



BRISBANE
CHAMBER *of* COMMERCE

2013 Year End Overview

Expanding the Reach of your Business

Assisting in Shaping Government Policy

Giving Something Back to Your Community

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The Brisbane Chamber of Commerce dates its origin from the late 1930's and was formally incorporated as a non-profit corporation in 1959, two years before the incorporation of the City of Brisbane. We are proud to be Brisbane's largest membership organization. Our membership is open to residents and businesses alike, which is unusual for Chambers of Commerce, but we are strong believers that the residential community and business community are not separate, but rather, a part of a whole community. That notwithstanding, we have one of the largest percentage of businesses as members of any chamber in California. Our activities provide services to Chamber members and are specifically designed to benefit the entire community. Chamber membership provides opportunities for individuals and businesses with an opportunity to make a difference simply by participating in various task forces, seminars, forums, and events.

The Board of Directors meets publicly on the second Tuesday of each month. Between meetings the Executive Committee acts on behalf of the entire Board on matters where no prior authorization has been granted to either the President/CEO or one or more of the officers. To streamline and make the operation more responsive and effective the Board did away with special purpose standing committees and placed the responsibility for dealing with such special projects onto the Executive Committee directly. Board members will be notified of the Executive Committee meetings and subjects to be discussed so that they, at their choosing, may attend and participate.

The level of activity of the Brisbane Chamber reflects the willingness of the membership to volunteer. Chamber paid staffing consists of one half-time President/CEO and one half-time Director, Sales and Marketing. Various avenues of financial support and volunteer involvement are required and we have been fortunate to be able to cultivate relationships within the business and residential community to ensure that the chamber requirements are met. A volunteer Board of Directors and event staffing have increased our ability to serve the community and our membership.

To market and promote both the Chamber and our local businesses we have developed several advertising vehicles including the Brisbane Map, Brisbane Directory, and the Chamber newsletter, *the Luminary*, as well as our interactive website. The expansion of *the Luminary* circulation to include each residence as well as each business has provided advertising opportunities for our members and direct contact with our residents.

The mission statement of the Brisbane Chamber is clearly defined, "The purpose of the Brisbane Chamber of Commerce is to create an atmosphere in which business prospers and the community thrives." To meet this scope of work, the chamber focuses our efforts on six "spokes of involvement."

- ***Membership and Members-related Benefits and Services***
- ***Business Marketing and Promotions***
- ***Local Governmental Interaction and Involvement***
- ***County and Statewide Advocacy for Brisbane Interests***
- ***Community Relations and Support***
- ***Events and Networking***

These areas of involvement allow a member organization or individual to meet people, expand their business reach and further create a "unified branding" approach for their business. In addition, one of the most important functions of a Chamber of Commerce is to provide local business input to the local city, county, state and federal government representatives on issues that impact the residential and business community in Brisbane. Businesses do not have the opportunity to vote on issues, and the chamber is the best avenue for businesses to have their "voices" heard, as well as providing a necessary bridge between governments, businesses and residents.

➤ ***Membership and Benefits/Services:***

In 2013 membership levels in the Brisbane Chamber maintained a level roughly equivalent to the levels of 2012, with 214 members. Membership income was down slightly as several large members had not renewed at the time of this report. Even with the easing of the recession, we have continued to hold the line with dues and advertising costs, holding our membership dues costs at their 1999 levels

Members continued to receive benefits and services such as, no-cost attendance at Networking events and mixers; no-cost ribbon cuttings to announce new business openings, "Certificate of Origin" verification services, free Maps and Directories, Business Referrals, Membership in the San Mateo Credit Union, no-cost mailing labels and free inclusion on the Chamber's website directory.

➤ ***Business Marketing and Promotion:***

Member businesses were afforded several avenues and opportunities to promote and market their organizations/businesses during the year.

Luminary - The expanded Luminary enjoyed greater success this year as advertising revenue increased from 2012 and production costs were held at 2011 levels. During the 2013 run the newspaper featured monthly columns from the CEO of the Chamber, the Chairman of the Board and from the Mayor of Brisbane. The monthly paper has continued to evolve into more than a “chamber bulletin.” By including more local news, event calendars and columns, the publication helps to cement the Chamber’s status in the community as a bridge between the business community, the residential community and the city staff. It is also our ongoing prime method of marketing for the business and non-profit community that advertise and participate through entries in the community calendar. Over 4,000 copies are distributed each month throughout Brisbane and the surrounding counties.

Brisbane Directory – We are currently in the mid-cycle of sales for the upcoming 2014-15 Brisbane Directory. Early ad sales are encouraging as we are projecting the advertising levels to be close to pre-recession levels. The chamber has held the line on pricing and by negotiating aggressive print production contracts were able to not increase the advertising costs to members, even as material costs (ink and paper) have increased. A new challenge that we face is in the residential telephone listings, as at&t and Comcast types of bundled cable-telephone services are not readily available as listings through the traditional channels available for publishing of home numbers. We are actively reaching out to residents and businesses to ensure that if they want to be represented in the directory we will include them.

Chamber Website – The website has been continuously updated throughout the year with links to the social networking sites, linked-in, twitter and facebook. Both the Map and Directory are embedded into the website with a direct hotlink to companies advertising on the map. For 2014 we will be continuing to update the site and freshen the look to increase traffic and reach for the chamber. We continue to promote our Chairman’s Circle members through the use of hotlinks for a direct connection from our website to their websites.

Chairman’s Circle – Chairman’s Circle members are recognized with increased visibility in our publications and at each of our events. Our numbers of Chairman’s Circle memberships were consistent in 2013 with years past..

Event Sponsorships – Our luncheons, mixers and special events (Scholarship Reception, Students in Business and Government, Business Expo, State of the City) were all sponsored by member companies in 2013 providing sponsors with an opportunity to showcase their organization / company and increase their exposure to attendees and those receiving event notifications via print or email methods.

➤ ***Local Government Interaction and Involvement:***

Throughout 2013 the Chamber has been working within the city to continue to foster an understanding between the entities of government, residents and the business community. Chamber staff and members have been active in the following areas:

Economic Development Subcommittee

Commercial Leasing Assistance

Highway Directional Signage Program – signage program completed

“State of the County” Tri-Chamber Luncheon Event featuring Representatives from the San Mateo Board of Supervisors, the California Assembly and State Senate

“State of the City” Mayoral/Chamber Evening Event

Meetings with San Mateo Board of Supervisors Members

Meetings with State Assembly member Kevin Mullin and State Senator Jerry Hill

➤ ***County and Statewide Advocacy for Brisbane Interests:***

During this year the Chamber has represented the Brisbane business and residential community through advocacy and involvement with the following organizations and events:

Western Association of Chamber Executives (W.A.C.E) – the chamber was represented both at the Annual WACE meeting as an attendee and guest panelist, and at the WACE Academy Workshop in Sacramento.

Progress Seminar (San Mateo County) – the chamber has actively worked with the organizers of the Progress Seminar to assist in the planning and promotion of this important local business and government forum.

Multi-Chamber Business Expo –the chamber was a primary planner and partner in the First Annual Multi-Chamber Business Expo, held in August at the South San Francisco Conference Center. The turnout and sponsorship of the local and county-wide business community was much better than initially anticipated resulting in a sellout of the tables at the Conference Center and a request that the chambers again host the expo in 2014. The expo also resulted in an income generating event and brought the chamber several new members, while increasing the reach and exposure of not only the Brisbane Chamber but of the other four chambers that participated.

San Mateo County Economic Development Association (SAMCEDA) – the chamber has been involved with SAMCEDA in 2013, attending meetings related to economic development, transportation, state budgeting and other issues.

San Mateo County Chamber of Commerce Alliance (SMCCCA) – the chamber has continued to be involved with the alliance, which consists of all 13 Chambers of Commerce in San Mateo County. Brisbane Chamber President/CEO Bull served as President of the Alliance in 2012.

Cal Chamber Economic Development Program – In 2013 Chamber CEO Mitch Bull participated and completed the Economic Development Basics Program sponsored by the Cal Chamber and the University of Oklahoma. Information and concepts learned at the program have been communicated and utilized within the Economic Development Subcommittee meetings.

➤ ***Community Relations and General Support:***

In 2013 the Chamber was involved in the Community in several different ways.

High School Scholarship Recognition Award Program – in 2013 nine high school seniors were awarded Chamber Scholarship Recognition Awards and recognized at an evening reception at the council chambers at Brisbane City Hall. Other awards included 2 elementary school awardees and 2 middle school awardees and an outstanding educator of the year. Over 90 people were in attendance.

Students in Business and Government – over 60 students from Lipman Middle School participated in a job shadowing day with 20 businesses located in Brisbane, San Francisco and Daly City. We were able to partner with Seton Medical Center to allow students to experience the largest number of businesses participating in this long-running Chamber-BSD program.

Local Chamber Programs – in 2013 the Chamber sponsored and provided funding for the staining and refurbishment of the Community Park rafters; and completed the installation of directional traffic signs for motorists driving into Brisbane.

Holiday “Stars” Program – chamber members Golden State Lumber, Brisbane Hardware and Supply and Bob Wilson continue to supply the materials and labor to build and distribute the holiday house stars at no cost to businesses and residents’ in this, the longest-running, chamber-developed civic program.

➤ ***Events and Networking Opportunities:***

In 2013 the Chamber provided various opportunities for companies and individuals to network with other Chamber members. These included:

Luncheons: The State of the County – Tri-Chamber Luncheon Event

Sponsored by **First National Bank of Northern California / SSF Scavenger Co. – Brisbane, San Bruno and South San Francisco Chambers of Commerce**; A sold out luncheon featuring representatives from the California State Assembly, the California State Senate and the San Mateo Board of Supervisors

After-hours “NETwork@Night” Mixer - Receptions:

Hosted by **Madhouse Coffee; 7-Mile House Bar and Restaurant; Melissa’s Taqueria; Homewood Suites by Hilton; Non-Profit Mixer with San Bruno Mountain Watch and the Heartland Institute for Financial Education.**

The 2013 Bullitt 45th Anniversary Event:

In conjunction with the Brisbane Lion’s Club and the local “Bullitt” aficionados, a sold out event was held at the Brisbane Mission Blue Center. Catered by the Lion’s Club, the event raised \$4000 for the Lions Club and the Chamber.

The Brisbane Chamber Scholarship Recognition Awards and Reception:

Made possible through donations from the following:

BiRite Foodservice Distributors; Bill Barulich; Brisbane Chamber of Commerce; Brisbane School District; F. W. Spencer and Son, Inc.; First National Bank of Northern California; Golden State Lumber; Integrated Resources Group; MCK Associates; Monster Cable Products, Inc.; Mothers of Brisbane; John Quilter; Purcell Murray Company, Inc.; Larry and Christine Purcell; Recology, Inc.; San Mateo Credit Union; South San Francisco Scavenger Company, Inc.; and Universal Paragon Corporation, Inc..

Reception sponsored by – **Golden State Lumber and Plywood Company**

Brisbane City Council Candidates Forum:

Open forum and discussion co-hosted with the San Mateo County League of Women Voters. Held at the Brisbane Community Room at the Brisbane City Hall, the forum featured presentations from each candidate as well as questions from the audience. Well attended with over 80 people in attendance.

The “Students in Business and Government” Shadow Day and Luncheon:

Made possible through the cooperation of the Brisbane Chamber; the Brisbane School District and the Recreation and Parks Department (City Of Brisbane), and the following companies and organizations who generously hosted our students: **Bank of America; bebe Stores, Inc.; Brisbane City Hall; Brisbane Fire Department; Brisbane Police Department; Cutera, Inc.; First National Bank of Northern California; F.W. Spencer and Son, Inc.; Hitachi America, Ltd.; KTSF-Channel 26; Monster Cable Products, Inc.; Radisson Hotel SFO Bayfront; Purcell Murray Company; Seton Medical Center; South San Francisco Scavenger Co., Inc.; Universal Paragon Corporation, and Xebec bar and dining.**

Luncheon sponsored by: **Recology**

Concluding Remarks

The Chamber finishes 2013 on a very positive note. In a year that has been marked by economic challenges throughout, it has been another successful year for the organization. Working with our staff, President and CEO Mitch Bull, and Marketing Director Alison Wilson, we have continued our primary goal of strengthening our relationships with the City, County and State governments, the business community, civic organizations and the residents of Brisbane.

Our programs and events were very well attended and with the guidance of our Board of Directors and the support of the business community and residents, we were able to continue our programs. The Scholarship Recognition Program awarded over \$15,000 to deserving students at an evening reception where Board Member and Past Board Chair Larry Purcell gave an inspirational speech, and the students received awards from state and local elected officials.

The Students in Government and Business Program continued to have strong support from the School District, the City Government management and staff, and from the business community. This year, 20 businesses hosted students from Lipman Middle School. This is one of the largest turnouts of businesses that we have had in the program and featured businesses in Brisbane, Daly City, South San Francisco and San Francisco. This year, we were able to expose students to the medical services field at Seton Medical Center. The students recapped their business experiences at the annual luncheon at the Mission Blue Center where a large crowd listened to the student experiences.

Membership was average this year, as the economy continued to improve. Membership numbered 214, approximately the same as in 2012, although income was down somewhat as some of the larger members in past years did not renew due to the business climate or relocation out of Brisbane.

We changed our event calendar this year with fewer luncheons and more of a focus on evening events to better meet the needs of our busy working members. For the first time we held a Tri-Chamber "State of the County" luncheon and a Multi-Chamber Business Expo centered on businesses in the Northern part of San Mateo county. Both events were held at the South San Francisco Conference Center and were sold out. Our mixers also drew well, with crowds ranging from 15-30.

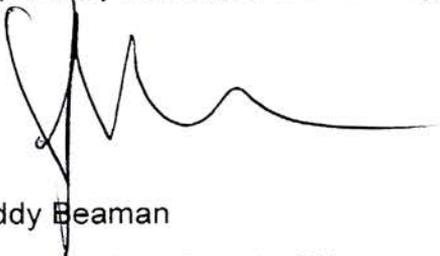
Community and business programs were also on our agenda as the Chamber facilitated a "Real Estate Roundtable" with local brokers, landlords, and city employees to examine ways to promote Brisbane and meetings with Assembly member Mullin and State Senator Hill to augment the aforementioned State of the County. We were also represented at the 2013 W.A.C.E Conference, Progress Seminar and Cal Chamber Economic Development Workshop. In addition your Chamber completed the "Brisbane Signage Program" to better identify routes to downtown, Crocker Park, Tunnel Road, and the Sierra Point area.

Looking forward to 2014 the economy will still be a major factor as businesses are still recovering from the recession depending on their respective fields. There were also losses within the business community in 2013 with the passing of business leaders and former Board Members Will Spencer and Charles Ng.

As my last year as the Board Chairman comes to a close I would also like to thank all of the members of the Board who have volunteered their time, their resources, and their experience to improve and strengthen the organization. I have appreciated their guidance, assistance and support. Working as a team, I am optimistic about the Chamber's future and will continue to work within the community to ensure the continued success of the organization.

In addition I would like to thank Mitch Bull, President and CEO and Alison Wilson, Director of Marketing, for their dedication to the Chamber. These two constantly go that extra mile and their efforts are truly appreciated by me and the Board. They are both very special people.

Respectfully submitted and looking forward to a successful 2014,



Freddy Beaman

Chairman of the Board of Directors



Mitch Bull

President and CEO