

KEY METRICS FOR CHAMBERS OF COMMERCE

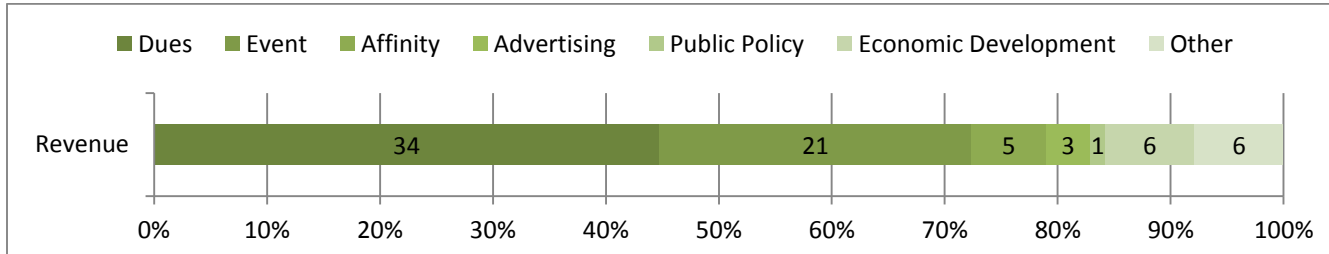
From ACCE Chamber Operations Survey Report 2013-2014

For Chambers with Budgets of \$2 Million - \$5 Million

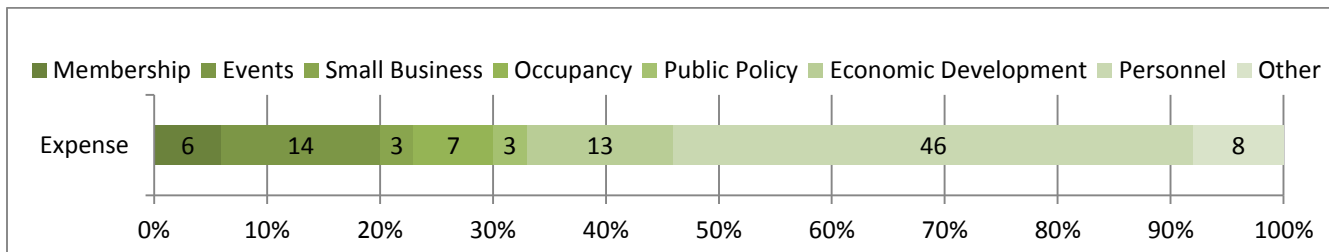
<u>Staffing</u>	<u>National Average</u>	<u>Your Chamber</u>
Average Number of Members per FTE	85	-----
Average Revenue per FTE	\$166,264	-----
 <u>Membership</u>		
Average Member Retention	85%	-----
Average First Year Member Retention	61%	-----
Average Member Retention Dollars	89%	-----
Average Current Membership	1638	-----
Market Penetration Rate	15%	-----
Average Revenue Per Member	\$2,163	-----
Average Member Dues Investment	\$702	-----

Finance

Breakdown of Total Revenue



Breakdown of Total Expense



Average Event Net Income	\$237,107	-----
Average Fundraising Revenue as a Percentage of Total Revenue	26%	-----
Average Expense Per Member	\$2,049	-----
Personnel (Salary + Benefits) as a Percentage of Total Expense	46%	-----
Amount in Reserve as a Percentage of Annual Expense	30%+	-----
Average Net Assets	\$1,925,790	-----