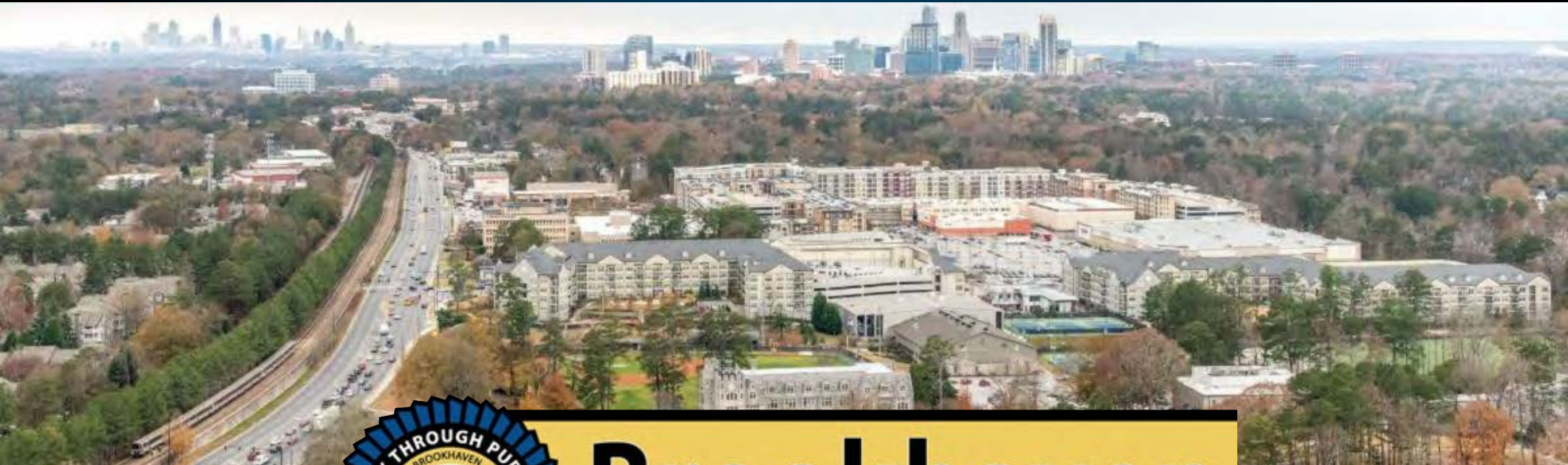


Brookhaven Chamber of Commerce

Strategic Planning & Business Matrix

2024-2025



Brookhaven
Chamber of Commerce

Brookhaven Strong

Live. Work. Play.

The Brookhaven Chamber is self-funded with revenues generated from paid annual memberships. We welcome support from all individuals, businesses and organizations that wish to contribute to our evolving cause and mission.



This collective support helps ensure the health and vitality of the Brookhaven Chamber, Brookhaven businesses, Brookhaven's hospitality, and the overall effect to "Invest in Brookhaven"



Brookhaven Strong Our Mission

Welcoming New Businesses!



Brookhaven Strong

Our Mission

Promoting Employment Opportunities!



Brookhaven Strong

Our Mission

Inform & Promote Brookhaven is a Great Place to Live!

- ☑ The Chamber through advocacy, innovation, and collaborative efforts showcases Brookhaven as a great place to live, work, learn, and play.



Brookhaven Strong

Our Mission

Inform & Promote Brookhaven is a Great Place to Live!



Brookhaven Strong

Our Mission

Showcase Great Restaurants, Parks, and Community Events!

- ☑ The Brookhaven Chamber of Commerce exists to promote an environment of prosperity in the Brookhaven business community by hosting networking events and participating in community functions.



Brookhaven Strong

Our Mission

Creating Opportunities to Help Brookhaven Businesses to Grow!

- ✓ The Chamber strives to provide educational and leadership development opportunities for members to support and grow a successful economic development. This is accomplished through networking functions, forming of committees to address and organize Chamber promotions and mainstream marketing being available to its membership.
- ✓ The Brookhaven Chamber of Commerce is the “Voice of Business” and an advocate for the community, implementing ideas and maintaining/strengthening a strong business environment in the area.

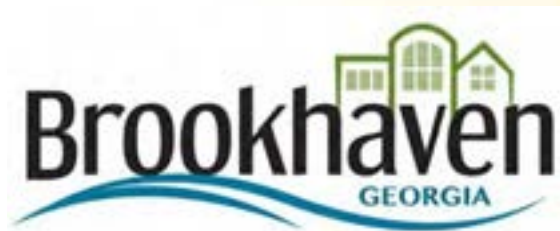


Brookhaven Strong

Our Mission

Continued Collaboration With Our Community Partners!

- ☑ The Chamber strives to recruit new businesses to Brookhaven and invest in Brookhaven.



Brookhaven Strong Visibility & Communication

In 2023 we retained Four Winds Marketing Agency who has been fundamental in the continued growth of the Chamber's visibility and communications as well as other marketing support to include community events like the Red White & Blue Haven Car Show.

- Website updates and enhancements
- Social Media messaging and postings
- Email Marketing conversation tones and notifications
- Four Winds Marketing Agency engages in quarterly Member Orientations aimed at training the Member Information Center. This training assists members in accessing resources to promote their businesses, events, job listings, company announcements, and more. These efforts aim to attract new chamber members by demonstrating the substantial return on investment from their small membership cost in the Brookhaven Chamber of Commerce.



Visibility

Events

- ☑ Luncheon Keynote Speakers
- ☑ Ribbon Cuttings
- ☑ Coffee & Contacts
- ☑ Multi Chamber Mixers
- ☑ Special Event Committees



Visibility

SEO Audits: ALL TRAFFIC

Traffic from last month compared to the prior month.

Google Analytics v4: Overview

Account: Brookhaven Chamber | Traffic channel: All | Filter: All Users

01 Jan - 31 Jan, 2024 vs 01 Dec - 31 Dec, 2023

Sessions

+175.57%

1,094 vs 397

New Sessions

+1.08%

70.02% vs 69.27%

Pages / Sessions

-4.29%

1.68 vs 1.75

Engagement Rate

-3.28%

54.57% vs 56.42%

Avg. Session Duration

+12.76%

00:02:59 vs 00:02:39



Visibility

SEO Audits: ALL TRAFFIC

Traffic from last month compared to the same month last year.

Google Analytics v4: Overview

Account: Brookhaven Chamber | Traffic channel: All | Filter: All Users

01 Jan - 31 Jan, 2024 vs 01 Jan - 31 Jan, 2023

Sessions

+19.04%

1,094 vs 919

New Sessions

+2.30%

70.02% vs 68.44%

Pages / Sessions

+0.38%

1.68 vs 1.67

Engagement Rate

+0.91%

54.57% vs 54.08%

Avg. Session Duration

+7.80%

00:02:59 vs 00:02:46



Visibility

SEO Audits: ORGANIC TRAFFIC ONLY

Google Analytics v4: Overview

Account: Brookhaven Chamber | Traffic channel: Organic Search | Filter: All Users

01 Jan - 31 Jan, 2024 vs 01 Dec - 31 Dec, 2023

Sessions

+123.32%

431 vs 193

New Sessions

+0.65%

54.76% vs 54.40%

Pages / Sessions

-0.72%

2.04 vs 2.05

Engagement Rate

-0.71%

71.00% vs 71.50%

Avg. Session Duration

+82.40%

00:04:36 vs 00:02:31



Visibility

SEO Audits

Impressions & Clicks

Traffic from last month compared to the prior month.

GSC: Search Performance (Overview)

Site: <https://brookhavencommerce.org/> | Search type: Web

01 Jan - 31 Jan, 2024 vs 01 Dec - 31 Dec, 2023

Total clicks

+110.84%

175 vs 83

Total impressions

+13.00%

8,169 vs 7,229

Average CTR

+86.58%

2.14% vs 1.15%

Average position

-4.91%

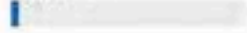
29 vs 30



Visibility

SEO Audits

Rankings Distribution

Domain	Visibility	Change
brookhavencommerce.org	8.29% 	0.36%
metroatlantachamber.com	3.19% 	0.08%
sandyspringsperimeterchamber.com	0.71% 	-0.24%
cobbchamber.org	0.43% 	0.01%
gnfcc.com	0.25% 	-0.06%
perimeterchamber.com	0.14% 	0.00%



Visibility

Events

- ☑ Luncheon Keynote Speakers
- ☑ Ribbon Cuttings
- ☑ Coffee & Contacts
- ☑ Multi Chamber Mixers
- ☑ Special Event Committees



Membership

Our current membership level is 285 and with the introduction on these preforming metrics, many are now in the works.

Moving forward our goal is to increase membership by 15-20%



Membership

Total Active Members = 285

<u>Keller Williams Brookhaven</u>	Waji Latif	4/23/2024
<u>Bryant and Associates LLC</u>	Yvonne Bryant-Johnson	4/10/2024
<u>Egg Harbor Cafe</u>	Emily Randolph	4/2/2024
<u>Northwestern Mutual</u>	Mache Jenkins	4/1/2024
<u>Atlanta Integrative Psychiatry</u>	Beau Allen	3/22/2024
<u>The Halberg Law Firm</u>	Blake Halberg	3/13/2024
<u>Andora Realty Group</u>	Mellanda Reese	3/1/2024
<u>Century 21 Connect Realty</u>	Jasmine Dufanal	2/27/2024
<u>Haven Insurance Group</u>	Michael Sussman	2/22/2024
<u>Corporate Environments</u>	Queen Garrett	2/22/2024
<u>Hawaii Fluid Art - Brookhaven</u>	Noopur Kumar	2/22/2024
<u>Georgia Cleans Commercial</u>	Kwame Francis	2/20/2024
<u>GHWAP Media</u>	Jung Kim	2/16/2024
<u>Republic Property Company Inc.</u>	Lin Daws	2/15/2024
<u>Ace Handy Man Services</u>	Jason Jacksonski	2/8/2024
<u>Georgia Financial Advisors</u>	Melanie Messer	2/8/2024
<u>Fogo De Chao</u>	Jenielle Walters	2/5/2024
<u>The Gipson Company, LLC</u>	Peyton Gipson	1/30/2024
<u>Fierman Developments</u>	Todd Fierman	1/26/2024
<u>ToyoTechs</u>	Chris Davidson	1/26/2024
<u>La Casa Del Tabaco</u>	Pablo Nunez	1/25/2024
<u>Button It Up Photo & Video Inc.</u>	John Thomas	1/25/2024
<u>Southern Custard</u>	Matthew Mohalski	1/22/2024
<u>Shamrock Prosthetics Inc.</u>	Steve Ehretzman	1/22/2024
<u>Precision Step Performance</u>	Jamaree Gordon	1/18/2024
<u>Residents Inn Buckhead Lenox Park</u>	Charles Jones	1/17/2024
<u>Finest Events Rental Services and Accessories</u>	Mark Barlow	1/16/2024
<u>Engel & Volkers Atlanta</u>	Brandi Washington	1/11/2024
<u>Mecca Anderson LLC</u>	Mecca Anderson	1/5/2024

<u>Owens & Mitchell PC</u>	John Mitchell	1/5/2024
<u>Bellamy Executive Park</u>	Mary Neal	1/4/2024
<u>Nicole DeSantis Century 21 Connect Realty</u>	Nicole DeSantis	1/3/2024
<u>Shelter Guard Roofing and Gutters</u>	James Scuka	1/3/2024
<u>Grind Heart Fitness</u>	Katherine BAILEY	11/15/2023
<u>Urban Wok</u>	Aaron Bynum	11/15/2023
<u>Peachtree Creek Greenway LLC</u>	Josh White	11/14/2023
<u>Google Fiber</u>	Wanda Ware	11/6/2023
<u>Kitchen Fronts of GA</u>	Bobbie Self	10/31/2023
<u>Design Theory</u>	Richard Berry	10/30/2023
<u>Evan Oglesby Foundation</u>	Evan Oglesby	10/26/2023
<u>Pro Tots Sports Prep</u>	Evan Oglesby	10/26/2023
<u>Veterinary Emergency Group / Brookhaven</u>	Kim Barton	10/26/2023
<u>Elite Lounge</u>	German Berrerg	10/24/2023
<u>Code Drifters, LLC.</u>	Elizabeth Morris	10/20/2023
<u>Portage Point Partners</u>	Michael Steckel	10/17/2023
<u>Kelly Did It Again Team at Keller Williams Realty Peachtree Road</u>	Kelly Marsh	10/13/2023
<u>Dining for Charities</u>	Shannon Quick	9/26/2023
<u>Southern Star Tree</u>	Austin Reed	9/22/2023
<u>Modern Oak Homes</u>	Kristin Meuris	9/22/2023
<u>Lulos Painting and Home Restoration</u>	Karlos Cabrera	9/20/2023
<u>Spiritual Living Center of Atlanta</u>	Shannon Prewitt	9/15/2023
<u>Glover and Flack Flooring</u>	John Flack	9/8/2023
<u>The Lash Lounge Atlanta - North Druid Hills</u>	Cathy Snyder	9/6/2023
<u>Lively Roofing and Construction</u>	Charlie Lively	8/29/2023
<u>Hilton Garden Inn Atlanta Perimeter Center</u>	Prentis VanDuvall	8/21/2023

<u>Fifth Third Private Bank</u>	Giovanni Boccia	8/15/2023
<u>Epiphany Dermatology</u>	Savanna Valles	8/15/2023
<u>Fox Brothers BBQ</u>	Cara Cown	8/15/2023
<u>PrintSonic</u>	Thomas Denton	8/2/2023
<u>Northside Hospital</u>	Imann Fahmy	8/1/2023
<u>Marist School</u>	Derek Waugh	7/20/2023
<u>Celero Commerce</u>	Hank Corriber	7/13/2023
<u>Foot Solutions</u>	Gary Falcon	7/7/2023
<u>Mirko Pasta</u>	Michaela Jarrett	6/20/2023
<u>The Plumbers Guild</u>	Corey Wimpey	6/16/2023
<u>Brumby Advisory</u>	ERIC BOGEN	6/14/2023
<u>Renasant Bank</u>	Fred Andrew	6/2/2023
<u>The Insurance Architect</u>	Elizabeth	5/24/2023



Membership

Total Active Members = 285

Alex Michael Pack Agency	Alex Pack	5/16/2023
Brookhaven EMS Fitness, LLC	Jason Cohen	5/9/2023
Bryco Electric	Mike Gagnon	5/9/2023
Marguerites on Dresden	Cindy Lites	5/3/2023
Bizology Group, LLC DBA GlobeHUB	Kevin Henao	5/3/2023
Keller Williams Peachtree Road	Rashida Thurmond	4/6/2023
Clarity Fitness	Abbey Griffith	4/3/2023
Tack of the Town	Jessica Stafford	3/31/2023
Balance Salon	Carol Nicotera	3/27/2023
Holiday Inn and Suites	Jerome Carithers	3/24/2023
Chick-fil-A Brookhaven	Jerry Goebeler	3/16/2023
Vida-Flo	null	3/16/2023
EnviroSpark Energy Solutions Inc	David Liss	3/13/2023
The Gurvey Law Group	Lea Markotic	3/6/2023

The Gurvey Law Group	Lea Markotic	3/6/2023
Skin Suite	Yolanda Scott	3/1/2023
True Aesthetic Contracting	Javier Dominguez	2/15/2023
Excelcare by Divinee	Diane Brown	2/13/2023
The Kellum Group Keller Williams Realty	J.D. Kellum	2/9/2023
360 Health DVA Full Taste Vegan	Debbie Wallace	2/7/2023
Certified EOS Implementor	Lynda Martin	2/1/2023
Shoot the Hooch	Bill Odrey	2/1/2023
Certified EOS Implementor	Lynda Martin	2/1/2023
Bernard & Johnson, LLC	Jordan "Alex" Johnson	1/27/2023
Stephanie Wilkins CNC	Stephanie Wilkins	1/27/2023
AR Workshop Chamblee	Melissa Martin	1/27/2023
Orchard at Brookhaven	Ginger King	1/24/2023
Buff City Soap - Chamblee	Alex Royter	1/16/2023
Buff City Soaps - Buckhead	Alex Royster	1/16/2023
Shearwater Global Capital, LLC	Christopher Miller	1/5/2023
AWC Strategy Group	Amy Corn	1/3/2023
Saddle Road Interiors, LLC	Christine Borges	11/30/2022
Jeremy Bustin Photography LLC	Jeremy Bustin	11/16/2022
A2Z Graphics	Bob Steinberg	10/3/2022
JT Atl Catering	Tony Howard	9/19/2022
Raris Jump and Play World	Ulexis Taylor	9/1/2022
Hawque Protection Group	Chris Rich	9/1/2022
Adman Promotions Inc.	Neil Wiesenfeld	8/12/2022
Cruise Planners - Holly Stroud	Holly Stroud	8/5/2022

Ghenogas Gallery LLC	Henry Ogaga	7/28/2022
Clutch Sports Bar Restaurant	Lemont Bradley	7/13/2022
United Credit Protection LLC	Pete Meadows	7/5/2022
Madhouse Film House Production	Mackleen Desravines	6/20/2022
Red Door Home Care LLC	Cornesha Williams	6/17/2022
SAM'S Club	Jimmie Simmons	5/19/2022
Farm Star Living	Mary Blackmon	4/6/2022
Farm Star Living	Mary Blackmon	4/6/2022
Farm Star Living	Mary Blackmon	4/6/2022
Ashley Gilmer	Ashley Gilmer	3/8/2022
The Air Company of Georgia	Dana Marek	8/19/2021
Atlanta Luxe Group - Compass	Kendria Clark	8/4/2021
Noriko McClinton	Noriko McClinton	5/19/2021
Ramos Law Firm	Bryan Ramos	4/8/2021
Rusty Nail Pub	Nick Cardellino	3/5/2021
BANE NETWORKS	Dominique Kelly	12/21/2020
The Piedmont School of Atlanta	Catherine Trapani	12/17/2020
DRIPBaR	Kelly Manahan	9/3/2020
Georgia Dermatology Partners	Carolyn Blue	3/20/2019
Al Parnell	Al Parnell	2/22/2019
Insperity	Jimmy McLellan	3/8/2017
Comcast Business	null	12/31/2015
Georgia Cleans Commercial	null	



Membership

Benefits

- ✓ **Online business directory listing and member profile**
(including hotlink to your website)
- ✓ **Group Health Insurance through Anthem Blue Cross Blue Shield**
(for businesses with 2-50 employees)
- ✓ **Inclusion in the Brookhaven Guidebook**
- ✓ **Advertising and Sponsorship opportunities**
- ✓ **Ribbon Cutting** *(for new businesses)*
- ✓ **Member-to-member access**
- ✓ **Member-to-member discounts**
- ✓ **Discounts for all Chamber events**
- ✓ **Membership Orientation**
- ✓ **Committee involvement options**
- ✓ **Increase your visibility in the community**
- ✓ **Networking Opportunities**
- ✓ **Make Business Contacts**
- ✓ **Advertise "Hot Deals"**
- ✓ **Map link to your business**
- ✓ **Educational seminars**
- ✓ **Unlimited referrals of inquiries about your type of business**
- ✓ **Bring Credibility to your business**
- ✓ **Free membership into the Georgia Chamber of Commerce** *(Businesses 1-10 employees)*



Georgia Chamber of Commerce

The Chamber will collaborate with the Georgia Chamber of Commerce to introduce our Brookhaven Chamber members on how to get more benefits such as favorable insurance discounts and reduced costs on goods and services.



Chris Clark, *Georgia Chamber's President and CEO*



SMART Program

GET SMART, A GREAT HEALTH PLAN FOR SMALL BUSINESSES

Are you looking for a health plan that can give you more rate stability and even more ways to save? **You've got it.**

Welcome to the **Georgia Chamber SMART Plan!** A great new health care solution that gives small businesses like yours an easier, more affordable way to offer health care to your employees, with a lot less worry. How? Easy!

The Georgia Chamber has teamed up with Anthem Blue Cross and Blue Shield (Anthem) to offer groups with 2-50 employees an opportunity to participate in a larger, self-funded pool. This way, they can join together to share in the overall claims risk and have financial protection backed by Anthem. Pretty smart, right?

There's more! In addition to financial protection, this great health plan alternative offers:

- Competitive rates.
- Predictable, fixed monthly payments.
- Flexibility in choice of benefit plans.
- Broad networks through Anthem's Open Access POS and Essential Rx formulary (drug list).

What about dental, vision, life and disability plans?

If you choose a Georgia Chamber SMART Plan, you can get these plans through Anthem at discounted rates!

Why Anthem?

You get peace of mind knowing Anthem is:

- Proud to serve millions of members in Georgia for more than 80 years.
- Part of the nation's largest health benefits company.
- Part of the BlueCard® program (through the Blue Cross Blue Shield Association) which includes more than 96% of hospitals and 97% of doctors in Georgia.¹



Performing Metrics 2024

The Brookhaven Chamber Board, Committees, and Ambassadors donate their time and efforts to help the Chamber membership grow and maintain the Chamber's financial stability.



Performing Metrics 2024

The Brookhaven Chamber Board, Committees, and Ambassadors achieve this by continuing with current programs and a fervent spirit and creative enthusiasm evolving synergy with new event opportunities to make things happen for the Chamber.



Chamber Ambassadors

In 2022 the Chamber established its new CHAMBER AMBASSADORS.

The Brookhaven Chamber Ambassadors welcome and greet attendees, volunteer at various events, and help make introductions at the beginning of Chamber events.

These events include:

- ☑ Luncheons
- ☑ Networking events
- ☑ Volunteer at community events
- ☑ and visiting a minimum of three businesses a month



Our Chamber Ambassadors play a vital role in growing our membership and ensuring the continued participation of existing members. They achieve this by actively reaching out to current chamber members as well as potential new members, fostering connections, and promoting engagement with our chamber's community.

A budget line item is inclusive for the Chamber Ambassadors to call on local businesses to drop off welcome packages and continue to keep members informed about new and ongoing City and Chamber events.



Brookhaven Chamber of Commerce Young Professionals Group

With the appointment of a new Committee Chair, the Brookhaven Chamber's Young Professionals have significantly enhanced engagement with individuals aged 40 and under. This has been achieved through a variety of channels including networking events, social gatherings, and community service initiatives.

This group will focus on promoting community involvement of the under-40 demographics.



Women's Business Enterprise

In 2022 The Chamber introduced and established the Women's Business Enterprise Committee

Its' mission is to welcome and mentor women in business and women interested in going into business. There will be creative ideas exchanged, comprehensive discussions, round table events, and networking.



Georgia Association of Chamber Commerce Executives

The Brookhaven Chamber of Commerce will be actively participating in seminars, programs and certifications.



GACCE Accreditation Program Status

The Brookhaven Chamber of Commerce has been a member of the GEORGIA ASSOCIATION of CHAMBER of COMMERCE EXECUTIVES (GACCE) in good standing starting our third year.

We have chamber members attending various conferences and seminars.

There are many important standards the Brookhaven Chamber of Commerce will achieve to meet full Georgia Certified Chamber.

We have already accomplished the following criteria toward our accreditation:

1. Proper Articles of Incorporation
2. IRS Certification as a IRS 501(c)6
3. Active and functioning Board of Directors
4. Board of Directors meetings with minutes
5. Financial Procedures, Budget, hired professional bookkeeper, Chamber Master application
6. Insurance Liability
7. Membership Communications, email, social and print.
8. Website and website maintenance
9. Membership Directory
10. Regular updates to our Social Media channels and consistent Email Marketing campaigns
11. Information Technology, data, backup and anti-virus software
12. Current Membership and New Membership Orientation Programs
13. Networking events
14. Communication and engagement with our local elected officials.
15. Established focus on the Brookhaven Chamber Mission and Strategic Plan
16. Established on full-time W-2 employee
17. Workforce support and development completed



GACCE Accreditation Program Status

Moving forward for our accreditation there are several more requirements we will be working on to building the chamber to the next level.

1. Leadership Development
2. Continued enhancement of membership benefits, marketing, insurance availability
3. Improve and establishing more business advocacy impacting local community

We are confident that our organization will complete all criteria to meet the GACCE Chamber Program for Certification in 2024-2025 and continue building relationships with our collaborative partners. .



What is



GACCE CERTIFIED CHAMBER PROGRAM

One of the most prestigious programs of the Georgia Association of Chamber of Commerce Executives (GACCE) is the Georgia Certified Chamber Program. The Georgia Certified Chamber Program sets standards of excellence for chambers in Georgia. It recognizes chambers that have met those standards while offering guidelines for others to improve their effectiveness.

GACCE follows the U.S. Chamber model with the designation being reapplied for every five years. Being a Certified Chamber of Commerce places you in a higher plateau of achievement, and this process confirms you have participated in a detailed analysis of who and where you are as an organization.

Why should your Chamber become a Georgia Certified Chamber?

The benefits are numerous. Certification demonstrates your commitment to improvements in your operations that makes you a more valuable and competent organization.

Certification will benefit your Chamber by:

- Committing the chamber to meet important standards established collectively by members of GACCE.
- Confirming the Certified Chamber meets those important standards set by GACCE.
- Validating the Certified Chamber as existing for the purpose inherent in the time-honored tradition of a "Chamber of Commerce."
- Increasing your credibility with your Board of Directors and your membership.
- Assisting with membership recruitment and retention.
- Differentiating your chamber from other chambers and business associations.

What does the Georgia Certified Chamber designation mean to the community or area where the chamber is located?

Certification benefits the community by:

- Setting high standards, which their chamber of commerce voluntarily ascribes to and meets.
- Providing the assurance that their local chamber of commerce aspires to excellence in a manner consistent with fellow chambers of commerce throughout Georgia.
- Strengthening free enterprise by protecting the business environment.
- Providing assurances to current and future members that they are investing in a not for profit corporation whose revenues are utilized for business and public good and not personal gain.



Thank You!

for your continued interest and support of the
Brookhaven Chamber of Commerce.

**We appreciate your confidence and partnership
and look forward to improving and increasing
Chamber membership in 2024.**

