



# 2024 ANNUAL REPORT



# Thank you for your support in 2024!

Dear Chamber Members,

Thank you for continuing to invest in the Kanab Area Chamber of Commerce. Our members allow us to provide services to area businesses and the community. We are committed to doing all that we can to keep you informed and support your business or organization. Please don't hesitate to contact us if there's any way we can help your business continue to grow.



In keeping with our mission we're providing this Annual Report of the chamber's progress toward areas of focus established the previous year. It's been exciting to see the chamber grow, both in membership and services, and we couldn't have done it without the support of our members and partners in the community.

Here's to another year of growth and opportunity!

*Pat Guenno*

President, Kanab Area Chamber of Commerce

## 2024 Chamber Board Members



Ron Thomas  
Vice President



Matt Claflin  
Treasurer



Don Jennings  
Secretary



Nicholas Meyeres  
Board Member



# Mission

The Kanab Area Chamber of Commerce supports the creation of a strong local economy, promotes the local business community, provides networking and training opportunities for its members, and represents local business interests to government entities.

# About the Chamber

Established in 1967, the Kanab Area Chamber of Commerce is a nonprofit organization whose members are individuals and business owners invested in developing their businesses, growing our economy, and strengthening our community. We work with our members and partners to make Kanab and the Kanab area the best place to live, work, and do business. Like most trade organizations, the Chamber is categorized as a 501c6 nonprofit corporation governed by its Board of Directors. All board members and officers are volunteers, and are not compensated for their service. Revenue from membership fees covers the cost of meetings and events including training, seminars, and summits, as well as the cost of our online business directory and newsletter.



# What we do



**CONNECT**



**PROMOTE**



**DEVELOP**



**ADVOCATE**

Monthly luncheons and breakfasts; business to business and business to client networking & promotion; trainings, seminars, special events; a voice for local business in government.



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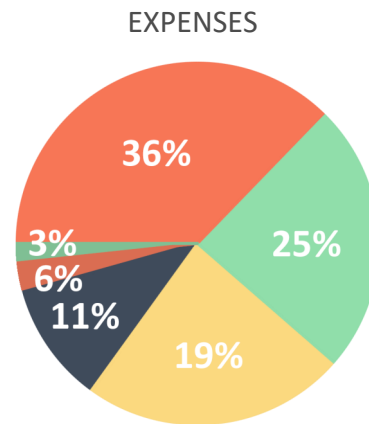
# PROGRESS IN 2024:

- **GOAL: Create new programs and services to benefit our members**
  - Advertising grants for members via Southern Utah News
  - 5 ribbon cuttings/grand openings in 2024
  - 1 Women's Business Center of Utah networking events
  - 8-month Kanab area training cohort in partnership with the Women's Leadership Institute
  - 2 Valley business luncheons at the North Event Center in Orderville
- **GOAL: Provide consistent and sustainable value for membership**
  - Award-winning website and business directory in 2024
  - Business lunches and networking breakfasts free for members
  - No increase in membership fees
- **GOAL: Grow the board of directors by 1-3 members**
  - Added 1 new member (Nicholas Meyeres, Burro Flats High Desert Lodge)
- **GOAL: Nurture existing local municipal and business partnerships and create new sustainable partnerships to benefit our members**
  - Partnerships with Kane County, City of Kanab, Town of Orderville, Town of Glendale, Kane County Office of Tourism, Utah Small Business Development Center, Women's Business Center of Utah, and US Small Business Administration
  - Multiple business trainings with Southwest Technical College
  - Planning & sponsoring partner for the Raising Kane Business Summit
- **GOAL: Implement effective marketing and communication to promote the chamber's work in the community**
  - Monthly email newsletter to 460 subscribers with 54.63% open rate



# 2024 Finances

|                    |          |
|--------------------|----------|
| Beginning Balance: | \$10,628 |
| Services Revenue:  | \$18,338 |
| Grants Revenue     | \$15,000 |
| Expenses:          | \$25,526 |
| Ending Balance:    | \$18,440 |



|                           |
|---------------------------|
| Events & Training—36%     |
| Meals for Events—25%      |
| Marketing—19%             |
| Professional Services—11% |
| Scholarships—6%           |
| Operating Supplies—3%     |

## Our Focus in 2025

- Increase membership
- Create new/support existing programs and services to benefit members
- Provide consistent and sustainable value for membership
- Nurture existing local municipal and business partnerships and create new sustainable partnerships to benefit members, including a focus on businesses and events in Glendale, Orderville, and Valley locations
- Implement effective marketing and communication to promote the chamber's work in the community

## Connect with the Chamber!

 [INFO@KANABCHAMBER.ORG](mailto:INFO@KANABCHAMBER.ORG)

 [FACEBOOK.COM/KANABAREACHAMBER](https://www.facebook.com/KANABAREACHAMBER)

 [FACEBOOK.COM/KANABAREAHHELPWANTED](https://www.facebook.com/KANABAREAHHELPWANTED)

 [KANABCHAMBER.ORG](http://KANABCHAMBER.ORG)

*Thank You!*