

GREATER TOMBALL AREA
CHAMBER OF COMMERCE

ANNUAL REPORT



Greater
Tomball Area



Chamber of Commerce

2023

281.351.7222

29201 Quinn Rd., Ste. B

Tomball, TX 77375

www.tomballchamber.org



U.S. Chamber of Commerce

Five-Star Distinction

Accredited



YEAR IN REVIEW

BRUCE HILLEGEIST, PRESIDENT

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It is with great pleasure and pride that I extend a warm welcome to each and every one of you as we celebrate another successful year of the Greater Tomball Area Chamber of Commerce (GTACC). As President of this esteemed organization, I am truly honored to share our accomplishments in this year's Annual Report.

I would like to express my deepest gratitude to our dedicated members, whose unwavering support and active participation have been instrumental in driving the growth and prosperity of our business community. Together, we have built a strong network of professionals and entrepreneurs who are the backbone of our local economy. Your commitment and collaboration have consistently demonstrated the power of unity and collective action.

Over the past year, our GTACC has diligently worked towards fostering an environment conducive to business growth, innovation, and entrepreneurship. We have successfully organized numerous events, workshops, and seminars that aimed to empower our members with valuable knowledge, insights, and opportunities. By connecting business owners, professionals, and government representatives, we have facilitated meaningful dialogues that promote collaboration, address common concerns, and advocate for policies that benefit our community at large.

Only through hard work and collaboration with our members and community could we have achieved highest honor of being designated as a Five-Star Accredited Chamber by the U. S. Chamber of Commerce. this past year.

Looking ahead, we remain steadfast in our commitment to empowering businesses and driving sustainable growth. Together, let us stride confidently into the future, leveraging our collective strength, and creating a legacy of prosperity for generations to come. Thank you for being an integral part of GTACC's journey, and I eagerly anticipate the accomplishments and milestones we will achieve together in the coming year.

Warmest Regards,



BOARD OF DIRECTORS

2023 Chairman:

Shane Boatman, Boatman Construction

Chair-Elect:

Raymond Francois, Hampton Inn & Suites

Immediate Past Chair:

Dawna Dyson, The Juice+ Company

Board of Directors:

Keith Barber,

Houston Methodist Willowbrook Hospital

Kyle Bertrand, Civil Systems Engineering

Mikelyn Corkran, Sunflower Bank

Al Herrera, Pristal's Automotive

Janna Hoglund, Lone Star College-Tomball
& Community Library

Kim Laurence Salser,

Emerge Marketing Consulting

Renee Leslie, Re/Max Elite Properties

Rob Marmmerstein,

HCA Houston Healthcare Tomball

Dr. Scott Marquardt, Clarity Hearing

Curtis Morris,

Curtis's Cooking Collaborative

Allison Mundy, Mundy Legal Services

Landon Reed

Uriah Ortiz, Guardian Safe & Lock

Dr. Martha Salazar-Zamora, Tomball ISD

Chamber Staff:

Bruce Hillegeist,
President

Brandy Beyer,
Vice President

Amy Mason,
Director of Communications

Alex Wellbrock,
*Membership Development
Director*

Jason Brandolini,
*Membership Engagement
Director*



Ex-Officio Board Members:

Dyanna McCoy,
Simmons Bank

Kelly Violette,
*Tomball Economic
Development Corporation*

GOVERNMENT & LEGISLATIVE AFFAIRS



Speakers / Topics Discussed at Monthly Meetings:

- State Representative Valoree Swanson
- 2023 GTACC Legislative Priorities
- Pastor Richard Jennings, River of Praise, 2022 Poll Watcher
- Elizabeth Stinsman, District Director, Office of State Senator Paul Bettencourt
- Nicole Sunstrom, Executive Director of Gulf Coast Protection District
- Tomball Police Department - Chief Bert
- David Esquivel, City Manager, City of Tomball
- Mark Ramsey, President, North Harris County Regional Water Authority



During the 88th Legislative Session Opening Day, nineteen GTACC members welcomed Texas State Representatives and presented GTACC Legislative Priorities.



Hot Topics:

- Candidate Forum - Tomball ISD Board of Trustees
- Election Integrity - Harris County Elections
- HB5 Support: Limitation on taxable value of certain property to provide for the creation of jobs and the generation of state and local tax revenue; authorizing fees; authorizing penalties.

MOBILITY & TRANSPORTATION COMMITTEE

Speakers / Topics Discussed at Monthly Meetings:

- Coalter Baker, Senior Director of Transportation and Infrastructure for the Greater Houston Partnership
- Drew Huffman, Public Works Director and Kyle Bertrand, Ardurra
- Harris County Engineer, Dr. Milton Rahman
- Marlisa Briggs, North Houston Association
- License Plate Readers, Nick Radack, Harris County Pct 3 Emergency Response / Law Enforcement Liaison
- TxDOT Updates by Sue Theiss
- Kailee Mills Foundation



Hot Topics:

- FM2920 / Main Street Reconstruction Project
- Tomball EDC Alleyway Project
- North Houston Highway Improvement Project
- To US House Appropriations Committee Members regarding M124-00-00 Channel Improvements Project



ANNUAL EVENTS

Annual Events:

- Chairman's Ball
- Golf Classic
- Bunco Bash
- Leadership Summit
- New Teacher Goodie Bags
- Tomball Night
- Parade of Lights
- Health & Wellness Expo
- Taste of Tomball
- Tomball Holiday Parade
- Miss Tomball
- Citizen of the Year
- Leadership North Houston

We continued our tradition of hosting a variety of annual events aimed at empowering community and business connections, and fundraising to support our mission.

Moreover, we continued to host community events that have been enjoyed from one generation to another.

We succeeded in bringing together the local business community and fostering connections through a diverse range of annual events. These events not only promoted economic growth and collaboration but also served as crucial fundraising platforms to sustain our chamber's initiatives. We are grateful for the support of our members, sponsors, and the community at large, and we look forward to another year of meaningful events that contribute to our shared success.



MONTHLY EVENTS

We continued our commitment to fostering local business growth and community engagement through a diverse range of events. From networking opportunities to educational committees, GTACC provided valuable resources and experiences to the business community.

Each event provides the opportunity to host, sponsor or attend in a capacity that best fits the individual needs of each member. We were pleased to have record turnouts at our events this year.



Monthly Events:

- First Friday Luncheon
- Government & Legislative Affairs Committee
- Mobility & Transportation Committee
- Women's Committee
- Networking Breakfast
- Young Professionals
- CEO Roundtable
- Health & Wellness Alliance
- Ambassadors Meeting
- Ribbon Cuttings (36 held)
- Ground Breakings
- Business After Hours (14 held)



MARKETING YOUR BUSINESS

Membership:

Total Members: 864

(20% increase from previous year)

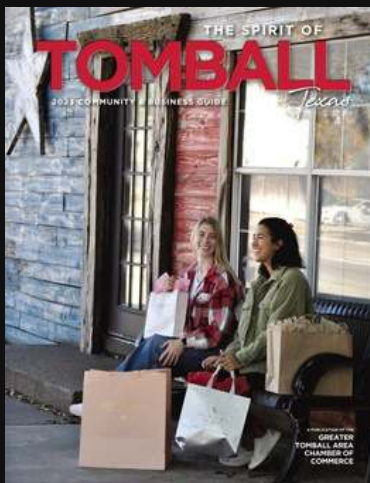
New Members: 187

(5% increase from previous year)

Magazine:

Number Published: 10,000

Number Remaining: 1,000



Weekly E-blast:

Unique Emails: 3,265

Current Average Open Rate:

GTACC: 41%

Industry: 31%

Previous Year Average

Open Rate:

GTACC: 38%

Industry Average: 28%

Our growth in membership this past year has presented increased opportunities for our existing and new members. Existing members are establishing new relationships and new members are discovering what makes our Chamber thrive.

In addition to members being listed on our website, members are listed twice in our annual Spirit of Tomball, Texas Business & Community Guide. The publication is provided to all chamber members, local businesses to disburse to their customers, and to all visitors and callers inquiring about our community. Advertising within the publication is offered to all chamber members.

Each investment level provides opportunities for members to share their stories and market their businesses or organizations with GTACC membership and the community. Furthermore, each event has opportunities to sponsor as they see fit for their goals.

Our weekly e-blast not only provides information regarding GTACC information and upcoming events, the e-blast is an additional way for our members to communicate with our subscribers. Each member is able to request ad space within the e-blast. Any inquiries regarding ad spaces should be discussed with a Chamber staff member.



COMMUNICATIONS

Website:

Our award winning website provides members, residents, and visitors with business and community resources. Members are encouraged to share their events, job openings and press releases on our site.

This past year we focused on increasing our website capabilities for our community. We experienced a 65% increase in press release submissions and a 124% increase in event calendar entries.



Social Media:

We have increased our social media presence, focusing on three platforms: Facebook, Instagram and LinkedIn. Our Facebook page has the largest audience and reach, with over 10,300 followers. We are continuing to build our Instagram (2,536 followers) and our LinkedIn (1,013 followers) platforms.

We utilize each in different capacities, with the ultimate goal of highlighting our community, as well as providing informative content and resources.

How To Find Us:

Website:

tomballchamber.org

Email:

admin@tomballchamber.org

Phone:

281.351.7222

Social Media:

Facebook
Instagram
LinkedIn



Greater Tomball Area Chamber of Commerce

Page · Business service

8.7K likes · 10K followers

Chamber of Commerce offering business services for proven success.

NEW THIS YEAR



Chamber Cup Challenge:

The inaugural Chamber Cup Challenge, facilitated by the Chamber's Health & Wellness Committee, was a great success! Over fifteen teams competed for the coveted cup to take back to their organization.

Teams competed in field day events, as well as mental challenges, that required input and cooperation from all group members.

Following the event, teams were invited to gather for a post-challenge celebration to mingle and discuss next year's strategies.



Leadership Summit:

This inaugural event focused on bringing together influential figures from various industries to share their insights and experiences emerging leaders within our community.

A strong turnout of attendees, along with diverse speakers, this event had a positive impact on the local business community and achieved its goals of providing valuable insights, fostering connections, and promoting leadership development.



OUR MEMBERS



Thank you to our members for the continued support and partnership!

CHAMBER TRUSTEES



CHAIRMAN'S CIRCLE



PRESIDENT'S CLUB

