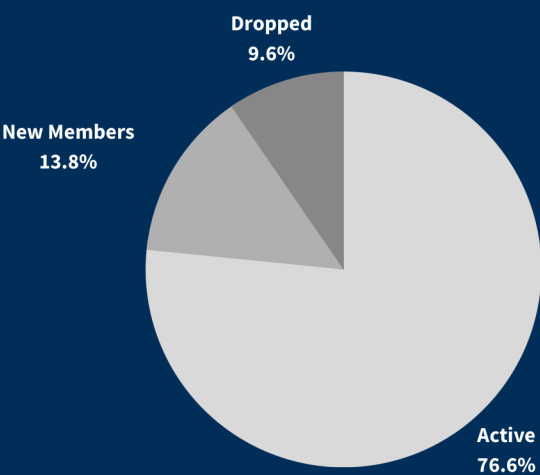


2022 YEAR IN REVIEW

FY 21-22 ACCOMPLISHMENTS

- The Brownsville Chamber of Commerce celebrated 85 years in service to the membership.
- The Chamber received three first place awards for outstanding marketing and communications at the 2022 *Texas Chamber of Commerce Executives (TCCE) Communication Excellence Award Program*.
- Chamber President & CEO, Esmeralda Villarreal, graduated from the *Texas Chamber of Commerce Executives Center for Chamber of Commerce Excellence*.
- The Brownsville Chamber was selected as 1 of 6 Chambers of Commerce in the nation to participate in the U.S. Chamber of Commerce Foundation National Civics Bee Pilot Program.
- The Brownsville Chamber of Commerce was recognized by the Greater Brownsville Incentives Corporation for "Outstanding Support & Services by an All-Female Chamber Staff" at the 2022 *Inquieta: Women Maximizing their Impact* event.
- Astrid Rosales, Membership & Revenue Growth Specialist, graduated with her Masters of Business Administration from the University of Texas Rio Grande Valley.
- The Brownsville Chamber of Commerce is dedicated to retaining, training, and growing our staff. Hannia Rovelo was promoted to *Special Events Coordinator*. Staff members participated in 5 National and State Association Conferences and accumulated over 200 hours of professional development hours.
- *Director of Marketing & Programs*, Danielle Rodriguez, recognized as one of the Association of Chamber of Commerce Executives 40 Under 40 honorees for 2022.

MEMBERSHIP BY THE NUMBERS




40
RIBBON-CUTTING & GRAND OPENING CEREMONIES



50
EVENT & PROGRAM PARTNERS



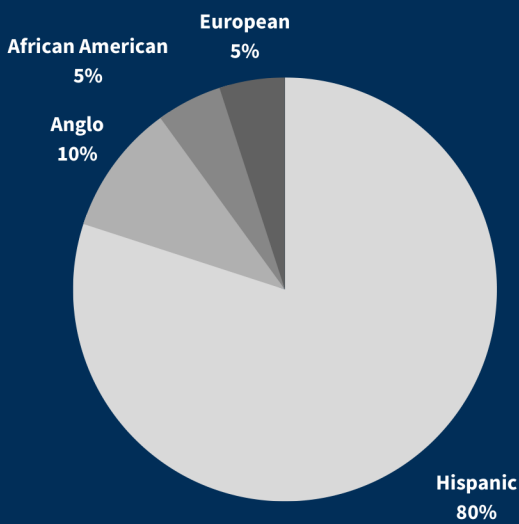
1,500
EVENT & PROGRAM ATTENDEES



52
VOLUNTEER HOURS FROM AMBASSADORS

Thank you to our members, partners, volunteers, and attendees for making a big impact to your local Brownsville Chamber of Commerce.
We are grateful for your continuous support!

BOARD DEMOGRAPHICS



55%
MALE BOARD MEMBERS

45%
FEMALE BOARD MEMBERS

14
INDUSTRIES REPRESENTED

SOCIAL MEDIA IMPACT REPORT

Facebook	Twitter	Instagram	LinkedIn
11,722 FOLLOWERS	771 FOLLOWERS	2,446 FOLLOWERS	1,119 FOLLOWERS
26,503 REACH (MONTHLY AVERAGE)	1,756 IMPRESSIONS (MONTHLY AVERAGE)	4,141 REACH (MONTHLY AVERAGE)	3,150 IMPRESSIONS (MONTHLY AVERAGE)

FY 22-27 STRATEGIC PLAN



ADVOCATE FOR BUSINESS

Objective A:

- > Foster relationships with key public officials
- > Represent the changing business landscape
- > Advocate for pro-business policy

Objective B:

- > Collaborate with local resource partners to strengthen the environment for member education, knowledge, and influence of local, state, and federal governments
- > Provide legislative programming



CULTIVATE TALENT

Objective A:

- > Develop a Workforce & Education Committee
- > Facilitate workforce training and career readiness programs

Objective B:

- > Provide leadership development opportunities for young professionals
- > Partner with educators to promote entrepreneurship as a career



ORGANIZATIONAL SUSTAINABILITY

Objective A:

- > Become an Accredited Chamber of Commerce through the U.S. Chamber of Commerce Foundation
- > Develop a 501(c)(3) nonprofit corporation

Objective B:

- > Actively track and monitor membership retention
- > Develop new programs and services to engage with the current membership



DIGITAL TRANSFORMATION

Objective A:

- > Develop an accessible & modern website representative of the current landscape
- > Strengthen the Chamber brand to be the recognized voice of business

Objective B:

- > Expand current initiatives of the Connect BTX Committee
- > Develop strategic partnerships to promote a thriving & digitally empowered community