

## KEY METRICS FOR CHAMBERS OF COMMERCE

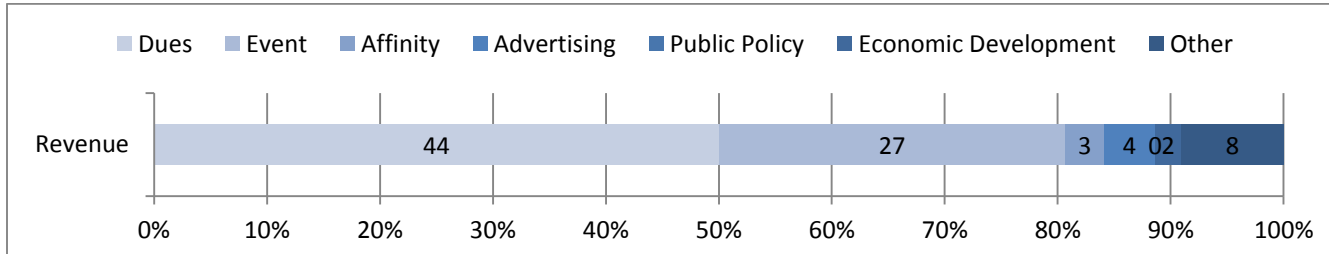
From ACCE Chamber Operations Survey Report 2013-2014

For Chambers with Budgets of \$450,001-\$900,000

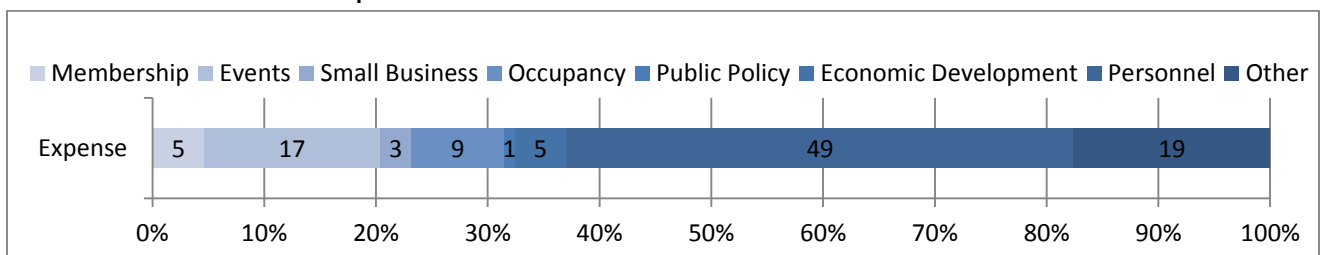
<u>Staffing</u>	<u>National Average</u>	<u>Your Chamber</u>
Average Number of Members per FTE	140	-----
Average Revenue per FTE	\$125,790	-----
 <u>Membership</u>		
Average Member Retention	86%	-----
Average First Year Member Retention	72%	-----
Average Member Retention Dollars	88%	-----
Average Current Membership	812	-----
Market Penetration Rate	23%	-----
Average Revenue Per Member	\$947	-----
Average Member Dues Investment	\$398	-----

### Finance

#### Breakdown of Total Revenue



#### Breakdown of Total Expense



Average Event Net Income	\$73,987	-----
Average Fundraising Revenue as a Percentage of Total Revenue	27%	-----
Average Expense Per Member	\$905	-----
Personnel (Salary + Benefits) as a Percentage of Total Expense	49%	-----
Amount in Reserve as a Percentage of Annual Expense	0-10%	-----
Average Net Assets	\$347,539	-----