can afford access to membership benefits. Nevertheless, we are working to increase dues revenue even while we expand our sponsorship, advertising and other non-dues revenue opportunities. We are encouraged by our progress towards a self-funding model. We appreciate your consideration of funding until we reach 100% sustainability.

In support of this grant request, we are attaching the following documentation:

1. 2017 Draft Tax Return in lieu of audit
2. 2018 Budget and 2019 Draft Budget
3. 2018 June, 2018 YTD P&L vs Budget
4. 2018 Accomplishments to Date (monthly Board Dashboard reports)
5. Listing of Existing Staff with salary and benefits

Thank you for consideration of our request. We appreciate our collaboration with the Village of Oak Park in support of the small business community here. Representatives from our Executive Committee and myself look forward to a meeting with you later in August to discuss this application.

Respectfully submitted,

Cathy Yen
Executive Director
708.205.4766

Robert Stelletello
Chamber Board President
630.336.3250

Mike Lavery
Chamber Board Vice President
312.848.1565

**OPRF Chamber of Commerce
2018-19 Full Year Budget**

	<u>Final Budget 2018</u>		<u>Preliminary Budget 2019</u>	
Income				
Membership	\$142,000	42%	\$172,000	50%
Event Revenue	44,725	13%	47,000	14%
Event Specialty Sponsors	44,700	13%	55,000	16%
Contributions Income	1,000	0%	1,000	0%
Member Directory	7,000	2%	7,000	2%
Other Revenue (Incl Grant)	100,000	29%	60,000	18%
Total Income	\$339,425	100%	\$342,000	100%
Expenses				
Printing, Web, Communications & Marketing	\$29,400		\$30,000	
Office Expense	8,650		6,000	
Personnel Expense	233,834	69%	235,000	69%
Scholarship	1,000		1,000	
Professional Fees	4,640		4,500	
Financial Fees	6,655		7,000	
T&E, Volunteers, Community	3,821		3,000	
Events and Programming	50,925		55,000	
Total Expenses	\$338,925		\$341,500	
Net Operating Income	\$500		\$500	
Net Income	\$500		\$500	

**OPRF Chamber of Commerce
Budget vs. Actuals: January - June, 2018**

	Six Months ended June 30, 2018	
	Actual	Budget
Income		
4000 1100 Membership	\$69,510	\$69,800
4010 1200 Event Revenue	32,631	25,900
4020 1300 Specialty Sponsors	26,595	30,600
4030 1400 Contributions Income	775	510
4040 1500 Other Revenue	50,331	50,000
Total Income	\$179,842	\$176,810
Expenses		
2200 Communications & Marketing	\$20,492	\$18,530
2500 Office Expense	3,474	4,710
2600 Personnel Expense	109,459	115,511
2800 Scholarship/Interns	1,775	510
6180 2400 Professional Fees	3,407	3,320
6200 2300 Financial Fees	3,651	3,140
6350 2700 T&E, Volunteers, Community	4,590	2,415
6670 2100 Events and Programming	13,326	16,000
Total Expenses	\$160,173	\$164,136
Net Operating Income	\$19,669	\$12,674
Net Income	\$19,669	\$12,674

Monthly Chamber Board Dashboard

2018

OBJECTIVE

Provide the Chamber Board of Directors with a monthly snapshot of key metrics

TIMING

Chamber staff begins inputting into the shared document immediately after the close of the month. Document should be final no later than 1pm on the Monday prior to the Board meeting (typically the first Tuesday of the month at 7:30am)

ROLES AND RESPONSIBILITIES

- Membership - Liz / Cathy
- Communication - Ronnie
- Program Attendance - Mark
- Advocacy - Cathy
- Events - Janice
- Finance - Cathy
- Districts & Partnerships - Jenny
- Board - Cathy

MODIFICATIONS

We can improve the dashboard over time based on better metrics and Board input

Monthly Dashboard

JANUARY, 2018

<p>MEMBERSHIP</p> <table border="1"> <tr> <td>NEW</td> <td>REJOIN</td> <td>RESIGN</td> <td>TOTAL</td> <td rowspan="2">2018 GOAL 525</td> </tr> <tr> <td>13</td> <td>0</td> <td>2</td> <td>486</td> </tr> </table>	NEW	REJOIN	RESIGN	TOTAL	2018 GOAL 525	13	0	2	486	<p>COMMUNICATION</p> <p>Newsletter open rate: 25% Member emails: TBD Website views: 12,773 unique Top Landing Pages: Foodie Fest Retail Warehouse Sale, Bite Nite</p> <p><u>FACEBOOK STATS</u> Facebook Followers: 2,524 Followers, Jan: 35 (+13%) FB post reach: 3,123 Top Post for Jan: “Retail Roundtable FB Live” (494) FB Group Members: 232</p>	
NEW	REJOIN	RESIGN	TOTAL	2018 GOAL 525							
13	0	2	486								
<p>PROGRAM ATTENDANCE</p> <p># of Programs: 8 Monthly Attendance: 168 Unique Attendance: 120 YTD Total Programs: 8 YTD Total Attendance: 168</p>	<p>ADVOCACY HOURS</p> <p># of Interactions: 25 Hours Spent:: 35.5 # of Web Posts: 9</p>	<p>SPECIAL EVENTS & SPONSORS</p> <p>YTD Sponsor Rev\$: \$17,200 GOAL: \$43,000 (achieved 40.0%) YTD Event Attendance: 450 (BN) YTD # Vendors: 51+20+55=126 Staff Hrs/Budget: 165/90</p>									
<p>FINANCE (Coming soon)</p> <p>A/R: \$xx,xxx YTD Revenue: \$xx,xxx Annual Budget: YTD Expense: \$x,xxx Annual Budget:</p>	<p>DISTRICTS & PARTNERSHIPS</p> <p>Sasaki branding project, Arts, Hemingway and Pleasant annual meetings, Resilient Communities, VOP Bag Fee work, Community Involvement Commission support, NPO calendar push, District Association billing</p> <p>BOARD</p> <p>* Retreat held in lieu of meeting; 95% attendance *Good engagement at Bite Nite</p>										

Monthly Dashboard

FEBRUARY, 2018

<p>MEMBERSHIP</p> <table border="1"> <tr> <td>NEW</td> <td>REJOIN</td> <td>RESIGN</td> <td>TOTAL</td> <td rowspan="2">2018 GOAL 525</td> </tr> <tr> <td>32</td> <td>3</td> <td>4</td> <td>508</td> </tr> </table>	NEW	REJOIN	RESIGN	TOTAL	2018 GOAL 525	32	3	4	508	<p>COMMUNICATION</p> <p>Newsletter open rate: 34%</p> <p>Member emails: 1201</p> <p>Website views: 11,649 unique</p> <p>Top Landing Pages: Retail Warehouse Sale, H&W Fair, Events Calendar</p> <p><u>FACEBOOK STATS</u></p> <p>Facebook Followers: 2,536 Followers, Feb: 12 (-43%) FB post reach: 2,988 Top Post for Feb: "WiB: Coaching: FB Live" (979) FB Group Members: 244</p>	
NEW	REJOIN	RESIGN	TOTAL	2018 GOAL 525							
32	3	4	508								
<p>PROGRAM ATTENDANCE</p> <p># of Programs: 11</p> <p>Monthly Attendance: 278</p> <p>Unique Attendance: 192</p> <p>YTD Total Programs: 19</p> <p>YTD Total Attendance: 446</p>	<p>ADVOCACY HOURS</p> <p>:</p> <p># of Interactions: 13 (38 YTD)</p> <p>Hours Spent:: 21 (56.5 YTD)</p> <p># of Feb Web Posts: 2 (11 YTD)</p>	<p>SPECIAL EVENTS & SPONSORS</p> <p>YTD Sponsor Rev\$: \$22,850</p> <p>GOAL: \$43,000 (achieved 53.1%)</p> <p>YTD Event (3) Attendance: 975</p> <p>YTD # Vendors: 51+20+75=146</p> <p>Staff Hrs/Budget: 225/150</p>									
<p>FINANCE @2/28/18</p> <p>A/R: \$93,072</p> <p>YTD Revenue: \$\$119,358</p> <p>Annual Budget: \$337,850</p> <p>YTD Expense: \$47,697</p> <p>Annual Budget: \$337,350</p>	<p>DISTRICTS & PARTNERSHIPS</p> <p>Resilient Communities, VOP Bag Fee work, Community Involvement Commission support, NPO calendar push, District Association billing, BAC facilitation, Retail Warehouse outreach to new sector, West Sub Board partnership</p> <p>BOARD</p> <ul style="list-style-type: none"> * Volunteers led successful Retail Warehouse * Board led New Member Breakfast 										

Monthly Dashboard

MARCH, 2018

MEMBERSHIP				2018 GOAL 525	COMMUNICATION	<u>FACEBOOK STATS</u>
NEW 43	REJOIN 3	RESIGN 7	TOTAL 514		Newsletter open rate: 31% Member emails: 1202 Website views: 10,767 unique Top Landing Pages: Events, Directory, Survey, H&W Fair, New Member App	Facebook Followers: 2,553 Followers, Mar: 17 FB post reach: 961 Top Post for Mar: Studio 8 Ribbon Cutting
6 this month						FB Group Members: 248

PROGRAM ATTENDANCE

of Programs: 11
 Monthly Attendance: 247
 Unique Attendance: 171
 YTD Total Programs: 30
 YTD Total Attendance: 693

ADVOCACY HOURS

of Interactions: 8 (YTD 46)
 Hours Spent: 12 (YTD 69)
 # of Web Posts: 2 (YTD 13)

SPECIAL EVENTS & SPONSORS

YTD Sponsor Rev\$: 23,900
 GOAL: \$43,000 (achieved 56%)
 YTD Event Attendance: 975
 YTD # Vendors: 146
 Staff Hrs/Budget: 248/225

FINANCE (Feb numbers)

A/R: \$93,072
 YTD Revenue: \$119,358
 Annual Budget: \$337,850
 YTD Expense: \$47,697
 Annual Budget: \$337,353

DISTRICTS & PARTNERSHIPS

Sasaki Branding Project, Visual Identity Refresh, District Association billing, BAC facilitation, Parking survey, Southtown collaboration with OPAAC

BOARD

- * Led Annual Meeting; set goals
- * Began exploring Home Sector

Monthly Dashboard

APRIL, 2018

MEMBERSHIP	New	Resigned	Net	Total
Jan-Mar	46	(7)	39	514
April	<u>5</u>	<u>(12)</u>	<u>(7)</u>	507
	51	(19)	32	
			2018 GOAL: 525	

COMMUNICATION	<u>FACEBOOK STATS</u>
Newsletter open rate: 29%	Facebook Followers: 2,721
Member emails: 1,230	Followers, Mar: 168
Website Pageviews: 12,681	FB post reach: 1,223
Top Landing Pages: H&W Fair, Events(H&W), Events, Events (Const Forum), Events (Shredding FPNB)	Top Post for Mar: Little Newtons Ribbon Cutting
	FB Group Members: 258

PROGRAM ATTENDANCE
of Programs: 8
Monthly Attendance: 147
Unique Attendance: 120
YTD Total Programs: 38
YTD Total Attendance: 840

ADVOCACY HOURS
of Interactions: 12
Hours Spent: 19.75
of Web Posts: 1

SPECIAL EVENTS & SPONSORS
YTD Sponsor Rev\$: \$25,050
GOAL: \$43,000 (achieved 58.3%)
YTD Event Attendance: 1,475
YTD # Vendors: 152
Staff Hrs/Budget: 306/285

FINANCE @3.31.18
A/R: \$67,419
YTD Revenue: \$135,121
Annual Budget: \$337,850
YTD Expense: \$88,090
Annual Budget: \$337,353

DISTRICTS & PARTNERSHIPS
Visual Identity Refresh, District Association billing, Water-Sewer Project on North Blvd Meeting, Transportation Commission Meeting, North Avenue Business Association B2B Business Expo

BOARD
* Board-led Health & Wellness Fair a huge success, sold-out vendor booths and over 600 people

Monthly Dashboard

MAY, 2018

MEMBERSHIP	New	Resigned	Net	Total
Jan-Apr	51	(19)	32	507
May	<u>8</u>	<u>(20)</u>	<u>(12)</u>	495
	59	(39)	20	
			2018 GOAL: 525	

COMMUNICATION	<u>FACEBOOK STATS</u>
Newsletter open rate: 32%	Facebook Followers: 2,727
Member emails: 1,215	Followers, May: 6
Website Pageviews: 12,493	FB post reach: 987
Top Landing Pages: Events, Econ Lunch, SA, Events (Blooming, Events(Day in Village,	Top Post for May: WiB Managing Energy
	FB Group Members: 261

PROGRAM ATTENDANCE
of Programs: 9
Monthly Attendance: 178
Unique Attendance: 139
YTD Total Programs: 47
YTD Total Attendance: 1018

ADVOCACY HOURS
(Month/YTD)
of Interactions: 11/69
Hours Spent: 13/102
of Web Posts: 1 / 4

SPECIAL EVENTS & SPONSORS
YTD Sponsor Rev\$: 27,400
GOAL: \$43,000 (achieved 63.7%)
YTD Event Attendance: 1,645
YTD # Vendors: 152
Staff Hrs/Budget: 385/360

FINANCE
05.31 A/R: \$11,139
04.30 YTD Revenue: \$141,889
Annual Budget: \$337,850
04.30 YTD Expense: \$110,144
Annual Budget: \$337,353

DISTRICTS & PARTNERSHIPS
Visual Identity Refresh, District Association billing, Meetings with North Ave., Pleasant and Hemingway, CMAP North Avenue Revitalization and Mobility Plan, Southtown Art Sculpture Walk, BAC involvement - focused on straws, parking, and meeting format going forward

BOARD
* Led successful Economic Luncheon on econ development
* Board led New Member Breakfast

Monthly Dashboard

JUNE, 2018

MEMBERSHIP	New	Resigned	Net	Total
Jan-May	59	(39)	20	495
Jun	<u>2</u>	<u>(1)</u>	<u>1</u>	496
	61	(40)	21	
			2018 GOAL: 525	

COMMUNICATION	<u>FACEBOOK STATS</u>
Newsletter open rate: 30%	Facebook Followers: 2,747
Member emails: 1,205	Followers, Jun +20
Website pageviews: 14,454	Top post reach: 838
Top Landing Pages: Events, SA, Day in Our Village, Summer Concerts, SA Nom Form	Top Post: Poke Burrito Ribbon Cutting
	FB Group Members: 266

PROGRAM ATTENDANCE
of Programs: 9
Monthly Attendance: 167
Unique Attendance: 131
YTD Total Programs: 56
YTD Total Attendance: 1185

ADVOCACY HOURS
of Interactions: 10 Jun / 79 YTD
Hours Spent: 15 June / 117 YTD
of Web Posts: 5 YTD

SPECIAL EVENTS & SPONSORS
YTD Sponsor Rev\$: 34,000
GOAL: \$43,000 (achieved 79%)
YTD Event Attendance: 1,645
YTD # Vendors: 152
Staff Hrs/Budget: 424/420

FINANCE
A/R at 7.9: \$60,625
May YTD Revenue: \$161,684
Annual Budget: \$337,850
May YTD Expense: \$x,xxx
Annual Budget: \$337,353

DISTRICTS & PARTNERSHIPS
Visual Identity Refresh, District Association billing, Southtown Art Sculpture Walk, BAC involvement - focused on straws, parking, and meeting format going forward. Met new Asst Dir of Dev Customer Srvc at VOP, worked with him on Facade Grant information. Met new ED for Visit Oak Park.

BOARD
* Board led- Spotlight nominations underway. Set up Day In Our Village booth

Monthly Dashboard

JULY, 2018

MEMBERSHIP	New	Resigned	Net	Total
Jan-Jun	61	(40)	21	496
Jul	<u>9</u>	<u>(7)</u>	<u>2</u>	498
	70	(47)	23	
			2018 GOAL: 525	

COMMUNICATION	<u>FACEBOOK STATS</u>
Newsletter open rate: 31%	Facebook Followers: 2,759
Member emails: 1,205	Followers, Jul: -12
Website pageviews: 12,665	Top post reach: 1,500
Top Landing Pages: SA, Events, Summer Concerts, SA Noms form, Golf Outing	Top Post for July: <i>FB Live: Diversity Training</i>
	FB Group Members: 268

PROGRAM ATTENDANCE
of Programs: 7
Monthly Attendance: 144
Unique Attendance: 121
YTD Total Programs: 63
YTD Total Attendance: 1329

ADVOCACY HOURS
of Interactions: 15 Jul / 95 YTD
Hours Spent: 28 Jul / 146 YTD
of Web Posts: 5 YTD

SPECIAL EVENTS & SPONSORS
YTD Sponsor Rev\$: 34,350
GOAL: \$43,000 (achieved 80%)
YTD Event Attendance: 1,789
YTD # Vendors: 152
Staff Hrs/Budget: 504/480

FINANCE
A/R: \$45,420 (7.31)
YTD June Revenue: \$179,943
Annual Budget: \$337,850
YTD June Expense: \$160,173
Annual Budget: \$337,353

DISTRICTS & PARTNERSHIPS
Visual Identity Refresh, District Association billing, Pleasant District Meeting, Southtown Art Sculpture Walk, CMAP questionnaire, Holiday Decor for Business Districts,

BOARD
* Volunteers led successful Golf Outing in collaboration with Forest Park