

Board of Directors Meeting

January 31, 2024
Via Zoom Meeting



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

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Board of Directors Briefing Book

January 31, 2024

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ACCE Board of Directors Meeting

January 31, 2024 | 3:00 p.m. EST

Virtual

AGENDA

- 3:00 pm** **Welcome**
- Preview of spring board meeting
- 3:10 pm** **President's Report**
- State of ACCE
 - 2024 strategic initiatives & opportunities
 - Convention updates (2024-2026)
- 3:30 pm** **Governance**
- Review and Approve Minutes – October 26, 2023 Meeting
 - Consent Agenda – New Members for Approval
 - Treasurer's Report
 - Financial Report
 - Investment Strategy Update
 - Audit Update & Approval
 - FBI – New Chair & Election of Board Members
 - Nominations Update
- 3:55 pm** **Foundation Update**
- 4:00 pm** **Membership Model Revamp Proposal**
- 5:00 pm** **Adjourn**



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

Board of Directors Governance Meeting Calendar

2024

January 30-31

(virtual)

*Finance Committee	Jan. 30	1-2:00 pm EST
*Executive Committee	Jan. 30	2:30-4:30 pm EST
Board of Directors	Jan. 31	3-5:00 pm EST

*Finance Committee	April 11 (virtual)	1:30-2:30 pm EDT
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April 17-18

Greenville, SC

*Executive Committee	April 17	2-4:00 pm EDT
Board Reception or Dinner	April 17	6:30 pm EDT
Board of Directors	April 18	8:15 am – 2:30 pm EDT

July 16-19 | ACCE24

Dallas, TX

*Finance Committee	July 16	TBD – possibly virtual
*Executive Committee	July 16	12:30-2:00 pm CDT
Board of Directors	July 16	2:30-4:00 pm CDT

October 23-24

Alexandria, VA

*Finance Committee	Oct. 23	Time TBD
*Executive Committee	Oct. 23	Time TBD
Board Reception or Dinner	Oct. 23	6 or 6:30 pm EDT
Board of Directors	Oct. 24	8:15 am – 2:30 pm EDT

***Activities for select committee members only.**

Additional committee meetings via conference call announced as needed.



NEW MEMBERS
106

'23 at a glance



866 | CONVENTION ATTENDEES



345 | REGIONAL MEETING ATTENDEES



107 | WEBINARS/ ROUNDTABLES



CHALLENGES ADDRESSED BY ASKACCE
600



335
Members in 401k PROGRAM

409
Members in INSURANCE PROGRAM

175
Members in 457b PROGRAM



CERTIFICATE IN CHAMBER MANAGEMENT COURSES COMPLETED
117

885
Sample documents shared in Knowledge Exchange



FOUNDATION



1.24M

New grants awarded

NEW

REVENUE MODELS RESOURCE GUIDE | MONTHLY CHAMBER PULSE SURVEYS

NEW

WORKFORCE CERTIFICATE LAUNCHED
Partnership with IEDC

500K

Sub-grants awarded to chambers



NEW CERTIFIED CHAMBER EXECUTIVES
10

SOCIAL INFLUENCE

667K SOCIAL MEDIA IMPRESSIONS
94K WEBSITE VISITS
485K WEBPAGE VIEWS

NEW

EQUITABLE ATTAINMENT TOOLKIT



103
Chamber leaders in Foundation-led programs

TOP FIVE

ACCE Blog

- 1 Chambers and the Child Care Crunch
- 2 The Drivers of Burnout
- 3 The EOS Model and Why It's Gaining Traction with Chambers
- 4 2024 Social Media Trends to Drive Organic Growth
- 5 Putting Generative AI to Work

Courses

- 1 Strategies for Membership Dues Increases
- 2 Chamber Foundation Basics
- 3 Introduction to Chamber Foundations
- 4 The New Chamber Sales Playbook
- 5 Strategies to Sell Higher Level Investments

Magazine Articles

- 1 2023 ACCE 40 Under 40
- 2 Ask the Membership Pros
- 3 First Rate Financials: Fiscal Resolutions for Your Chamber
- 4 Ask the Government Relations Pros
- 5 Chamber of the Year Winners Shape a Brighter Future

ACCE Board of Directors Meeting

October 26, 2023 | 8:15 a.m. EDT

ACCE's New Headquarters
Alexandria VA

MINUTES

Present: Brian Anderson, Sara Armstrong, Becky Bartoszek, Amber Batchelor, Alisha Benson, Carl Blackstone, Silas Chamberlin, Adrienne Cole, Omar Cuevas, Colin Diaz, Natalie English, Ian Fletcher, Angela Franco, Barbara Jean Garza, Justice Gennari, Christy Gillenwater, Eric Godet, Joshua Gunn, Robert Heidt, Jr., Pammie Jimmar, Todd Letts, Sandra Lombana Lindquist, Nick Masino, Lori Mattson, Steve Millard, Derek Miller, Matt Morrow, Mark Owens, Carlos Phillips, Sara Ray, Jeff Rea, Joe Reardon, Rory Ring, Jim Rooney, Maria Salinas, Todd Sanders, Amy Shuttle, Ryan Unger, Heather Valudes, Eric Vanden Heuvel, Allison Walden, Kami Welch and Andrea Woodard.

Excused: Juliet Abdel, Jason Benitez, Katy Brooks, Kati Capozzi, Terra Carroll, Chip Cherry, Becky Davison, Nikki Devitt, Greg Durocher, David Griggs, Katie Kirkpatrick, Megan Lucas, Amanda Payne, Dale Petroskey, Matt Pivarnik, Brittany Quick-Warner, Jennifer Reiser, Mary Beth Sewald, Kevin Sheilley, Ernest Strickland, Sherry Taylor and Ashli Watts.

Staff: Sheree Anne Kelly, Stacey Breslin, Beth Bronder, Will Burns, Jacqui Cook, Karen Rose and Amy Shields

Chair Carlos Phillips called the meeting to order and welcomed new officers and board members.

Chair Phillips then asked the board to review the minutes from the July 31, 2023 meeting in Salt Lake City. A motion to accept the minutes was made by Omar Cuevas and seconded by Becky Bartoszek. *Motion carried.*

Phillips then presented the consent agenda of new ACCE members for approval since our last meeting. A list is provided in the briefing materials. A motion to approve the new members was made by Angela Franco and seconded by Todd Sanders. *Passed.*

Treasurer Alisha Benson provided the financial report. She noted that our cash position is strong, with over \$4.7 million and consolidated net assets stand at \$4.4 million. Membership revenue is currently 3% below budget but tracking ahead of the previous year. The annual convention was well received and well attended. Final figures are not yet available, pending remaining expense invoices. Although convention revenue was slightly lower than budget, we anticipate a net positive variance and final numbers will be provided at our January board meeting. Overall ACCE expenses are lower than budget, but we expect to end the year closer to our budgeted expense figure for planned association investments, including items relating to the office relocation.

Net income for ACCE is better than budget. FBI and the foundation currently have a negative net income as outlined in the financial report, but foundation funding for the next seven months looks strong. Our cash flow continues to trend positively. A motion to accept the financial report was made by Carl Blackstone and seconded by Todd Letts. *Passed.*

Phillips noted that ACCE's financial advisor, Anna Behnam, attended the finance and executive committee meetings yesterday to provide an update on ACCE's investments. CFO Jacqui Cook provided a brief recap.

Cook then shared that Audit Chair Chip Cherry is overseeing the audit process this year and is unable to attend this meeting. The annual audit is underway and should be completed in January for approval by the board.

Phillips then *convened* the FBI Annual Stockholders Meeting, a required yearly meeting of ACCE's wholly owned, for-profit subsidiary. Chair Robert Heidt noted that the FBI team is working on 401k plan

restatements and that insurance renewals and 2024 rates are almost finalized. To prepare for the relocation of ACCE's headquarters, the team eliminated 50% of its files at offsite storage and another 66% at its Braddock Place office, in compliance with record retention requirements. Finally, significant improvements were made to the annual compliance reviews, and we will continue to focus on improved efficiencies. Phillips then *adjourned* the FBI Annual Stockholders Meeting.

He acknowledged and thanked Heidt for his service as FBI Chair, as his 2-year term ends with this meeting. A new chair as well as new FBI board members will be presented at the January 2024 meeting.

Foundation Chair Ian Fletcher provided an update on the foundation and its latest work.

CEO Kelly provided the president's report. This included an update on the state of ACCE including the relocation of its headquarters, the annual convention and other focus areas.

Micro-session discussions led by Todd Sanders and Joe Reardon followed. Topics included workforce initiatives and addressing crime and violence in communities.

Governor Larry Hogan addressed the group about his thoughts on partisanship, polarization and civility. An interactive discussion with Q&A followed.

ACCE strategic partner Bret Perkins with Comcast addressed the board to discuss national policy initiatives, workforce efforts and the role chambers play.

CEO Sheree Anne Kelly led a discussion about the opioid crisis and shared how some chambers have addressed this plight.

Beth Connolly with the Office of Public Health at The White House Office shared the latest statistics and factors affecting the opioid crisis and how they are building solutions. She answered questions from the group.

Phillips made closing remarks. *Meeting adjourned.*

New members for approval from 10/16/2023 through 1/19/2024

Manhattan Chamber of Commerce

Delaware County Chamber of Commerce

Lancaster by the Bay Chamber of Commerce

Maysville-Mason County Area Chamber of Commerce

Maumelle Area Chamber of Commerce

Wytheville-Wythe Bland Chamber

The Pride Chamber of Commerce of Orlando

Greater Austin Black Chamber of Commerce

Harrisburg Chamber of Commerce

Columbus Chamber of Commerce

Atlanta Area Chamber of Commerce

Paris-Bourbon County Chamber of Commerce

Shenandoah County Chamber of Commerce

NameBadges.com

Terrell Chamber of Commerce

Stowe Area Association

Kittitas County Chamber of Commerce

Saline Area Chamber of Commerce

Orange County Chamber of Commerce

Goddard Chamber of Commerce

**Association of Chamber of Commerce Executives
Consolidated Projects
For the Eight Months Ending November 30, 2023**

JC-09CONSBS
Page 1

	ACCE	FBI	Foundation	Eliminations	CONS
Consolidated Balance Sheet					
ASSETS					
Cash and Cash Equivalents	1,621,955.58	\$304,409.57	\$1,580,530.39		\$3,506,895.54
Investments	1,633,081.72	\$0.00	\$0.00		\$1,633,081.72
Investments - 457B	263,702.62	\$0.00	\$0.00		\$263,702.62
Investment in Subsidiary	530,990.23	\$0.00	\$0.00		\$530,990.23
Accounts Receivable - General (net)	45,342.83	\$154,222.97	\$0.00		\$199,565.80
Accounts Receivable - Trust	0.00	\$75,705.44	\$0.00		\$75,705.44
Grant Receivable	0.00	\$0.00	\$2,108.33	0.00	\$2,108.33
Due from Related Entities	375,895.79	\$0.00	\$0.00	(375,895.79)	\$0.00
Prepaid Expenses	52,427.51	\$15,176.84	\$4,534.93		\$72,139.28
Prepaid Expenses - Convention	18,080.53	\$0.00	\$0.00		\$18,080.53
Deposits	14,262.12	\$3,925.00	\$0.00		\$18,187.12
Fixed Assets, Net	67,611.21	\$43,075.33	\$0.00		\$110,686.54
Right of Use Asset	127,339.00				\$127,339.00
TOTAL ASSETS	\$4,750,689.14	\$596,515.15	\$1,587,173.65	(\$375,895.79)	\$6,558,482.15
LIABILITIES					
Accounts Payable & Accrued Expenses	40,763.97	\$0.00	\$0.00		\$40,763.97
Accounts Payable - Trust	0.00	\$0.00	\$0.00		\$0.00
457B Liability	263,702.62	\$0.00	\$0.00		\$263,702.62
Due to Related Entities	0.00	\$154,277.79	\$221,618.00	(375,895.79)	\$0.00
Deferred Dues	663,277.35	\$0.00	\$19,000.00		\$682,277.35
Deferred Other	23,766.45	\$184.55	\$1,093,915.54		\$1,117,866.54
Lease liability	154,967.00	\$0.00	\$0.00		\$154,967.00
Deferred Convention	0.00				\$0.00
Deferred Revenue - National Sponsors	18,036.65				\$18,036.65
Capital Lease Obligations	2,367.00	\$0.00	\$0.00		\$2,367.00
TOTAL LIABILITIES	\$1,166,881.04	\$154,462.34	\$1,334,533.54	(\$375,895.79)	\$2,279,981.13
NET ASSETS					
Net Assets - Unrestricted	3,338,463.80	\$488,076.05	\$252,597.50		\$4,079,137.35
Net Assets - Temporarily Restricted	0.00	\$0.00	\$0.00		\$0.00
YTD Change in Net Assets	245,344.30	(\$46,023.24)	\$42.61		\$199,363.67
TOTAL NET ASSETS	\$3,583,808.10	\$442,052.81	\$252,640.11	\$0.00	\$4,278,501.02
TOTAL LIABILITIES & NET ASSETS	\$4,750,689.14	\$596,515.15	\$1,587,173.65	(\$375,895.79)	\$6,558,482.15

Association of Chamber of Commerce Executives
Consolidated Statement of Activity
For the Year to Date Period Ending November 30, 2023

	November 23 YTD ACTUAL	November 23 YTD Budget	2023-24 Annual Budget	November 23 Actual vs. Budget YTD \$\$ Variance	November 23 Actual vs. Budget YTD % Variance
FBI					
Total FBI Revenue	731,228.07	720,666.67	1,081,000	10,561.40	1%
Total FBI Expense	777,251.31	720,666.67	1,081,000	56,584.64	7%
FBI Net Income	(46,023.24)	0.00	0	(46,023.24)	100%
Foundation					
Total Revenue	1,371,430.85	1,902,428.42	2,329,686	(530,997.57)	(39%)
Total Expense	1,371,388.24	1,876,161.78	2,284,076	(504,773.54)	(37%)
Foundation Net Income	42.61	26,266.64	45,610	(26,224.03)	(61,544%)
ACCE					
Revenue					
Annual Convention	1,012,394.16	1,101,175.00	1,101,175	(88,780.84)	(9%)
Awards/COY Revenue	14,750.00	16,000.00	32,000	(1,250.00)	(8%)
Certification	5,750.00	9,700.00	14,200	(3,950.00)	(69%)
Chamber Education	69,439.00	57,175.00	114,390	12,264.00	18%
Chamber Executive Magazine Rev	95,245.00	66,375.00	98,060	28,870.00	30%
Divisions	0.00	0.00	7,720	0.00	0%
Executive Search	2,957.12	7,333.33	11,000	(4,376.21)	(148%)
Membership Revenue	1,060,572.46	1,100,000.00	1,650,000	(39,427.54)	(4%)
Metro Cities Revenue	43,870.00	47,860.00	74,904	(3,990.00)	(9%)
Misc Income	4,321.36	5,000.00	11,000	(678.64)	(16%)
National Corporate Sponsors Revenue	176,383.23	180,040.00	222,781	(3,656.77)	(2%)
Publications & Research Revenue	12,933.78	17,000.00	25,500	(4,066.22)	(31%)
Total ACCE Revenue from Operations	2,498,616.11	2,607,658.33	3,362,730	(109,042.22)	(4%)
Expense					
Admin (Operations, Occupancy, Governance)	388,919.59	382,270.50	509,694	6,649.09	2%
Admin Personnel Costs	333,807.01	347,608.50	695,217	(13,801.49)	(4%)
Annual Convention	841,702.15	1,041,405.00	1,041,405	(199,702.85)	(24%)
Awards/COY Expense	48,983.19	53,615.00	53,615	(4,631.81)	(9%)
Certifications Expense	27,833.78	19,070.00	28,605	8,763.78	31%
Chamber Education Expense	83,501.04	87,102.78	186,937	(3,601.74)	(4%)
Chamber Executive Magazine Expense	36,208.74	45,256.50	60,342	(9,047.76)	(25%)
Divisions Expense	7,691.89	9,232.67	13,849	(1,540.78)	(20%)
AskACCE	35,322.94	35,332.00	52,998	(9.06)	(0%)
Membership Expense	253,059.30	289,615.33	434,423	(36,556.03)	(14%)
Metro Cities Expense	9,411.91	13,740.00	52,195	(4,328.09)	(46%)
National Corporate Sponsors Expense	111,865.01	115,530.00	173,295	(3,664.99)	(3%)
Publications & Research Expense	45,281.11	63,322.67	94,984	(18,041.56)	(40%)
Web Expense	29,684.15	35,527.33	53,291	(5,843.18)	(20%)
Total ACCE Expense from Operations	2,253,271.81	2,538,628.28	3,450,850.00	(285,356.47)	(13%)
ACCE Net Income	245,344.30	69,030.05	(88,120.00)	176,314.25	72%
Total ACCE & Affiliates Revenue	4,601,275.03	5,230,753.42	6,773,416	(629,478.39)	(14%)
Total ACCE & Affiliates Expenses	4,401,911.36	5,135,456.72	6,815,926	(733,545.36)	(17%)
Total ACCE & Affiliates Net Income	199,363.67	95,296.69	(42,510)	104,066.98	52%
Immigration Initiative Fund Allocation **	0.00	0.00	600,000		
Projected Immigration Initiative Expense	0.00	0.00	400,000		
Projected Remaining Investment Funds	0.00	0.00	200,000		

** Revenue allocated from cash reserve fund by vote of the board

ACCE Finance Report November 30, 2023 Financial Statements (8 months into the FY)

Balance Sheet

ACCE's cash position is strong with over \$1.6 million. Investments to date are \$1.6 million and ACCE's accounts payable is \$40k. Total net assets stand at \$4.3 million.

Consolidated Statement of Activity

Membership Revenue – ACCE membership is currently 4% below our aggressive budget number, but still tracking ahead of last year's membership revenue. We had a transition with our primary membership staffer but have now brought on a new employee who is aggressively working on collections and sales efforts to ensure a seamless transition. A robust membership campaign for Q1 2024 is underway.

Convention – This year's convention was well received and well attended. We recognized a net profit of approximately \$171K. Revenue was slightly lower than budget, primarily due to lower-than-projected exhibitor revenue and coming in just shy of our aggressive registration figure. With some staff transitions during the fiscal year, expenses were lower than anticipated for staff time and benefits. We also recognized cost savings in other areas, which resulted in a net income for the conference that was nearly three times what we had budgeted. As we move forward, we continue to evaluate increasing event costs to ensure that the convention is as accessible as possible.

ACCE Expenses from Operations – Most expenses for the first eight months of the fiscal year are lower than the budget. We anticipate our expenses will be close to budget for the rest of the year, which includes expenses related to the office move, and we will continue to invest in our association's future.

Net Income – Eight months into the year the ACCE net is better than budget. FBI currently has a negative net income. FBI incurred additional expenses for a contractor to support the close out of compliance season, which was supported by the FBI Board. The foundation's income, which is dependent on grants, can vary in its short-term revenue due to grant delivery. Grant payments and deliverables for two of our grants were slightly delayed from the projected timeline, which accounts for the current delay in revenue recognition. Foundation funding for the next four months looks strong.

Cash Flow – Cash flow continues to trend positively. One difference in cash flow year-over-year from 2022 to 2023 was due to the board-approved investment of cash into our pre-approved investment vehicles. The variance in the cash line for this year is related to the timing of transfers in our due to/due from accounts. In 2022 \$600k was transferred from FBI and ACCEF to ACCE in October. In 2023 these transfers weren't made until later in the year and will appear on the next cash flow statement.



Professional Development Programs

Amy Shields, Vice President

January 2024

Division Updates

Communications Division: The January call was well attended with 51 participants. Topics included chamber rebranding, promotional items that work/don't work, and website optimization tips and tricks. The next call will take place in April.

Diversity, Equity and Inclusion Division (DEI): The division meets on the third Tuesday of each month. Recent discussion topics included diverse business directories, 2024 priorities and mapping ecosystems for minority owned businesses.

Education and Talent Development Division (ETD): The division met to discuss skills development across generations, workforce legislation and 2024 priorities. The 2024 Annual Meeting is May 22 – 23 in Baton Rouge, La., with an ETD Champions Gathering on May 21.

Economic and Community Development Division (ECD): The division met to discuss how to educate elected officials on economic development issues and other intersectional challenges, like workforce and skills development. The 2024 Annual Meeting in Baton Rouge will include ACCE's annual Site Consultant Program.

Events Division: The November YP Organizers call featured chambers that are running successful YP mentor and leadership programming. The division held a Coffee & Connections call in December. The February division call will focus on event trends. The 2024 Events and Communications Conference will be held in St Paul, Minn. on October 16 – 18.

Finance and Operations Division: The division met for a presentation by the Equal Employment Opportunity Commission in November to learn more about updates in employment law and the Family and Medical Leave Act. The division will meet again in January for an open roundtable call to discuss current issues and updates.

Government Relations Division: The group continues to hold roundtable calls on the fourth Thursday of each month at 2 p.m. ET. Recent division calls have focused on the use of promoting civility.

Membership Development Division (MDD): The division hosted an informal Coffee & Connections call. The February division call will focus on membership prospecting strategies. [Registration is open](#) for the 2024 Membership and Revenue Development conference from March 20 – 22, 2024 in Nashville, Tenn. You can find the agenda [here](#).

Other Professional Development Programming

Sales Contest: The Sales Contest has been revamped to run on a calendar year, and [registration](#) is open through March 15, 2024. This award program will be expanded to include other areas of recognition including sponsorship and retention. Winners will be recognized at the annual Membership & Revenue Development Conference. Lifetime Sales Achievement Awards have not changed, and numbers will be due in the spring.

CCE Program: The CCE Commission continues to evaluate changes to the CCE process for the 2025 class. Applications for the class of 2024 are due February 2, 2024. There are currently more than 40 people who have submitted their intent to apply form. Board members who are not currently CCEs are especially encouraged to apply. [Applications](#) are due February 2, 2024.

Webinars and E-Learning: Recent webinars have skills-based hiring, workforce legislation and the CCE process. Upcoming webinars will focus on membership marketing techniques and chamber mergers. We are experimenting with content formats and will offer a multi-part, on demand series on non-dues revenue from February through July. We are also offering an on-demand e-learning on the U.S. Chamber Accreditation process.

Certificate in Chamber Management: The CCM courses continue to have steady participation. There were 190 courses purchased in 2023. There are a handful of people who have completed all of the CCM courses. We continue to promote the courses and recommend them to those considering their CCE, as you earn CCE points with their completion.

Workforce Development Fundamentals Certificate: In partnership with IEDC, we are offering a [new certificate program](#) for those interested in learning more about workforce and talent development. The series begins on January 25 and is sold out. We plan to offer a second round for this certificate beginning in November and are exploring additional opportunities for future certificate courses.

ACCE Convention: Planning for the 2024 Convention (July 16 – 19, 2024 in Dallas) is underway, and [registration is open](#). Early-bird registration goes through May 31. The team is currently conducting site visits for the 2025 & 2026 Conventions and plans to have locations for both by the spring.

Regional Conferences and Topical Convenings

Save the date for these upcoming conferences:

- [Membership and Revenue Development Conference](#), March 20 – 22, Nashville, TN
- Talent and Economic Development Annual Meeting, May 21 – 23, Baton Rouge, LA
- 2024 ACCE Convention, July 16 – 19, Dallas, TX
- Events and Communications Conference, October 16 – 18, St. Paul, MN

Government Relations Meeting: The division held its annual in-person roundtable meeting November 12-14 in Charlotte, North Carolina, hosted by the Charlotte Regional Business Alliance. Participants discussed public policy trends and government relations best practices. They also visited Lending Tree's corporate headquarters and heard from the company's founder, chairman and CEO Doug Lebda.



Communications & Networks Report

Will Burns, Vice President – Communications & Networks

ACCE Communications

Chamber Executive: The Fall 2023 edition of *Chamber Executive* is online. The issue featured ACCE's annual 40 Under 40 list of emerging chamber professionals achieving career success and making an impact in the communities they serve.

- **10 Years of Fellowship:** We also marked the 10th anniversary of the ACCE Foundation's fellowship program by catching up with seven past participants to see how the experiences and connections made during the program impacted the work they do now.
- **The Winter 2024** issue will be published in February. It will feature a look at emerging industry trends, efforts to reevaluate your scope of work to focus on higher impact activities and chamber work hacks.



Social Media Highlights: ACCE achieved growth on our social media channels in 2023.

- LinkedIn: Follower count grew by 26% | Engagement grew by 122%
- Facebook: Follower count grew by 9% | Engagement was up by 21%
- Instagram: Follower count grew by 26% | Impressions grew by 337%

Top Performing Posts - November

- 2023 Fellowship for Economic Mobility Announcement
- Ocala Chamber CEO Kevin Sheilley's CCE Video.
- A look back at the 2023 Chamber of the Year winners

Top Performing Posts - December

- ACCE 40 Under 40 Announcement
- Staff photo from ACCE's team holiday gathering.
- Photos from the Metro/Major Cities meeting in Kansas City

Research & Benchmarking

Dynamic Chamber Benchmarking: We launched our [Dynamic Chamber Benchmarking \(DCB\)](#) surveys for 2023 data collection. Enter your data by March 15 to ensure you have free access to our dynamic reports when we open them up later this year. This year, we integrated the surveys platform with our member portal to make access easier. No more managing multiple usernames and passwords. You can access the surveys by logging into your ACCE member portal and clicking benchmarking in the top menu. [Detailed access instructions can be found here.](#)



DCB collects data from hundreds of chambers and provide access to customizable reports that can help your chamber monitor trends, benchmark performance and make better decisions. We will publish our annual operations report this spring and our salary report in the fall. You can access [last year's reports online here.](#)

Customized Research & Special Publications: ACCE can conduct customized projects to elicit data and feedback from select chambers on quantitative (and even qualitative) questions to benchmark how your peers manage operations, fundraising, employee engagement and more. Contact [Will Burns](#) for more information.

Chamber Pulse Surveys

ACCE continues to track industry trends with monthly pulse surveys on a variety of topics. We are currently working on surveys on chamber engagement on immigration issues and membership trends. You can find survey results and links to open surveys on our [website here](#). Recent survey data exists on:

- [Diversity, Equity and Inclusion](#)
- [Chamber Foundations](#)
- [Chamber Workforce Initiatives](#)

AskACCE: The team successfully transitioned our AskACCE service from a third-party platform into our association management system. This will allow us to track utilization and centralize all member engagement data and satisfaction metrics.

The team continues to provide Q&A and in-depth research services. For October through December 2023, we responded to 107 [AskACCE requests](#). Inquiries focused on:

- **Economic & Community Development Campaigns:** Questions about strategic planning and fundraising for economic and community development and examples of successful campaigns.
- **Governance and Leadership:** Strategic planning resources, board management best practices and sample bylaws and governance documents.
- **Non-dues Revenue:** Questions about emerging non-dues revenue streams and innovative chamber foundation strategies.

Community Peer Groups



Metro Cities Council & Major Cities Council

ACCE's Metro Cities and Major Cities Councils CEOs met in Kansas City, Missouri. The meeting featured a series of presentations and peer discussions on topics including building your entrepreneurial infrastructure, increasing access to capital for minority businesses, strengthening your community's workforce, improving public safety and more. The group also visited CPKC Stadium, the future home of the Kansas City Current women's soccer team. The project is the first stadium in the world purpose-built for a women's professional sports team.

Emerging Cities Council: Emerging Cities Council continues to meet quarterly. The council's Google Group remains a valuable resource for ideas and information-sharing. Topics of recent online discussions include using Net Promoter Score, strategies to secure federal funding and chamber foundations.

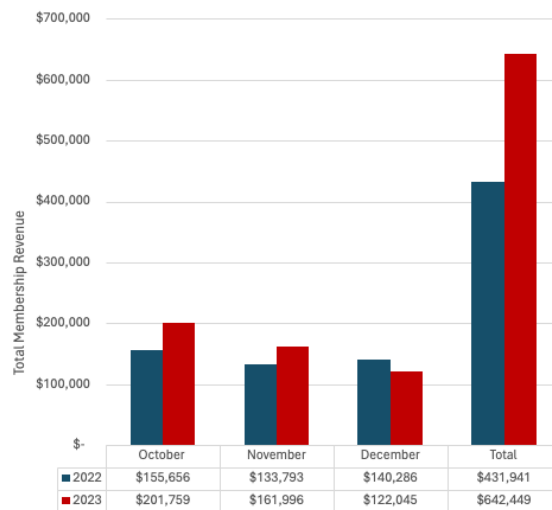
Hometown Chamber Council: The council's December call focused on membership retention trends and the state of chamber events. Its next call will be held on February 14 and will focus on the evolving roles chambers are playing to support their communities. The council's Google Group remains a valuable resource. Recent threads focused on ambassador programs, board selection processes and political advertising.

Member Engagement & Partnerships

Beth Bronder, VP Development & Partnerships
January 2024

Membership Retention & New Sales:

- The development team welcomed [Kevin Jacobs](#) as ACCE’s new Membership Director. Kevin brings a decade of association member sales and services experience.
- Between Oct – Dec we welcomed 14 new chamber members and \$11,994 in revenue
- Retention revenue collected for the quarter was \$485,801. We are currently in our largest collections period with over \$1M in renewals invoiced between Oct – March.
- Overall membership revenue is on pace with prior fiscal year at 71% toward annual goal
- The non-member newsletter, [Chamber Trends](#) continues to grow in distribution and popularity. The December edition was sent to over 1,500 prospects with an impressive 42% open rate.
- Upcoming: The Membership Team is launching a new member application process in January. This will improve the member experience while also collecting needed information, such as 990 reports to verify income.
- Upcoming: New welcome/onboarding and renewal email campaigns launching soon. These new campaigns will be tailored more specifically to the membership type to better explain member benefits for each group.
- Upcoming: Membership Team will be attending the [W.A.C.E. conference](#) on February 7-9.



Corporate, Convention and Regional Sponsorship Sales:

- The development team welcomed [Lindsay Bensko](#) as Director, Partner Development. Lindsay comes to ACCE with a career spent in association and EDO management, and chamber fundraising services. She will be focused on business development for ACCE’s convention, regional events, marketing services and Business Memberships.
- We welcomed two new sponsors, [Consoliplex Health Plan Management](#) and [Bandwango: Destination Experience Engine](#).
- Early commitments for Convention exhibitors and sponsors are coming in and we’re engaging the Dallas Regional Chamber on identifying local corporate sponsors for the event.

Grant-Specific Programmatic Work

Rural Workforce Development: The [Economic Mobility for Rural Workers](#) cohort met to discuss their action plans and how to keep their partners engaged. The group will meet from March 4 – 5, 2024 for an in-person convening hosted by the York County Economic Alliance. This work is funded by Ascendium Education Philanthropy.

ACCE's Economic Mobility Fellowship: The [2023 Fellowship for Economic Mobility ended this November with 13](#) Fellows graduating. The [2024 Fellowship](#) cohort started in January 2024 and will convene in person in April. The Foundation is also planning a communications campaign to celebrate 10 years of the Fellowship program. This work is funded by Truist.

Equitable Credential Attainment Cohort Program: The Foundation submitted its final report and will continue equitable credential attainment support in 10-12 new communities. The application for new communities [closed in December](#). [The second cohort started in January and will be announced publicly soon](#). The Foundation will attend the American Association of Community Colleges' Workforce Development Institute in January to present on the lessons learned from this work.

Supporting Business Engagement in Community Health: The team is wrapped up its technical assistance to cohort participants this fall. Two blog posts featuring lessons and tools from the cohort will be released this winter.

Urban Higher Education Ecosystems: The ACCEF team is refining its approach to supporting chambers and their higher education partners in creating roadmaps for improving outcomes for low-income and underserved students. The Foundation will host virtual workshops this spring and summer and will convene attendees for an in-person workshop in the fall. This work is funded by the Kresge Foundation.

Smart Justice: The Smart Justice Peer Learning Community met in January to learn about and discuss national legislation.

Skills-Based Hiring: The Skills-Based Hiring Peer Learning Community met in December to learn about Upskill Orlando and discuss plans to bring skills-based hiring to their respective members. The Foundation hosted a webinar in January on the case for skills-based hiring and is finalizing dates for six online training series.

Development Pipeline and Partner Cultivation

Higher Education and Workforce Development

- Continuing conversations with Strada, CAEL and the Gates Foundation to discuss opportunities for partnership and collaboration
- Exploring additional funders to support a cohort-based approach to apprenticeships in non-traditional industries
- Met with Education Strategies Group to discuss opportunities for joint work around career pathways and employer engagement

Smart Justice

- Working to refine a concept with Arnold Ventures to support the work of the Smart Justice Roundtable
- Developing a concept for follow-on funding from The Just Trust to support the work of the Smart Justice Roundtable
- Building relationships with the Center for Employment Opportunities to discuss potential for a joint grant on second chance hiring

Other

- Developing opportunities with the Future Business Leaders of America to educate students on chambers of commerce and determine the viability of joint programming for youth entrepreneurs or career pathways. This also serves as an opportunity to appeal to a potential next generation of chamber leaders.

Fringe Benefits, Inc.
Candace Boothby, Chair
January 2024

Q1 of each year is 401k compliance season for FBI. This is when we gather the data necessary from the Participating Employers to complete annual review and compliance testing for each location in the 401k profit sharing plan. The team also met for a 2.5-day strategic session this December to continue building on the efficiencies we created last year.

Our calendar for New Plan Administrator communications for each product line (401(k), 457(b), and insurance) were also drafted at December's benefits team strategic planning session. When calendars are finalized they'll be posted to the respective Plan Administrator webpages within [ACCE/FringeBenefits](#) by the end of Q1. We hope that posting these calendars will assist our Administrators to know what emails to look for and when. In addition, we are building more "How To" documents, recorded webinars, and other materials to assist in understanding programs and operations.

Insurance rates remain unchanged for the 2024 calendar year except for dental which went slightly up for all coverage types.

ACCE External Affairs Engagement

As the national association serving and representing the chamber community, it's critical that ACCE staff spend time embedded in the field. This takes the form of chamber visits for strategic guidance and idea-sharing, speaking and facilitation opportunities, attending broad-based events highlighting issues that impact chambers and the constituents they serve, and outreach to other stakeholders, including but not limited to: media; national associations; universities, etc. This list does not include events hosted by or at ACCE:

ACCE Staffer	Date	Event	Location	Description
Sheree Anne Kelly	Aug. '23	CEO Update Live	Washington, DC	Advocacy and policy forum
Sheree Anne Kelly	Aug. '23	VA Chamber of Commerce Execs	Arlington, VA	Opening keynote presenter
Sheree Anne Kelly	Aug. '23	Prince George County Chamber board retreat	College Park, MD	Presented on the Future of Chambers & Horizon Update
Sheree Anne Kelly	Aug. '23	IEDC	Washington, DC	Met with president & CEO about continued partnership opportunities
Amy Shields	Aug. '23	WACE Academy	Sacramento, CA	Presenter
Sheree Anne Kelly	Sept. '23	Lancaster Chamber board retreat	Lancaster, PA	Facilitator for strategic planning
Sheree Anne Kelly	Sept. '23	USCC Committee of 100	Washington, DC	Member/attendee
Sheree Anne Kelly	Sept.	BuildWithin Inc.	Meeting	Potential apprenticeship project with DOL
Sheree Anne Kelly	Sept. '23	NAPEO (corporate partner)	Webinar	Presenter: Working with Your Local Chamber
Sheree Anne Kelly	Oct. '23	ASAE / Key Assoc. Industry Committee	Washington, DC	Committee meeting and presenter about AI for associations
Sheree Anne Kelly	Oct. '23	Carolina Chamber of Commerce Execs	Summerville, SC	Keynote speaker, The Future of Chambers & Horizon Update - What's Next
Sheree Anne Kelly	Oct. '23	ASAE special briefing	Virtual	ASAE's U.S. Supreme Court Amicus Brief
Amy Shields	Oct. '23	Grantmakers for Education	Atlanta, GA	Presenter
Amy Shields	Oct. '23	USCC Institute Board Meeting	Washington, DC	Board member/attendee
Sheree Anne Kelly	Nov. '23	National Assoc. of Workforce Boards	Washington, DC	Lunch with new president & CEO
Sheree Anne Kelly	Nov. '23	ASAE Workforce Coalition Meeting	Virtual	Legislative progress, new coalition resources & advocacy engagement opportunities
Sheree Anne Kelly	Nov. '23	Advocacy Strategy	Meeting	Met with co-founder
Sheree Anne Kelly	Nov. '23	Liberty County Chamber board retreat	Virtual	Presented on The Future of Chamber Value & Relevance

Sheree Anne Kelly	Nov. '23	Bristol Chamber board retreat	Virtual	Presented on The Future of Chamber Value & Relevance
Sheree Anne Kelly	Nov. '23	Luncheon with Rep. Gerry Connolly	Tyson's, VA	Interactive discussion about global threats, national security & economic stability
Sheree Anne Kelly	Nov. '23	Overland Park Chamber board retreat	Overland Park, KS	Facilitator for strategic planning
Amy Shields	Nov. '23	FBLA	Providence, RI	Presenter
Sheree Anne Kelly	Jan. '24	National Assoc. of State Chambers winter meeting	Palm Springs, CA	Attender & presenter: Chambers Addressing Community Impact Issues & Workforce Barriers to Entry
Amy Shields	Jan. '24	Education Strategies Group	Washington, DC	Met with president & CEO to discuss partnership opportunities
Amy Shields	Jan. '24	American Association of Community Colleges	New Orleans, LA	Presenter

Do you know of events at which our team should speak? Conferences/virtual meetings where our industry's voice should be heard? Know a chamber that could benefit from customized consulting, training or facilitated retreats? Let us know. Tell Sheree Anne – skelly@acce.org.