

ANNUAL REPORT 2020

WELCOME

NOV 12, 2020

Amanda Blackwood

50,000
JOBS
in the next
5 YEARS

92%
SMALL BUSINESS
WITH 20 EMPLOYEES
CAN QUICKLY RECOVER AS W

FORECAST
TELLS US



SLOW LONG-TERM
GROWTH WITH A
MUTED WORLD
RECOVERY

LAST YEAR
ALL NUMBERS
WERE LOOKING GOOD
PRE COVID UNEMPLOYMENT
3.1%

FEAR
of RECESSION

YEAR 2025

JOB LOSS
OVER 88,000 \$5B

CURRENT
9.8% and GROWING...

LOCAL
ECONOMY
CHANGE
impacts
LOCAL
BUSINESS

MASSIVE HIT
TO OUR BUSINESSES



HOSPITALITY
COMMUNITY
HEAVILY IMPACTED

★ *the*
MORE TRADABLE
YOU ARE, THE
MORE RESILIENT
YOU'LL BE



NO JOBS,
NO SPENDING,
NO GROWTH



metrochamber

SACRAMENTO METROPOLITAN CHAMBER OF COMMERCE



2020 ... What a year!

DEAR METRO CHAMBER BOARD OF DIRECTORS -

I think it is fair to say that this year was one for the record books.

This time last year we were experiencing our 115th straight month of economic growth in the Capital region, a profitable and impact-driven year at the Chamber, and in the midst of planning our 50th Cap-to-Cap. While there was definitely much work to do, we were all filled with abundant optimism for 2020.

And then March. We experienced the impacts of COVID19 on our families, our kids, our workforce and our economy. We experienced as a community the very real and devastating impacts of bias and discrimination. We experienced a political climate ripe with tension and conflict at all levels of government. And we all lived with more uncertainty and constant change than we may have ever felt before.

But despite all of that, I could not be more proud of what this team, this organization, and this Board have done to step up, take action, and be the voice of business that the region desperately needed and will continue to need as we navigate the years ahead.

From the \$83M in capital we put in the hands of local businesses to the thousands of jobs we have stabilized - **we have made a difference**. From the daily task force calls from my kitchen table to the \$50M+ in CARES dollars we secured for Sacramento's devastated retail and hospitality industries - **we made a difference**. And to the thousands of phone calls we received from business owners to the guidance provided to our elected leaders as they make law that will dictate our futures - **we have made a difference**.

We will continue to be that difference. Our bold new plan to stabilize 50,000 jobs in the next five years is what our community needs of us and we are ready to answer the call.

Thank you for your support during this transformative year as we lead our region to a bright, inclusive, and prosperous future for all.

With gratitude -

AMANDA BLACKWOOD
President & CEO

INTRODUCTION

2020 was a major milestone year in the history of the Metro Chamber.

While our tactics may have changed we celebrated 125 years of leadership by serving as the unequivocal voice of business in bold and meaningful ways. In a time of unprecedented volatility we have served more people, helped more businesses, and created more economic impact than ever before.

IMPACT TO COMMUNITY

Metric of Success	Goal	Actual	Variance	% of Goal
Capital placed	\$20M	\$83M	+\$63M	315%
Clients/Members served	900	1693	+793	188%
Technical Assistance hrs	3,900	8,753	+4,853	224%
Jobs created/retained	3,000	5969	+2,969	198%

RAPID RESPONSE SUPPORT

The moment the stay-at-home order went into place, the Metro Chamber team sprung into action. From March 2020 to current we have achieved the following to directly support those impacted by COVID19.

400+ Individual businesses supported through the Rapid Response Triage Hotline

70% Of all support clients represent women and minority owned business

100+ Business & Economic Task Force Community Calls

60k Masks distributed to the community

ACHIEVEMENTS

EXTERNAL



POLICY & ADVOCACY

2020 Board Goal | Execute on the 4Point Business Promise

	Goal	Actual	% of Goal
Metro-PAC Fundraising	125K	225k	180%
Win rate for PAC endorsed candidates		76%	

2020 WINS

75,000 local jobs supported

By working with our Congressional offices, we secured California's ability to apply for PPP three days before the rest of the nation. Congressman Bera's office estimates that this effort alone stabilized over 75,000 local jobs.

Key races

The work of the Metro-PAC was a gamechanger in securing the Sacramento County Supervisor D3 seat for a business friendly candidate; a pivotal position in the region overseeing a \$6B+ annual budget.

Key measure, propositions, and local issues

- Defeated "Measure C" - rent control - City of Sacramento
- Defeated "Right to Recall" ordinance - City of Sacramento
- Defeated sweeping climate change building restriction ordinance - City of Sacramento
- Defeated "Prop 15" - split roll - State of California
- Defeated "Prop 21" - rent control - State of California
- Secured \$21m in CARES act funding for business support - City of Sacramento
- Secured "Al Fresco Dining Program" - City of Sacramento
- Secured "Great Plates Delivered Program" - City of Sacramento/FEMA
- Secured \$45M in public health funding - County of Sacramento
- Secured ABC licensing changes to allow outdoor operations - State of California
- Secured reclassification of construction as essential - State of California
- Advanced "Prop 14" - stem cell research - State of California
- Advanced "Prop 22" - independent contractor - State of California

ACHIEVEMENTS EXTERNAL

DIVERSITY, EQUITY & INCLUSION

2020 Board Goal | Advance a truly inclusive economy for all

- Established the Metro Chamber **Commitment To Change Initiative** to instill diversity, inclusion, and belonging in the culture and strategies of the organization at all levels
- Recruited and retained the most diverse and representative staff in the Chamber's 125 year history
- The Metro Chamber board is the most diverse and representative board of any regional business organization in the state with over 40% of seats held by women
- Established the Diversity, Inclusion, & Belonging (DIB) committee to hold the organization accountable for honoring our commitment
- Released "**Our Path Forward: The Prosperity Strategy**" with our regional partners to build a 5-year strategic plan for an inclusive economy in our region



MARKETING & COMMUNICATIONS

2020 Board Goal | Increase Chamber influence through effective communication

	Goal	Actual	% of Goal
Broadcast impressions	2M	5.8M	291%
Earned media	100k	420k	420%

Tuesdays@2

Launched weekly live stream show in partnership with the Sacramento Bee

8k+ Average weekly views

30+ Episodes

80k+ Unique views

SOCIAL MEDIA

Increased users, reach, and engagement on all platforms

Facebook	+ 4%
instagram	+ 7%
Linked In	+ 20%
Twitter	+ 126%

ACHIEVEMENTS INTERNAL



FINANCIAL

2020 Board Goal | Ensure the financial stability of the organization

Due to COVID19 - Membership revenue was impacted by a 30% loss and both travel programs had to be postponed in 2020. The combination of these losses had a net effect of <\$773k> to the Chamber's operating revenues which would have had a devastating effect on operations.

The flexibility of major investors + the swift action of staff not only filled the budget gap, but exceeded budgeted annual net revenues by almost 400%.

		Goal	Actual	% of Goal
Annual Net Revenue Budget Goal		\$23K	\$91K	395%
Unrestricted Funds Goal	Board Driven Initiative	\$120K	\$354K	295%
New Revenue Sources Goal	Staff Driven Initiative	\$100K	\$687K	687%
Credit line renewal		\$100K	\$175K	175%

OPERATIONS

2020 Board Goal | Ensure the long term stability of the organization

- ✓ Clean audit with no qualified concerns
- ✓ Removal of full back up requirements for SBA grants
- ✓ Fully trained in-house accounting team
- ✓ Documentation of all departmental policies & procedures
- ✓ Departmental cross training in place
- ✓ Fully compliant HR & payroll record keeping

LONG-TERM SOLVENCY

This fiscal year staff successfully navigated a buy-out of the existing lease obligation **saving the organization nearly \$1.3M** in overhead over the term of the lease.

Due to COVID restrictions, operations will be remote for most of 2021 with options for those that wish to co-locate at a far lower expense.