

THERE FOR BUSINESSES



Business Support & Promotion

- 1-on-1 counseling to **59** businesses
- **11** *Milestones* events hosted
- **10** *Business Spotlights* published
- **24** improvement & informational webinars shared
- **66** businesses directly supported via email & phone
- Over **\$33k** in local spending recorded in *Passports*
- Free resources to help businesses make the most of State, City, and Chamber programs
- Shifting of event structures: less donation-dependent & more opportunities to support local businesses



COVID Relief Info & Assistance

- Helped **230+** businesses receive **\$12M** in AK CARES grants (not counting SBA grants)
- COVID resources shared **62** times with businesses via email
- **31** COVID-hardship membership discounts utilized by businesses
- **16** Reopening safety plan templates shared
- Hub for information and COVID-conscious business tools
- *COVID Biz List* created, updated, & shared to present safe dining & shopping options



A PRODUCTIVE CITY PARTNER

Conduit to Businesses

- Reaching businesses with City requirements (MOUs & safety plans)
- Helping design & distribute City's COVID signage
- Business license requirement & renewal reminders
- Representing business community on key issues to give feedback to City

Cordova Center Outreach

- New *Facilities Guide* creation and graphic design
- Free placement in cooperative & other advertisements
- Two pages on Chamber website (high traffic)
- Meeting planner info hub
- Outreach to meeting market
- Connection with local vendors/tour operators

Cares Bucks & Cash Card

- Provided **free** graphic design & layout for both
- Sent info to businesses & promoted to community
- Processed over **1,000** Cares vouchers (reimbursing businesses on City's behalf)
- **142** businesses contacted, **110** enrolled in *Cash Card*
- Extended *Cash Card* program from 12/21 to **9/22**

Right-sized Cruise Ship Outreach

- Recruiting small-scale boats which complement Cordova
- Providing familiarization & trip planning tours
- Organizing package offerings with local businesses
- Coordinating with Harbor Dept & currently planning 2022-2024 port calls with **4 small cruise companies**

VaxCash Raffle

- Designed program
- Administrated grant
- Promoted & advertised
- Organized & facilitated
- Included City as partner

COMMUNITY-WIDE IMPACTS



Events & Festivals

- **7 significant events** (virtual + in-person = hybrid)
 - *Holiday Kickoff* - **1.9k** reach, 330 viewers
 - *Annual Meeting* - **785** reach, 143 viewers
 - *Candidate Forum* - **2.7k** reach, 842 viewers
 - *Shorebird* - **275** registered from 13 countries, **25k+** total reach for virtual events
 - *Cleanup Week* - **38** local teams
 - *4th of July* - in-person ~**300** + virtual **2.5k** reach, 424 viewers
- **Quality of life** + tourism impacts
- **Hybrid format pioneer:** +safe, +visibility, **2x work**
- Creatively generating local **economic impacts** from virtual attendees thru *Love Cordova Boxes* + Festival 'Shop Local' Specials



Economic Development

- Workforce development workgroup & survey
- Comprehensive econ development survey
- Multi-purpose processing & cold storage facility
- Mariculture support & resources
- Collecting information on business gaps for entrepreneurial recruitment



Destination Marketing

- Awarded **\$376k** State grant as Cordova's designated DM entity - timeline June-Aug.
- **New Strategy** puts us in the driver's seat
- Advertising campaign: **13M+** impressions & **900%** increase in web traffic
- Updated print & digital materials
- Opensource toolkit so businesses can leverage
- Launched way above benchmark, but must continue work or will die on vine.
- Answered **300+** tourism info requests + over **500** walk-in *Visitor Center* guests



Emergency Response

- **PIO Duties** for first 6 weeks of response (integral time) including rolling out City's covid website.
- Sharing COVID info to businesses & **travel rules** to community members and visitors
- Co-facilitating **Cordova Prepared** page



Advocacy

- **23** transportation notices & calls to action
- **Local election** info & **Virtual Candidate Forum**
- Hosted **Lt. Governor** Cordova business meeting

WORK WORTH FUNDING



96% of local business owners say that Cordova Chamber of Commerce events have a positive effect on their business



93% of residents feel the Cordova Chamber of Commerce is a valuable entity in Cordova