

# Annual Report

Windsor Chamber of Commerce & Visitors Center  
For the period ended June 30, 2024

Presented at  
Windsor Chamber Monthly Meeting

August 20, 2024



## **Board of Directors 2024-2025**

Chair - Jim Curry, *Exchange Bank*  
Past Chair - Shawn Nichols, *Pack Ship & More / FastSigns*  
Vice Chair - Therese Gabaldon, *Roost General Store*  
Secretary - Alissa Johnson, *So Co Resource Recovery*  
Treasurer - Jon Stout, *Charles M. Schulz - So Co Airport*

Fred Peña, *Defense Block Security / Windsor Fitness Club*  
Sylvia Campa, *Vanguard Properties*  
Laurie Shimizu, *Mark Shimizu Design*  
Katie Phillips, *Hampton Inn & Suites*

# From the Executive Director



Dear Chamber Colleagues:

I am so grateful for another successful year of growth for the Windsor Chamber of Commerce & Visitors Center. Your membership is more than just a contribution; it's an investment in the future prosperity of our Town and our local area. The continued growth in our membership, services, and programs is the direct result of our shared commitment to building a thriving business community, which is essential to fostering a healthy community overall.

Your membership enables us to provide essential staffing and resources that directly benefit our local economy. From advocating for small business owners at the local level and beyond, to offering outreach and support for new ventures, we've effectively championed the needs and interests of our members. Our work doesn't stop there. We've also created numerous networking opportunities, fostering connections that lead to valuable partnerships and collaborations. Additionally, we've promoted your businesses both locally and regionally by expanding our social media presence and leveraging partnerships with Sonoma County Tourism and Visit California. We plan to increase our marketing efforts on behalf of Windsor, and together, we can accomplish much more.

Our popular fundraising events, such as the Chili Cook-Off, have continued to serve as vital platforms for members to engage with the Windsor community and beyond. These events also foster the success of local nonprofits, and provide the Chamber with the financial stability needed to grow our educational, marketing, and resource initiatives.

We are proud to have introduced several new programs this year, including "Time With Tim," our monthly morning forum where you can receive valuable information and updates from Economic Development Manager Tim Ricard. New Member Receptions, Leadership Windsor, and Latinos Exitosos in Business have all been met with enthusiastic participation. Additionally, our after-hours mixers, now offered quarterly in partnership with other chambers, provide even greater opportunities to connect with professionals, form meaningful relationships, and exchange insights that contribute to your economic success.

As we look to the future, I remind you that you have a voice, you have resources, and you have a coalition of fellow business owners who want you to succeed: the Windsor Chamber of Commerce & Visitors Center. Please contact me to share what your business needs, what we should be doing, and how we can improve in the coming year.

Yours sincerely,

Beth Henry  
Executive Director

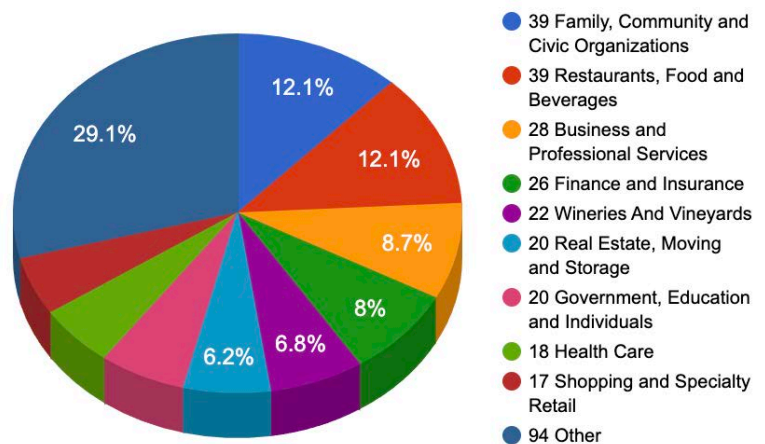
## Membership Snapshot

Active Members as of June 30, 2024  
**297**

New Members Added per Annum

Calendar Year	New Members	% of Growth
2024 to-date	28	
2023	51	23.53%
2022	39	61.54%
2021	15	-16.67%
2020	18	44.44%
2019	10	

Membership by Category



# Windsor Chamber of Commerce & Visitors Center

## Budget vs. Actuals: Budget FY23-24 - FY24 P&L

July 2023 - June 2024

	TOTAL	
	ACTUAL	BUDGET
Income		
2001 Grant Income	165,383.49	174,050.00
2002 Membership Income	111,686.48	114,000.00
2003 Conference Room Rental Income	580.00	240.00
2004 Miscellaneous Income	2,445.63	1,848.00
2005 Advertising Income	16,991.88	10,400.00
2006 Event Income	127,609.31	108,750.00
2007 Unapplied Cash Payment Income	-1,245.00	
2009 Program Income	26,135.00	9,600.00
<b>Total Income</b>	<b>\$449,586.79</b>	<b>\$418,888.00</b>
<b>GROSS PROFIT</b>	<b>\$449,586.79</b>	<b>\$418,888.00</b>
Expenses		
4001 Dues & Subscriptions	3,583.01	2,450.00
4002 Event Expense	47,382.73	46,300.00
4003 Advertising and Promotion	20,607.14	19,540.00
4004 Charitable Donations	18,400.00	13,500.00
4005 Employee Expenses	267,913.52	283,233.36
4006 Facilities Expense	14,121.36	13,930.00
4007 License, Fees and Interest	10,392.94	11,300.00
4008 Office Expenses	12,073.07	8,680.00
4009 Professional Fees	24,173.75	15,200.00
4010 Program Expenses	25,482.11	20,290.00
4011 Unapplied Cash Bill Payment Expense	0.00	
4012 Uncategorized Expense	23.85	
<b>Total Expenses</b>	<b>\$444,153.48</b>	<b>\$434,423.36</b>
<b>NET OPERATING INCOME</b>	<b>\$5,433.31</b>	<b>\$ -15,535.36</b>
<b>NET INCOME</b>	<b>\$5,433.31</b>	<b>\$ -15,535.36</b>

## Balance Sheet Summary

As of June 30, 2024

	TOTAL	
	AS OF JUN 30, 2024	AS OF JUN 30, 2023 (PP)
<b>ASSETS</b>		
Current Assets		
Bank Accounts	117,941.61	104,845.55
Other Current Assets	-1,700.00	0.00
<b>Total Current Assets</b>	<b>\$116,241.61</b>	<b>\$104,845.55</b>
Fixed Assets		
Other Assets	1,359.57	1,359.57
	0.00	0.00
<b>TOTAL ASSETS</b>	<b>\$117,601.18</b>	<b>\$106,205.12</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Credit Cards	0.00	0.00
Other Current Liabilities	14,421.51	8,458.76
<b>Total Current Liabilities</b>	<b>\$14,421.51</b>	<b>\$8,458.76</b>
<b>Total Liabilities</b>	<b>\$14,421.51</b>	<b>\$8,458.76</b>
Equity	103,179.67	97,746.36
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$117,601.18</b>	<b>\$106,205.12</b>

## Reflecting on a Year of Success and Collaboration



Dear Members,

As the Chair of the Board for the Windsor Chamber of Commerce, I want to take a moment to express my heartfelt gratitude for your continued commitment and support in the last several years. Together, we have navigated periods of growth, resilience, and achievement, and I am extremely proud of the strides we have made as a chamber.

In the past year, we have faced some challenges, including navigating a challenging economic landscape, adjusting to new business norms, and finding ways to stay connected and engaged. Our Chamber community has continued to demonstrate unwavering strength. I am especially proud of the collaborative efforts that resulted in successful events, informative programs, and networking opportunities that have directly impacted our members' success.

A few highlights from 2024:

- Graduated Class I of Windsor's first-ever Leadership Program, LeadWin.
- Founded Latinos Exitosos in Business as a new business resource (Thank you, Angie Campa.)
- Successfully leveraged ARPA funds through the SBER Partnership

Looking forward, the coming year holds promise for continued growth and success. As we embark on a new chapter, our focus will remain on fostering an environment where businesses can thrive. We will continue to plan with new and fresh ideas, looking for ways to properly expand our advocacy efforts for our members and community, and create more opportunities for our members to connect, learn, and grow. Your feedback and participation will be essential as we craft these initiatives to meet the evolving needs of our business community.

As always, we value your membership and the trust you place in the Chamber. We are here to support you, champion your successes, and provide the resources you need to achieve your business goals.

On behalf of the entire board, thank you for being an integral part of our chamber. We are excited about the year ahead and look forward to working alongside you to create even more opportunities for growth and prosperity in our community.

Warm regards,

Jim Curry  
Chair, Board of Directors  
Windsor Chamber of Commerce & Visitors Center

## Featured Program — Leadership Windsor



Launched last year and proudly sponsored by the Chamber, Leadership Windsor is the new, dynamic program dedicated to the development of those who wish to serve our community. This initiative aims to strengthen communication and foster a deeper understanding of local services, challenges, and needs. By equipping participants with essential tools and knowledge, the program empowers individuals to drive meaningful change in our area.

The inaugural Class I of Leadership Windsor completed their ten-month journey with a graduation ceremony in May 2024. In alignment with their commitment to creating a lasting impact, the class

undertook a Legacy Project designed to inspire future generations and contribute significantly to our area. The class selected a courtyard area in the Town's Civic Center that had been earmarked for improvement by the Parks and Recreation Department, transforming a neglected space into a welcoming environment for residents and visitors and reinforcing the community's connection with its local government.

Looking ahead, Class II is currently in session, running from August 2024 to May 2025, as the program continues to develop leaders who are committed to the betterment of Windsor.