

# 2023 ANNUAL CHAMBER UPDATE TO OUR MEMBERS

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DARIEN-MCINTOSH  
CHAMBER OF COMMERCE





**DARIEN-MCINTOSH**  
CHAMBER OF COMMERCE

## **KATARINA HOYT**

President/CEO  
Darien-McIntosh County  
Chamber of Commerce  
and Visitor Center

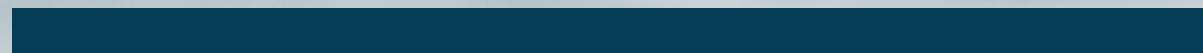






# **Our Mission**

**THE MISSION OF THE DARIEN - MCINTOSH  
COUNTY CHAMBER OF COMMERCE IS TO  
PROMOTE ECONOMIC GROWTH, REPRESENT THE  
BUSINESS COMMUNITY AND ENHANCE THE  
QUALITY OF LIFE WHILE PROTECTING OUR  
CULTURAL AND NATURAL RESOURCES IN  
COASTAL GEORGIA.**







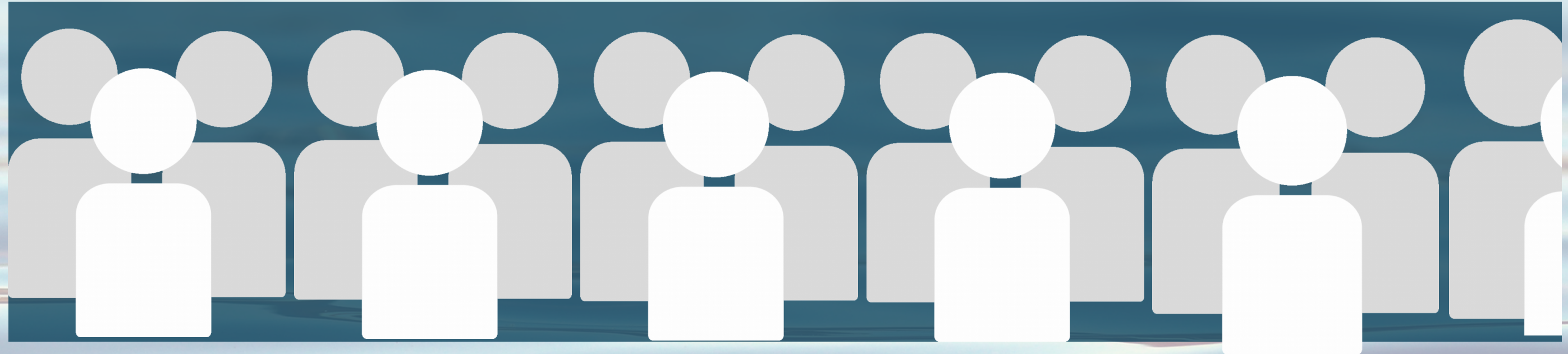
DARIEN-MCINTOSH  
CHAMBER OF COMMERCE

# WHAT DID WE ACCOMPLISH IN *2022*



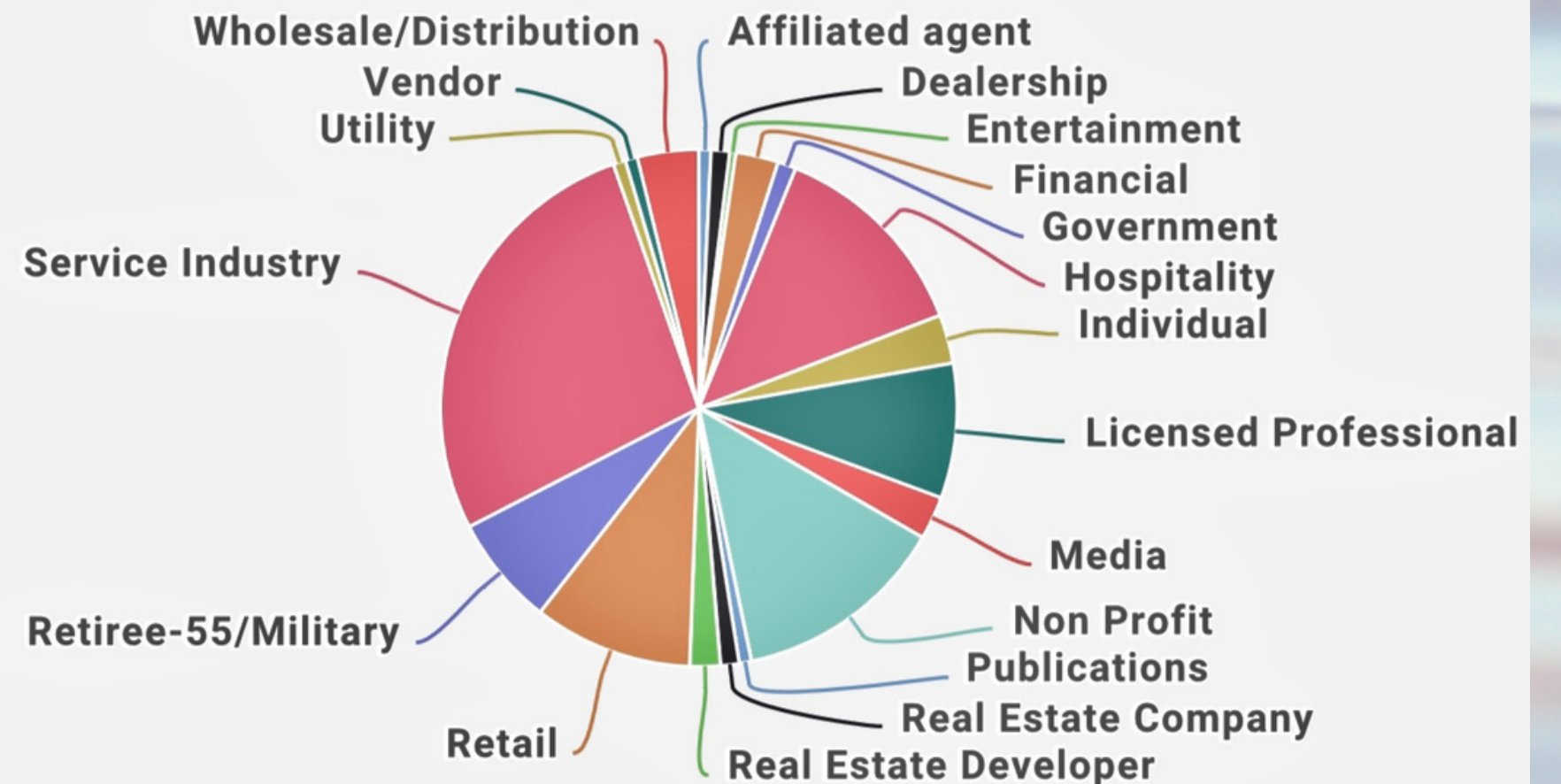
# Membership

**265**  
Total Members



**944 PEOPLE**  
**530 ORGANIZATIONS**

**2022 Growth:**  
**99 Members**





# 2022 CHAMBER EVENTS

## — 10 NETWORKING & EDUCATIONAL EVENTS

INCLUDES: COFFEE & CONNECT, LUNCH &  
LEARN AND BUSINESS AFTER HOURS

## — 6 COMMUNITY EVENTS

ANNUAL SPRING GOLF TOURNAMENT, 54TH  
BLESSING OF THE FLEET, RED WHITE &  
BREWS, BOUNTY OF THE SEA, ANNUAL  
CHAMBER AUCTION, JOYFUL IN DARIEN

## — 4 EDUCATION, LEGISLATIVE & POLITICAL EVENTS

STAR LUNCHEON, NEW TEACHER LUNCHEON,  
POLITICAL FORUM, COASTAL GRITS AND ISSUES  
BREAKFAST

## — 9 MEMBER CELEBRATIONS

GRAND OPENINGS, MEET AND GREETs,  
RIBBON CUTTINGS



# 2022 Social Media Impact

## Chamber Page

292.3K PEOPLE REACHED

21.5K WEB CLICKS

597 NEW FOLLOWERS

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**2,444 Total  
Followers**

## Tourism Page

146.8K PEOPLE REACHED

6.5K PAGE CLICKS

408 NEW FOLLOWERS

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**4,853 Total  
Followers**





# What have we done

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- **Opened the new Visitor Center and Chamber offices**
- **Enabled job listings and member deals on our info hub and membership directory**
- **Strengthened relationships with local elected officials and community organizations**
- **Enhanced the community calendar**
- **Represented Darien-McIntosh County at the Governors Tourism Conference in Athens, the Coastal Georgia Tourism Conference, and multiple Georgia Chamber of Commerce**
- **Launched the Chamber Wave, our new elevated newsletter**
- **Connected countless members with potential customers**



An aerial photograph of a rugged coastline. Dark blue waves are crashing against a rocky shore, creating white foam. The rocks are dark and jagged. The sky is a pale, hazy blue. The overall mood is dramatic and powerful.

# **WHATS THE PLAN FOR 2023?**



# 2023 Chamber Events

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- **TBD** - Annual Golf Tournament
- **March 11th** - Fisherman's Breakfast
- **March 16th** - Coffee & Connect
- **April 20th** - Fisherman's Dinner
- **April 21st-23rd** - 55th Annual Blessing of the Fleet
- **May 18th** - Business After Hours
- **June 15th** - Lunch & Learn
- **July 1st**: Red, White & Blue on the Bluff
- **July 20th** - Coffee & Connect
- **August 17th** - Business After Hours
- **September 21st** - Lunch & Learn
- **October 19th** - Coffee & Connect
- **November 14th** - Annual Chamber Auction
- **December 3rd** - Joyful in Darien





# EXPANDING MEMBERSHIP BENEFITS

## MONTHLY MEMBERSHIP NETWORKING

Working to expand  
the networking  
opportunities to  
pre-pandemic  
levels

## HOSTING ANNUAL CHAMBER 101

Educating our  
members on the  
services offered and  
requesting insight on  
future services

## LEADERSHIP MCINTOSH

Working to develop  
a leadership &  
mentor program for  
McIntosh County

## CONTINUE TO EXPAND RELATIONSHIPS

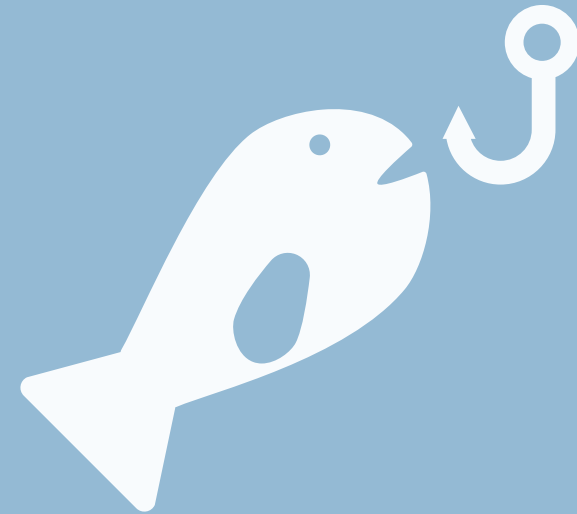
Working on  
expanding our  
relationships with our  
elected officials,  
government  
agencies, and  
neighboring business



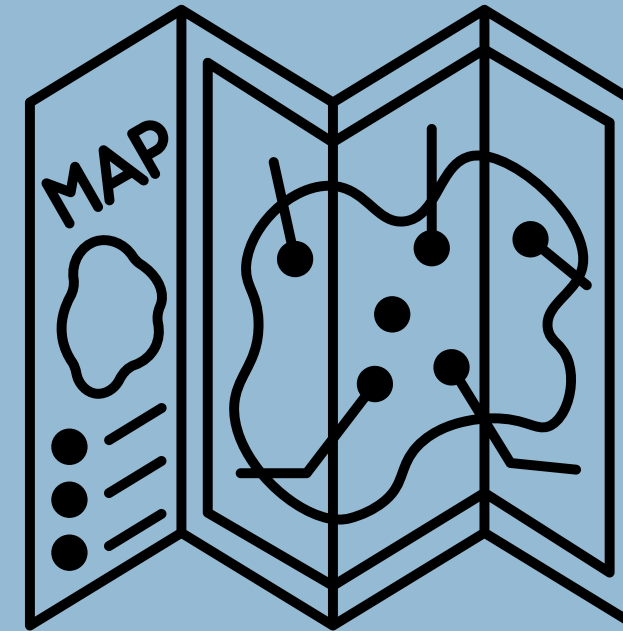
# Our Priority List



Represent our local businesses and be a resource for all community members



Support our local fishing industry with awareness and legislative advocacy when needed



Facilitate the design and creation of a new McIntosh County Road map. Working in partnership with PSP Group.



Support economic growth that fits our uniquely diverse community





DARIEN-MCINTOSH  
CHAMBER OF COMMERCE

## **THANK YOU TO OUR MEMBERS!!**

We are better because of the amazing membership we have. We look forward to working with all of you as we continue to grow and better serve you!