

KEY METRICS FOR CHAMBERS OF COMMERCE

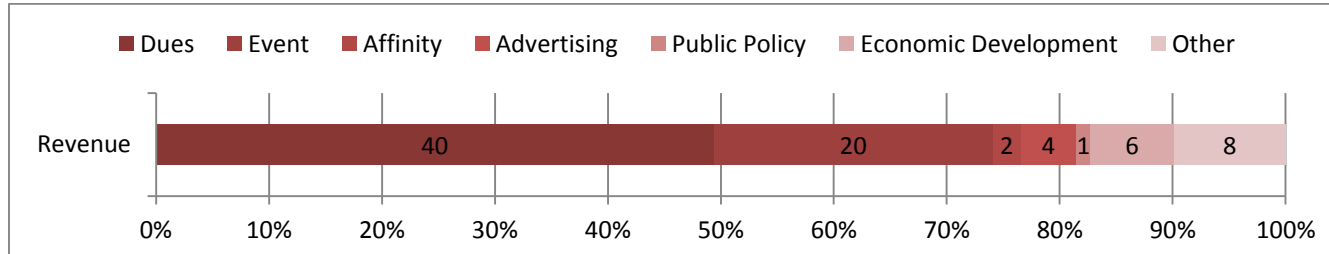
From ACCE Chamber Operations Survey Report 2013-2014

For Chambers with Budgets of \$900,001 - \$2 Million

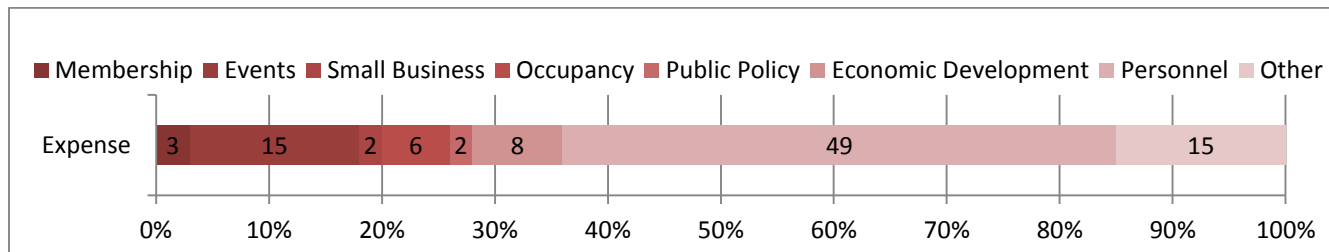
<u>Staffing</u>	<u>National Average</u>	<u>Your Chamber</u>
Average Number of Members per FTE	114	-----
Average Revenue per FTE	\$147,063	-----
 <u>Membership</u>		
Average Member Retention	84%	-----
Average First Year Member Retention	62%	-----
Average Member Retention Dollars	88%	-----
Average Current Membership	1074	-----
Market Penetration Rate	20%	-----
Average Revenue Per Member	\$1,419	-----
Average Member Dues Investment	\$521	-----

Finance

Breakdown of Total Revenue



Breakdown of Total Expense



Average Event Net Income	\$72,078	-----
Average Fundraising Revenue as a Percentage of Total Revenue	22%	-----
Average Expense Per Member	\$1,336	-----
Personnel (Salary + Benefits) as a Percentage of Total Expense	49%	-----
Amount in Reserve as a Percentage of Annual Expense	30%+	-----
Average Net Assets	\$809,346	-----