



Membership Report

581

Members

41

New Members

32

Diplomat
Visits

33

Ribbon
Cuttings

28

Milestones
Celebrated

Jobs

60+ Posted
300 Total views

Volunteers

12 Committees
300 Volunteers
3200 Hours
140 Businesses
represented

Events

200 Events
4500 Attendees
3 EDGE events
11 Networking
events
150 Committee
meetings





Communication

24,250 users at aberdeen-chamber.com

Most Visited Pages

- Business Directory
- Leadership Aberdeen
- Event Calendar
- Gift Card Participants

Top 5 Cities

- Aberdeen
- Chicago
- Omaha
- San Antonio
- Des Moines



Social Media
15,000 Engagements
4,500 Followers
425 New Followers
189,000 Reach

Gift Cards

2,678 Cards Activated
\$152,000 Value
\$125,000 Redeemed at Member
Businesses



198,550 Emails Sent
40% Open Rate
360 New Recipients

