Focus on 2019

Rio Rancho Regional Chamber of Commerce
Serving Central New Mexico
Membership

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Members</td>
<td>450</td>
<td>+ 10%</td>
</tr>
<tr>
<td>Volunteers</td>
<td>82</td>
<td>+10%</td>
</tr>
<tr>
<td>Ambassadors</td>
<td>20</td>
<td>24</td>
</tr>
</tbody>
</table>

Member Companies by Number of Employees

- 1-5: 56%
- 6-20: 24%
- 21-50: 16.8%
- 51-100: 4%
- 101+: 8%

Location of Members

- Rio Rancho: 7%
- Albuquerque: 40%
- Sandoval County: 53%
**Events & Networking**

**Annual Dinner**
- Tickets sold: 275
- Three events totaling 350

**Area Business Celebration**
- 560 attendees in 2018

**Business After Hours**
- 84 attendees in 2018

**Chamber AM**
- 145 players

**LSC Golf Tournament**
- 36

**Ribbon-Cuttings**
- 475 attendees in 2018

**Quarterly Luncheon**
- 480 attendees in 2018

**Visionaries**

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**2018**

- April 13, 2019
- May 23, 2019
- June 21, 2019

**2019**

- August 29, 2019
- Moved to the 2nd Tuesday of each month
- Schedule orientations directly before Quarterly Luncheons and invite attendee to stay for the program
- February 21, 2019
- March 30, 2019
- September 26, 2019
- December 5, 2019

**Expansion in 2019**
Marketing & Communications

The total number of Facebook users to 'Like' the Chamber Page increased 20% in 2018

Grew Instagram following by 200 followers in less than 1 year

Revamped Tourism, Relocation and added a Senior Living section

1600 + inboxes receive the weekly "Chamber at a Glance"

Shop on Southern was mentioned in news broadcasts 17 times in the second half of 2018

KDSK and ESPN ads for monthly BAH, as well as live remotes for various events

264,000 copies of the Rio Rancho Observer were distributed in 2018 with the Chamber’s page featured

200 + downloads in 2018. The app is used to push out daily updates on Southern Blvd. construction

In 2018, there were 17,500 Sessions & 100,000+ Page Views on www.rrccc.org

30% of those sessions were on a smartphone or tablet

Expand into other corridors in 2019

Grow Facebook followers by 10% and continue to grow presence on Instagram

Redesign website with new menus and fonts, making the site easier to navigate

Continue to grow mailing list in 2019; add a section for member discounts

Continue positive focus on Rio Rancho, Sandoval County, and the region

Starting in 2019, the Chamber will be advertising on KDSK 92.9, ESPN 101.7, Z106.3, Cindy 101.3 and The Oasis 103.7

More partnership publications with ABQ Journal

Continue to grow app downloads; expand exposure
Business Expansion

2018

Shop on Southern
A coalition of business owners affected by Southern Blvd Construction. The group meets monthly to discuss marketing strategies to maintain a business as usual presence during road construction.

Shop Small Week
The Chamber focuses on a week-long push to shop local beginning on Small Business Saturday. The effort continued this year with an emphasis on Southern Blvd. businesses. Consumers were encouraged to shop local by being entered to win prizes with every purchase.

Making the Connection
We help businesses and professionals connect with each other and make introductions when asked.

Business Expos
Business Expos were added to each Quarterly Luncheon as an opportunity for business owners to promote their brand. In 2018, there were 84 participants.

Area Business Celebrations
Area Business Celebrations were hosted at Southern Blvd businesses to increase awareness and interest during construction.

Focus in 2019

- Buyer’s Guide
- GRT Growth
- Large Business and Government Procurement
- Support and Educate Business Owners
- Support and Educate Consumers
- Bring more dining and gathering places to Rio Rancho
Our Community

Leadership Sandoval County

Nonprofit Alliance

Rio Rancho Community Foundation

Visionaries

Education & Athletics

Enchanted Holiday Stroll

Tails & Ales Fundraiser

2018

Community service projects at ASK Academy, Abravos Family Support Services and Veteran's Memorial Park

The NPA has 50 active members who meet quarterly

The 2018 Mayor’s Gala supported 18 nonprofits that serve our community

Quarterly community services projects for 2018: Honor Air, Dip, Dive + Donate, and the RRPD Toy Drive

Began building relationship with students and advisor. DECA volunteered for major events: Tails and Ales, SOS projects, and the Enchanted Holiday Stroll

First annual tree lighting for the city. Expanded partnership with the owners and businesses of the Plaza

Funded $3200 for four local dog rescues

2019

Expansion and notoriety of Leadership Sandoval County

Increase United Ways grants; increase corporate partnerships; increase number of meetings

Continue growth through 2019 to support 20 nonprofits

Add an additional community service project to promote during the winter/spring

Recruit students to volunteer in the office during breaks and after school

Continue the event and build it into a family/community tradition

Move event to Rio Rancho, rebrand as Southern Blvd. celebration
### Partners Group

- **Rio Rancho**
- **Town of Bernalillo Day**
- **Paseo del Vulcan and Unser Blvd**

### Roads and Infrastructure

### Legislative Activities

<table>
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<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
<td>The Chamber reestablished the group to include City, County, Public</td>
<td>Focus on business opportunities as well as GRT growth and community</td>
</tr>
<tr>
<td>Schools and Sandoval Economic Alliance representatives</td>
<td>excellence</td>
</tr>
<tr>
<td>Established support for Rio Rancho, Town of Bernalillo, Sandoval</td>
<td>January 30, 2019</td>
</tr>
<tr>
<td>County, Rio Rancho Public Schools, and business advocacy programs.</td>
<td>February 7, 2019</td>
</tr>
<tr>
<td>Hosted bipartisan reception</td>
<td></td>
</tr>
<tr>
<td>Developed project with partners in Sandoval and Bernalillo Counties</td>
<td>Place focus on why PDV is important and an alternate in Atrisco</td>
</tr>
<tr>
<td></td>
<td>Vista is not beneficial to Rio Rancho for continued development</td>
</tr>
<tr>
<td></td>
<td>Construction is slated to end in September of 2019</td>
</tr>
<tr>
<td>SOS group is the first of its kind to support business owners</td>
<td>Continue to evaluate key issues to ensure they are for the betterment</td>
</tr>
<tr>
<td>during road construction</td>
<td>of the community and region</td>
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<tr>
<td>The Chamber supported public safety and endorsed the mill levy</td>
<td></td>
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<tr>
<td>and hospital expansion</td>
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## Sample

### Workforce Connection - Central Region

**Our Goals:**
- Add Jobs
- Reduce Training Expenses
- Reduce Business Expenses

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**New Mexico Workforce Connection-Central Region**

**Business Services Referral Form**

**Bernalillo - Sandia - Torrance - Valencia**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
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<tbody>
<tr>
<td>Name of Employer:</td>
<td></td>
</tr>
<tr>
<td>Address, City, State &amp; Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Employer Contact:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
</tr>
<tr>
<td>EMPLOYER FEIN #:</td>
<td></td>
</tr>
<tr>
<td>EMPLOYER NM CRS #:</td>
<td></td>
</tr>
<tr>
<td>EMPLOYER EAN (Unemployment Insurance) #:</td>
<td></td>
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</tbody>
</table>

**Does your business have current workers' compensation insurance?**

**Please check the corresponding boxes below if interested in service.**

**Business Services**

Includes services such as applicant recruitment, hiring events at various locations including onsite at the New Mexico Workforce Connection Centers, labor market data and analyses, information about tax credits and employer incentive programs, a full range of job seeker skill set assessments with instant test results, use of computer labs and training rooms, online access for posting job vacancies, pre-employment screening, networking opportunities for employers, coordinated employer interviews, and much more!

**The following are subsidized Workforce Connection Services**

- **On-The-Job Training (OTT)**
  - Funding for up to six months of training to allow employers to close skill gaps.

- **Incumbent Worker or Customized Training**
  - Funding for existing or new employee training programs for employers in priority industries in order for employers to increase the skill levels of their workforce, ensure employee retention, and remain competitive.
Andy Strebe
Board Chair 2019

It is an honor to serve as the 2019 Chairman of the Board of Directors for your Chamber in 2019. I am confident we can make a difference this year with our collective efforts. We have an aggressive but achievable agenda this year, building on the success of the 2018 team’s efforts led by Gordon Moore, President of Lectrosonics and Jerry Schalow, President of the Chamber.

We will be laser focused on our three key chamber touch points:
1) Business to Business
2) Government Relations
3) Community Support

We have asked to board members that represent the businesses in our community to take our chamber to new levels through expanding our membership ranks and their financial support. I am also very excited about Jerry’s nonprofit alliance that the chamber leads. Thank you for your support in 2019!