

# 2021 ANNUAL REPORT

MOORE CHAMBER  
OF COMMERCE

# YOUR BOARD OF DIRECTORS

The Moore Chamber of Commerce board members are responsible for ensuring that the chamber is mission-driven, financially responsible, and compliant with laws governing our non-profit status. The Executive Committee acts on behalf of the board between meetings.

## 2021 EXECUTIVE COMMITTEE



**Jeff Arvin, Chair**  
FNB Community Bank



**Chris Manna, Chair Elect**  
Moore Public Library



**Mike Smith, Secretary**  
BancFirst



**Patti Morgan, Treasurer**  
Eide Bailly, LLP



**Carolie Rozell, Past Chair**  
McPhaul Rozell Law Firm, PLLC

## 2021 BOARD OF DIRECTORS

**Crystal Bennett**

Republic Services/Allied Waste

**Jan Davis**

Tinker Federal Credit Union

**Dee Ann Gay**

First United Bank

**John Ireland**

John M. Ireland & Son Funeral Home & Chapel

**Jim Jennings**

Clearview Insurance

**Jeff Miles**

Armstrong Bank

**Jan Moran**

A T & T

**Jake Shockley**

Physical Therapy Central of Moore

**Monty Strickland**

Realty Experts

**Paul Urquhart**

Earlywine YMCA

**Brianna Wall**

Oklahoma Electric Cooperative

**Kelly Wells**

Norman Regional Health System

## EX-OFFICIO

**Dr. Tim Eaton, Chancellor**

Randall University

**Dr. Joe Ely, Director of Business & Industry Services**

Moore Norman Technology Center

**Brooks Mitchell, City Manager**

City of Moore

**Dr. Robert Romines, Superintendent**

Moore Public Schools

**Dr. Jeremy Thomas, Interim President**

Oklahoma City Community College

# A NEW KIND OF CHAMBER

We have discussed for years what the Moore Chamber's role is in the community. We KNOW our role is to serve as a convener and a champion for our businesses and the community at large. As this year has progressed, we have looked at innovative ways we can better serve as both. Being the new President/CEO at the Moore Chamber, I took on the task of truly diving into what that means to us internally and externally. As a team, we reviewed what we are doing and asked some difficult questions both of ourselves and of our members. We hope what the future holds for us and our members is something to talk about. So, if you have not gotten involved with your chamber as a member or as a volunteer, now more than ever is a great time to be a part of the upcoming changes for the better. We at the Moore Chamber are determined to be all we can be to Moore.

Sincerely,  
Kim Brown, IOM  
President/CEO

## YOUR CHAMBER STAFF

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**Kim Brown, IOM**  
President/CEO



**Carole Motley**  
Director of Membership



**Kelly Arnold, APR**  
Director of Development &  
Engagement



**Cheryl Patterson**  
Operations Manager

AT&T  
A-Better Heating & Air Conditioning  
Ace Party Supplies & Showtime Concession  
American Logo & Sign Inc.  
Apollo Building Systems, Inc.  
Armstrong Bank - Norman  
Arvest Bank  
Bliss Electric Inc.  
Brand Senior Center  
Cavnar Insurance Agency  
Century 21 First Choice Realty  
Charles Thompson, Inc.  
City of Moore  
Cleveland County Fair Grounds  
Country Leisure Manufacturing  
Cox Business  
Dolase Company  
Doyle-Crow & Associates  
Dr. Chad Spiva  
First American Title & Trust Co.  
First Fidelity Bank  
First United Bank  
Floorco Design Center  
Home Creations  
Homsey Family & Cosmetic Dentistry  
Ideal Homes  
INTEGRIS Family Care-Moore  
INTEGRIS Southwest Medical Center  
INTRUST Bank, N.A.  
JEM Glass & Service  
LaGree Associates  
Marvin Haworth Homes, Inc  
Mattocks Printing Co.  
MidFirst Bank  
Moody Mechanical  
Moore American Newspaper



Moore Golf & Athletic Club  
Moore Norman Overhead Door, Inc.  
Moore Public Library  
Moore Public Schools  
Moore Smiles  
Moore Tag Agency  
Moore Youth & Family Services  
OG&E Energy Corp  
OKC Wellness Clinics  
Oklahoma Electric Cooperative  
Oklahoma Natural Gas  
Randall University  
Randall's Temp Control Specialists  
Realty Experts  
Shelter Insurance Ginny Freeman Agency  
Silver Star Construction Co.  
Sonic Drive-In  
Spectro Wire & Cable  
Statewide Roofing, Inc.  
Subway  
T. C. Burgin, CPA, PC  
Tinker Air Force Base 507th  
Tinker Federal Credit Union  
Todd Haworth Frameworks  
Triple S Systems  
Unity Insurance Partners  
Veolia Water North America  
Walmart Supercenter  
Work Activity Center

# 2021 MEMBERSHIP BY THE NUMBERS

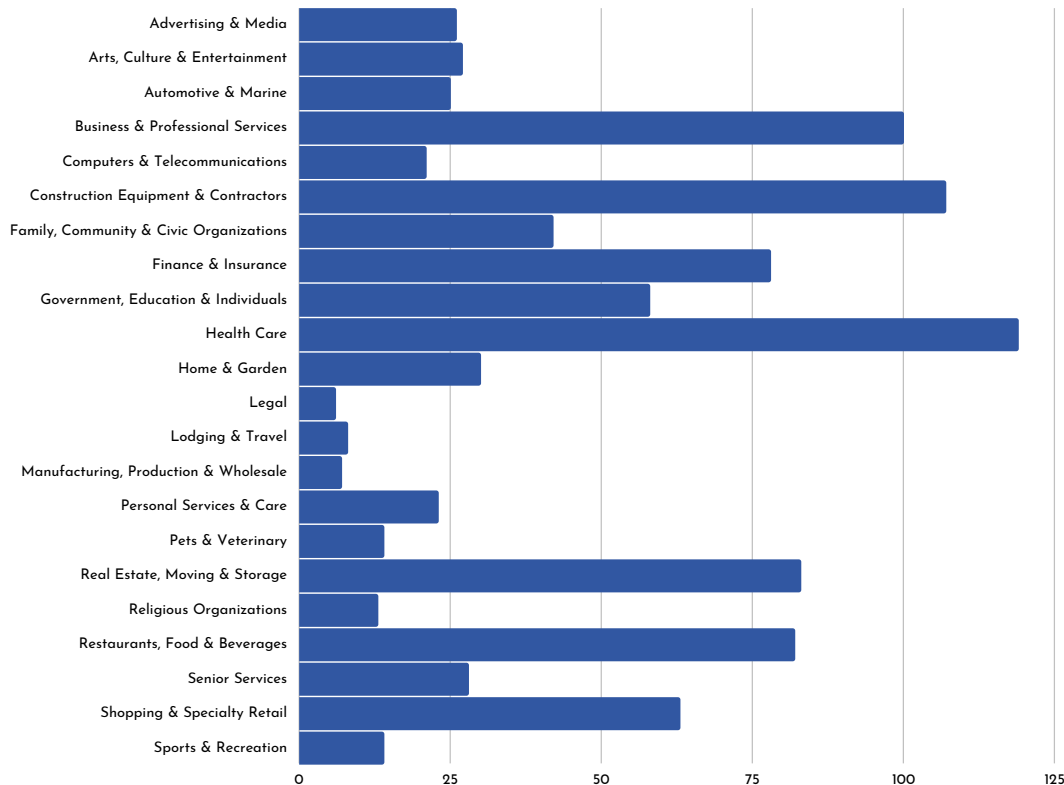
# 720

**Current Members**

**7% Cumulative Growth Rate**

# 6,000+

**Employees represented in the Moore Chamber membership**



## Member Celebrations

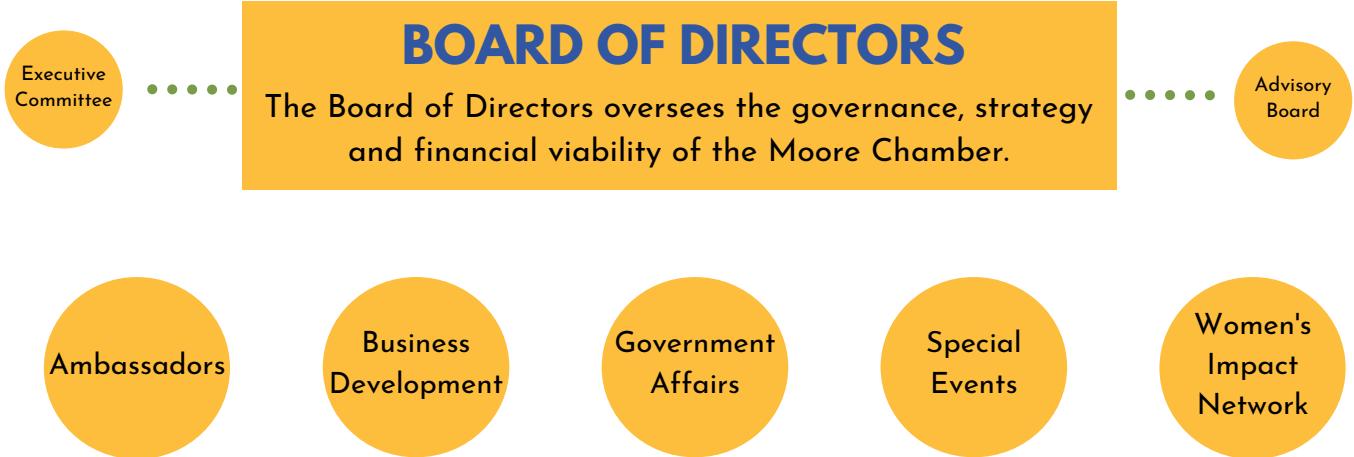


**What's a Ribbon Palooza?**

For those who are not brick and mortar businesses, the event gives them the opportunity to celebrate their membership and their accomplishments.

# MEMBER ENGAGEMENT OPPORTUNITIES

We believe that through the collective knowledge and impact of convening business leaders, we can work together to build a strong business climate. In 2021, we offered a wide variety of ways to get involved and give every business a seat at the table.



## GROWING YOUR NETWORK ACTIVATING YOUR STORY



Want to learn more about the Chamber's engagement opportunities? Email Kelly at [karnold@moorechamber.com](mailto:karnold@moorechamber.com).

# SOCIAL MEDIA OVERVIEW

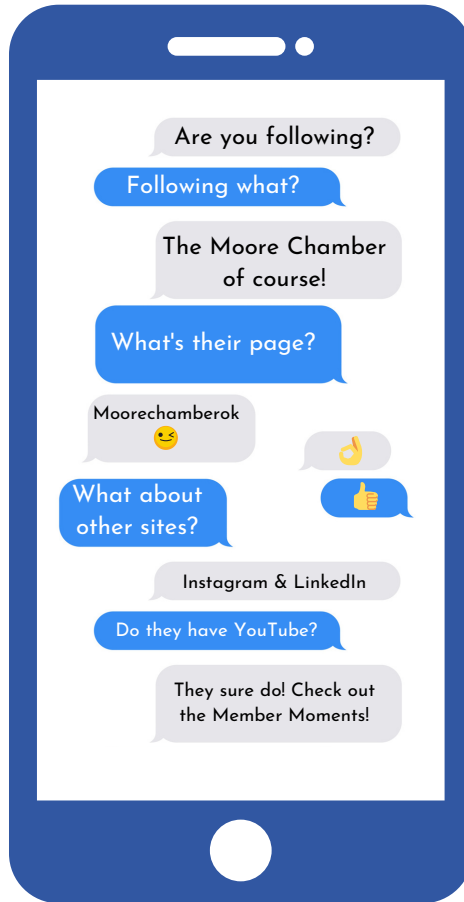


moorechamberok  
**4478**

moorebusinessside  
**2124**

mooreinvolved  
**1319**

moorechamberWIN  
**106**



moorechamber  
**1189**

moorechamber  
**133**

NEW FOR 2021

LinkedIn  
**53**



YouTube  
**14**



**9,416**

Total Followers

**23,155**

Total Engagement

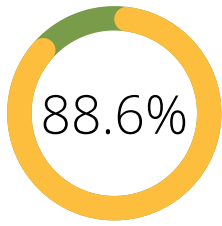
**96,504**

Total Impressions

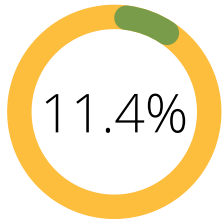
## SOME CAMPAIGNS



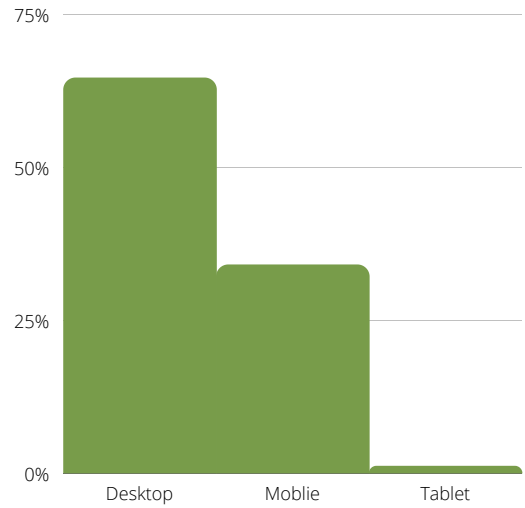
# AUDIENCE METRICS



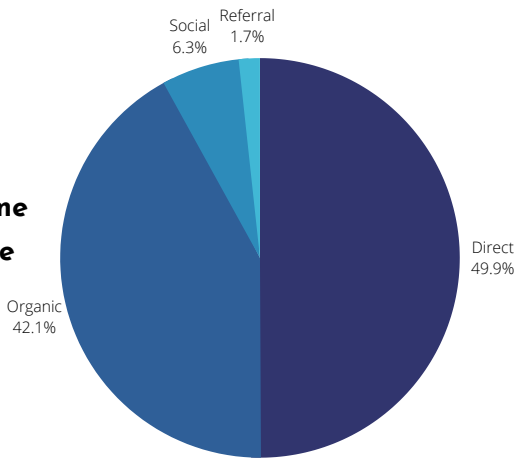
**New Visitors**



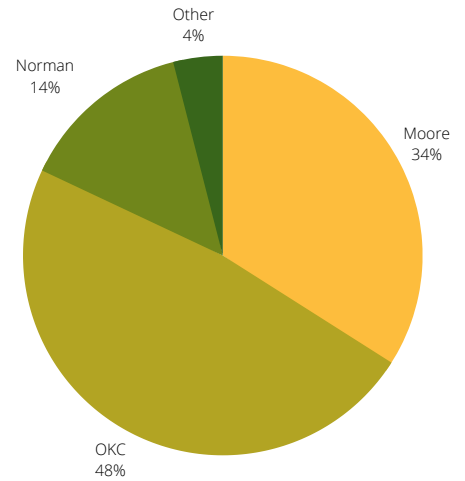
**Returning Visitors**



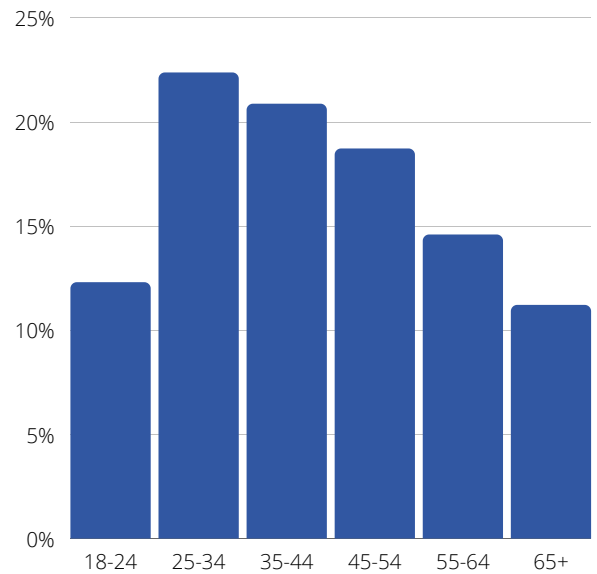
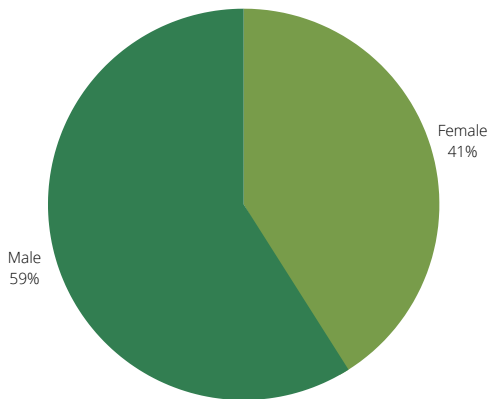
**Lifetime Value**



**Location**



## Demographics



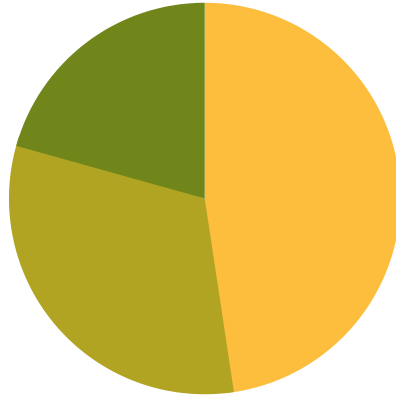
**Most active month June**



# FINANCIAL REPORT

Other Income  
\$92,069

## ..... 2021 Revenue



Membership  
\$212,170

Sponsorships  
\$141,343

## 2021 Expenses .....

Projects and Programs .....

\$165.3K

Communications/Marketing .....

\$102.3K

General .....

\$89.7K

## KEY CHALLENGES:

Shifting back to in-person gatherings

Being innovative with the "new" business environment and ever-changing business climate

# NOTABLES FOR 2021

- Celebrated the 75th anniversary of the Chamber, incorporated in 1946.
- In-person events saw a resurgence with General Membership Luncheons rebounding to 85% of pre-pandemic attendance.
- Retirement of Kathy Gillette, President/CEO 2014-2019, Membership 2006-2013.
- Promotion of Kim Brown to President/CEO 2020-Present, Development 2014-2019.
- First Membership Campaign since 2008. Hosted over 120 volunteers and gained 141 new members.
- Welcomed new staff person, Kelly Arnold, APR, to the role of Director of Development and Engagement.
- Hosted Leadership Moore classes 2020-2021 and 2021-2022, introducing over 30 community leaders to the program and a variety of aspects of the community.
- Held Inaugural Day at the Capitol in partnership with Rep. Mark McBride. More than 20 attendees heard from the Oklahoma Governor, Speaker of the House, Chairman of Appropriations and Budget, Director of the Unemployment Commission, and more.
- Networking Lunches were re-vamped to be hosted at local member restaurants as a way to continue to support the efforts of rebounding establishments and to accommodate the size of the event which has outgrown the Chamber facility.
- Fill the Bus - We delivered \$300-\$350 worth of school supplies to 20 Moore Public Schools totaling over \$6,700. We received \$2,750 in Fill the Bus sponsorship money to purchase the remaining school supplies. Overall, we received over 3,700 pieces of school supplies.
- Women's Impact Network (WIN) has grown to over 70 active participants and again contributed \$1,000 to their community partner - Women's Resource Center.
- WIN held its first "Girl Boss" Luncheon with over 120 in attendance and a panel of four professional and influential women leaders.
- Hosted seven strategic planning sessions with Chamber members and members of the community to help direct the future of the Chamber.
- Began production of Member Moment videos, a series of video highlights sponsored monthly by a member, who then selects four fellow members to spotlight in the videos.
- Improving on the social media platforms, the Chamber now has a LinkedIn page to provide another connection point for member professionals.

# THANK YOU TO OUR 2021 SPONSORS

INB Financial Center  
405 Business Club  
Ace Party Supplies & Showtime Concession  
AGP-the Abla Griffin Partnership LLC  
Airco Service Inc  
Allstate-Julie Cook Insurance Agency  
Allstate-Thurman Lynch Insurance Agency  
Ally's House, Inc.  
American Eagle Title Group  
Aria Real Estate Group  
Armstrong Bank - Norman  
Armstrong Bank - South Oklahoma City  
AT&T  
Baker Brothers Electric, Inc.  
BancFirst  
Benchmark Construction Services LLC  
Black Rifle Coffee Co.  
Bohon Roofing  
Brown-O'Haver  
Canadian River Winery  
Center Sphere, LLC.  
Chick-fil-A  
Christian Brothers Automotive  
Christian Brothers Automotive Norman  
City of Moore  
Cox Business  
Crumbl Cookies  
Darrell Weaver, State Senate, District 24  
Doyle-Crow & Associates  
Eaton Business Solutions  
Edward Jones - Krystal Marazzi  
Eide Bailly LLP  
First Citizens Bank  
First Fidelity Bank  
First United Bank  
FirsTitle  
Five Star Painting of Norman  
FNB Community Bank  
Goose's Liquor Cabinet  
Great Plains Bank  
Green Hope Wellness  
Greg Darnell Ford  
INTEGRIS Southwest Medical Center  
Integrity Inventory Solutions, LLC  
John M. Ireland & Son Funeral Home & Chapel  
Malthaner Consulting  
Mark McBride, State Representative, District 53  
Marvin Haworth Homes, Inc  
McGraw Realtors  
Mercury Press Plus  
Michelle's Destinations  
MidFirst Bank  
Moore Food Resource Center  
Moore Funeral and Cremation  
Moore Norman Technology Center  
Moore Public Schools Foundation  
Moore Rotary Club  
Newcastle Casino  
Norman Regional Health System  
OG&E Energy Corp  
Oklahoma City Community College  
Oklahoma Electric Cooperative  
Oklahoma Natural Gas  
Realty Experts  
Red Star Consulting, LLC  
Republic Services/Allied Waste  
Shelter Insurance Ginny Freeman Agency  
Snubble Tubble Candles  
SportsTalk Media/19th Street Magazine  
Storage "R" Us  
Tax Worx  
Tinker Federal Credit Union  
Trucker Treats  
Unity Insurance Partners  
Valliance Bank  
Veolia Water North America  
WalMart Super Center  
Water's Edge Winery  
Whataburger, Inc.  
Whittington Realty

If your business has been inadvertently left off this list, please notify the Chamber.



# **MOORE CHAMBER OF COMMERCE**

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[www.MooreChamber.com](http://www.MooreChamber.com)