



CHAMBER OF THE YEAR

Process Webinar

Presented by:

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and Michelle De Graff, ACCE



Overview

- Application process and key dates
- ACCE's Dynamic Chamber Benchmarking
- Qualification requirements
- Insider perspective on applying

Process Part 1: Qualifying

Dynamic Chamber Benchmarking

- ACCE's [platform](#) to input your Operations Information
- Rolling, year-long process
- **March 1:** cutoff date to be considered for COY eligibility
- Must input FY2017 data

dynamic Chamber Benchmarking



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

Developed with support from
the U.S. Chamber of Commerce

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Home ▾

Profile questions NOW available in the Operations and Salary* Surveys (can be answered ONCE in either section).
*(*Salary section open to CEOs or designee. Email HERO@acce.org for access/permission).*
Select a link below to enter or edit chamber data, view comparisons, or run *reports (*reports available for FY2012-2016).



Operations Survey

Enter [Chamber Data](#)
View [Question Comparisons](#)
Run [Reports](#)



Salary Survey

Enter [Chamber Data](#)
View [Question Comparisons](#)
Run [Reports](#)
**Only CEOs or those they designate
may access this survey.**

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dynamic Chamber Benchmarking



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- Home ▾
- My Chamber ▾
- Compare by Question ▾
- Reports and Charts
- Year: FY 2017 ▾

[Home](#) > Operations Survey

- My Chamber
- Compare by Question
- Reports and Charts

Click on the sections in each area below to enter the information for your chamber.
All entries should be in US Dollars (click here for exchange rates).

Annual Metrics

FY 2017



Chamber Profile

- Profile Information

0 of 23 questions answered



Financial

- Assets, Liabilities & Reserves
- Revenue
- Expenses

0 of 32 questions answered



Chamber Board

- Board Members



Chamber Members

- Membership Statistics

- » Chamber Service Area Type [Details](#)
- » Number of Businesses in Service Area [Details](#)
- » State * [Details](#)
- » Chamber Region [Details](#)
- » Cost of Living Index [Details](#)
- » Chamber Merger with another Organization [Details](#)
- » Loss of Chamber Function to another Organization [Details](#)
- » Chamber has 501(c)(3) Foundation [Details](#)
For actual dollar figures, see under the Financial module - Revenue tab under Restricted Revenue, then view under the question for "Grants, Foundations & Contracts Revenue - restricted."
- » Chamber Net Promoter Score n/a [Details](#)
- » Chamber Accreditation [Details](#)

CHAMBER OF THE YEAR AWARD

- » Do you intend to apply for Chamber of the Year, for the FY indicated above? [Details](#)

Next

Qualification Criteria

Must meet three out of five requirements:

1. Positive Net Income: total revenue minus total expenses must equal a positive number
2. Dollars Retention Strength: percentage of membership dollars retained must equal or exceed 85%.
3. Accounts Retention Strength: percentage of member accounts retained must equal or exceed 82%
4. Current Ratio: current assets/current liabilities must result in a ratio of 1.0 or greater
5. Net Asset: total assets minus total liabilities must equal or exceed zero

Qualifying Notice

- Notified by **March 12** via email
- Successful applications conference call

Competition Categories

- Survey data will also determine your competition category (1-4), based on:
 - Population
 - Number of Business in Area
 - Total Revenue
 - Percentage of Total Revenue Restricted
 - Number Of Current Members
- State/Province Category

Competition Categories

Population:

- 1 – 25,000 - 99,999
- 2 – 100,000 - 249,999
- 3 – 250,000 - 499,999
- 4 – more than 500,000

% of total revenue restricted:

- 1 – under \$500,000
- 2 - \$500,000 - \$999,999
- 3 - \$1,000,000 - \$2,999,999
- 4 - \$3,000,000 and above

Number of businesses in area:

- 1 – under 3,000
- 2 – 3,000 – 5,999
- 3 – 6,000 – 9,999
- 4 – over 10,000

Current number of members:

- 1 – under 500
- 2 – 500-899
- 3 – 900-1,499
- 4 – over 1,500

Total revenue:

- 1 – under \$500,000
- 2 - \$500,000 - \$999,999
- 3 - \$1,000,000 - \$2,999,999
- 4 - \$3,000,000 and above

Process Part 2: Applying

The Application Process

- **March 1:** DCB cutoff date
- **March 12:** Qualification notification
- **Week of March 12:** Application advice call
- **April 17:** Applications due via DropBox

The Application Process

- Application includes:
 - FY2017 financial documents
 - ***NEW*** short answer questions
 - Marketing/communication collateral
 - 2 program synopses
 - \$250 application fee (*waived for All ACCEss Pass and Horizon Investors*)

Reality of Applying

- All hands on deck / CEO involvement
- Telling your story - Answer the question / writing
- Carefully choose your program synopses
- Application organization
- Thinking ahead – recognition and interview participants

Process Part 3: Judging

Application Scoring

- Judging panel comprised of past COY winners, board members and veteran chamber CEOs
- Scoring
 - 1/3 score: short answer, collateral, financial documents
 - 2/3 score: program synopses

Finalist Interviews

- **June 11:** Finalists announced
- **July 17:** Finalist interviews at ACCE Convention in Des Moines
- **July 18:** Winners Announced at Convention Awards Banquet

What You Can Do Now

- Talk with past winners, board members, and staff to assess whether this is the year you should apply
- Browse [sample synopses](#) from past winners and view winner webinars
- Begin inputting FY2017 data into Dynamic Chamber Benchmarking
- Ask Questions!

Questions?

- [Chamber of the Year Webpages](#)
- Contact: Michelle De Graff
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