

KEY METRICS FOR CHAMBERS OF COMMERCE

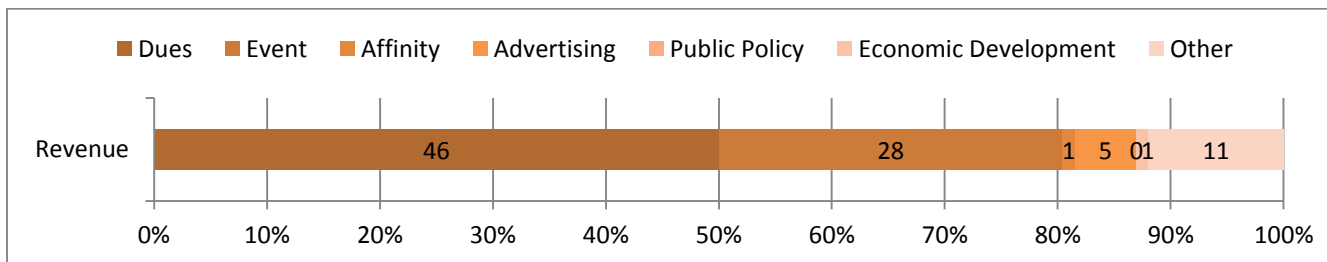
From ACCE Chamber Operations Survey Report 2013-2014

For Chambers with Budgets Less than \$450,000

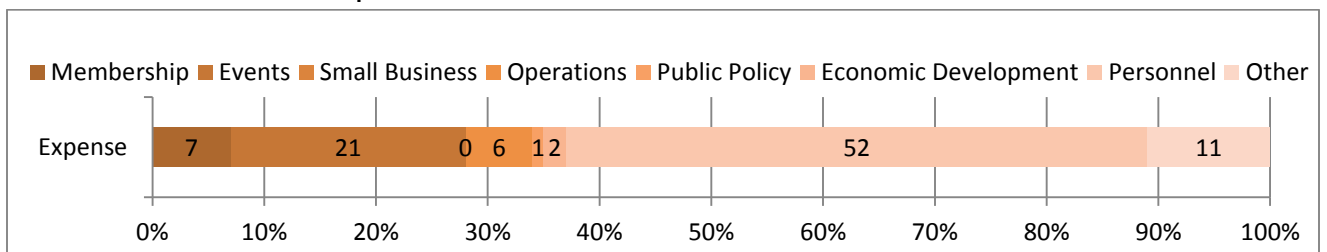
<u>Staffing</u>	<u>National Average</u>	<u>Your Chamber</u>
Average Number of Members per FTE	165	-----
Average Revenue per FTE	\$92,171	-----
<u>Membership</u>		
Average Member Retention	87%	-----
Average First Year Member Retention	69%	-----
Average Member Retention Dollars	88%	-----
Average Current Membership	485	-----
Market Penetration Rate	28%	-----
Average Revenue Per Member	\$606	-----
Average Member Dues Investment	\$276	-----

Finance

Breakdown of Total Revenue



Breakdown of Total Expense



Average Event Net Income	\$19,881	-----
Average Fundraising Revenue as a Percentage of Total Revenue	30%	-----
Average Expense Per Member	\$612	-----
Personnel (Salary + Benefits) as a Percentage of Total Expense	52%	-----
Amount in Reserve as a Percentage of Annual Expense	0-10%	-----
Average Net Assets	\$159,951	-----