

2015: Expanding Conversations

Shovels breaking dirt, storefronts with an 'open' sign, cranes soaring high and businesses announcing "we're hiring." It's been a solid year for Capital Region businesses slowly emerging from the economic downturn.

We aren't out of it yet, but we are certainly moving in the right direction and the region continues to prove itself as **THE** place to live, work and play.

It's been an important year for us at Metro Chamber as well. Together as a team we've:

- held over **50** networking and professional growth opportunities;
- celebrated members achievements with nearly **50** ribbon cuttings;
- inspired an army of nearly **700** young professionals ready to take this region to the next level via Metro EDGE;
- helped open **23** new businesses and counseled over **500** looking to build or expand their business via the Capital Region Small Business Development Center; and
- developed another class of civically engaged and socially aware leaders via Leadership Sacramento impacting a total of nearly **1,000** individuals over **30** years.

However, while numbers are important, where we've been most successful is in expanding our dialogue. We made it a priority this year to engage in a more thoughtful way with our members, to not only communicate to you, but to build a conversation with you.

Our members are making meaningful impacts to our region each day. We started **#CelebratingMembers** on our social media channels and crafted member spotlights to shine light on their contributions and unique stories.

We hit the pavement during our Business Walks speaking with over **1,000** businesses hearing directly from the source on what is working and what areas need improvement.

We expanded our dialogue outside of Sacramento proper. This year, our annual advocacy program Cap-to-Cap, saw the highest attendance in seven years. Our Study Mission set a new record with over **100** local leaders studying a city's best practices and discussing those models we could bring back home. The conversations we started in D.C. and Chicago are continuing back here at home.

Our job is to **advocate** for and **support** our members by leading the effort to **grow** and retain business. We look forward to continuing the conversation and delivering for you in 2016.

Peter Tateishi
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