



A MESSAGE FROM THE EXECUTIVE DIRECTOR

January 10, 2024

The Chamber welcomed thirty-four new members in 2023 for a total membership of 343 individuals, businesses, and organizations. This ties the record from 2016 for the highest number of members in Salem Chamber history. The Chamber continued to offer networking opportunities such as 12 at 12's (a luncheon meeting with the purpose of developing business connections) and Salem Area Safety Council meetings (a yearlong safety campaign co-sponsored by the Ohio Bureau of Workers' Compensation Division of Safety & Hygiene that encourages workers to develop and maintain safe working habits) as well as hosting thirteen Ribbon Cuttings and sponsored three Business After Hours.

In their second year, the Golden Egg Hunt, Chamber Gallery of Art, and the Chamber benefit, GrowthZone Job Postings flourished. The Chamber sponsored Golden Egg Hunt; an event where businesses are asked to hide a golden egg and shoppers subsequently find the egg to be entered into a drawing for prizes, resulted in 34 participating businesses in 2023, compared to 25 in 2022. The Chamber Gallery of Art continues to increase the art presence in the City of Salem by offering a full slate of exhibitions through June of 2025. Thanks to a grant from the Ohio Arts Council and support from Vic Marosher, tracking was installed to allow for gallery expansion in 2024. The GrowthZone Job Posting Benefit, which allows Chamber members to post job openings for free and viewable to the public, was utilized with 34 job openings being advertised throughout 2023.

In April 2023, the Beautification Committee held its annual Downtown Clean Up where over ninety volunteers cleaned up after the winter months. The Committee's Spring Adopt-A-Program sold out as well as their new holiday Adopt a Planter program. The Beautification Committee continues to recognize Yard and Business of the Month honors from May through October.

Twenty-three teams participated in the Chamber's Golf Outing in July and ticket sales from the September Downtown Dining Experience once again generated over \$4,000 in proceeds donated to the United Way Services of Northern Columbiana County. In October, Salem businesses and the Chamber provided treats to kids and sponsored family activities at Quakerfest. New in 2023, the Chamber partnered with the Salem Public Library and the Salem Parks Department to award prizes for "Scarecrow Shenanigans" and the Trail of Treats Costume Contest.

In November, the fourth annual "Warm Up Salem" campaign sponsored by the Chamber and Simply Scarves and Such took place where hats and gloves were hung on downtown light poles for those in need. For the sixth year, the Chamber was recognized by American Express as being a Neighborhood Champion for Small Business Saturday. To finish out the month, the Chamber along with Salem News sponsored "A Storybook Christmas" Parade.

The Chamber's marketing campaign kicked off in early 2023 resulting in a record-setting fifty-two marketing sponsorships. It is because of these marketing sponsors and our loyal membership that the Chamber can continue its program of work and give back to the community with annual donations to: The Banquet of Salem, The Brightside Project, City of Salem Fireworks, Concerts in the Park, Quakertown Super Kids Race, Salem Community Pantry, etc. In the words of Vince Lombardi, "Coming together is a beginning. Keeping together is progress. Working together is success."

Respectfully,

Lori Jewell