



Snyder Chamber of Commerce

Director's Report

November 19, 2012

I. **Chamber Staff:**

The staff is gearing up for the Christmas Around the Square Activities and have been working hard to spruce up the office a little bit. We want to make it more welcoming and reflective of our what our Chamber is doing and what Snyder is all about.

Community Beautification

No change at this time.

III. **Summer Concert Series/ Song Writers Series:**

We are looking at possible entertainers for future events.

IV. **Chamber Events:**

West Texas Western Swing Festival:

Sandra and I have met with the Committee and finalized our request for the 2013 Line up. The committee is very passionate about this event. We will be increasing the daily attendance admission price by \$5, but the weekly admission will stay the same to encourage the attendees to stay all week. There will be a sign posted at the gate and the door that RV prices will go up effective 2014.

July 4th Celebration:

No additional information at this time.

White Buffalo Weekend-October: (See Attached reports)

The event business is a risky business, when you win you have the opportunity to win big... when you lose it can be significant. With final figures nearing, we are reporting a significant loss for this year's event. All items are within budget with the exception of our rain insurance premium. We needed 2250 more attendees through the gate to break even. The cold weather caused a drastic reduction in the number of projected attendees. On all accounts, we have had reports that the marketing was more effective than ever before but we just did not get the bikers out to brave the cold. Three of the seven years of the event have had attendance affected by the weather. We just don't feel we can risk another year with inclement weather. This year was harder than ever to get the volunteers on board for both the events. With all the information presented thus far, staff suggests moving the date up several weeks to a warmer time of the year. Additionally, staff recommends separating the events and having White Buffalo Days on the first weekend of October as it is historically set.

Chamber Banquet-

The Chamber Banquet is set for February 7, 2013 at the Coliseum. The committee met in October. We are planning a banquet to prepare and energize our community for the predicted influx of growth over the next few months and years.

Wide Open Golf Tournament:

We are awaiting confirmation of date from the Scurry County Golf Course.

V.

Other:

Membership:

We are pleased to welcome Kinetic Coop, Kendallies Dance Studios, Hull 9 Yards as our newest chamber members.