2014-2015 Annual Report

**MEMBER LOYALTY (in years)**

- New: 131
- 0-5: 455
- 6-10: 121
- 11-20: 194
- 21-30: 154
- 30+: 116

*1,040 TOTAL MEMBERS | 86% RETENTION RATE*

**CHAMBER MEMBERS BY LOCATION**

- Kill Devil Hills (227)
- Kitty Hawk (193)
- Nags Head (161)
- Southern Shores (24)
- Duck (28)
- Roanoke Island (138)
- Corolla (24)
- Currituck Mainland (47)
- Hatteras Island (78)
- Ocracoke (17)
- Out of Area (103)

**TOP 10 BUSINESS TYPES**

- Restaurants: 111
- Hotels / Motels: 52
- Assoc / Community Services: 51
- Real Estate Rentals: 40
- Banks & Financial Institutions: 36
- Real Estate Sales / Dev: 35
- Retail Shopping: 35
- Builders / Contractors: 27
- Insurance: 25
- Advertising / Promotions: 24

**BUSINESS AFTER HOURS**

- 454 Attendees

**MORNING SCHMOOZE**

- 364 Attendees

**RIBBON CUTTINGS**

- 65

**INAUGURAL PROGRAM**

- 28 Graduates in Charter Class

**GOVERNMENT AFFAIRS COMMITTEE**

- Responded to legislation including:
  - Sales Tax Redistribution
  - Off-Shore Exploration & Drilling
  - Oregon and Hatteras Inlet Dredging

**ECONOMIC SUSTAINABILITY COMMITTEE**

- 13% Response Rate to Business Retention & Expansion Survey
- Connected 7 Businesses with Resources for Planned Expansions
- Created Elevator Pitch

- 27% Increase YoY Visitors to Website (229,887 visits)
- 37% Increase YoY Pages Viewed on Website (1,185,506 page views)
- Average Time on Website: 2 minutes, 9 seconds
- Facebook Outreach: 7,521
- Email Blasts sent in past year: 70