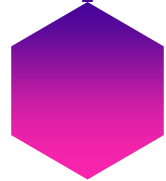


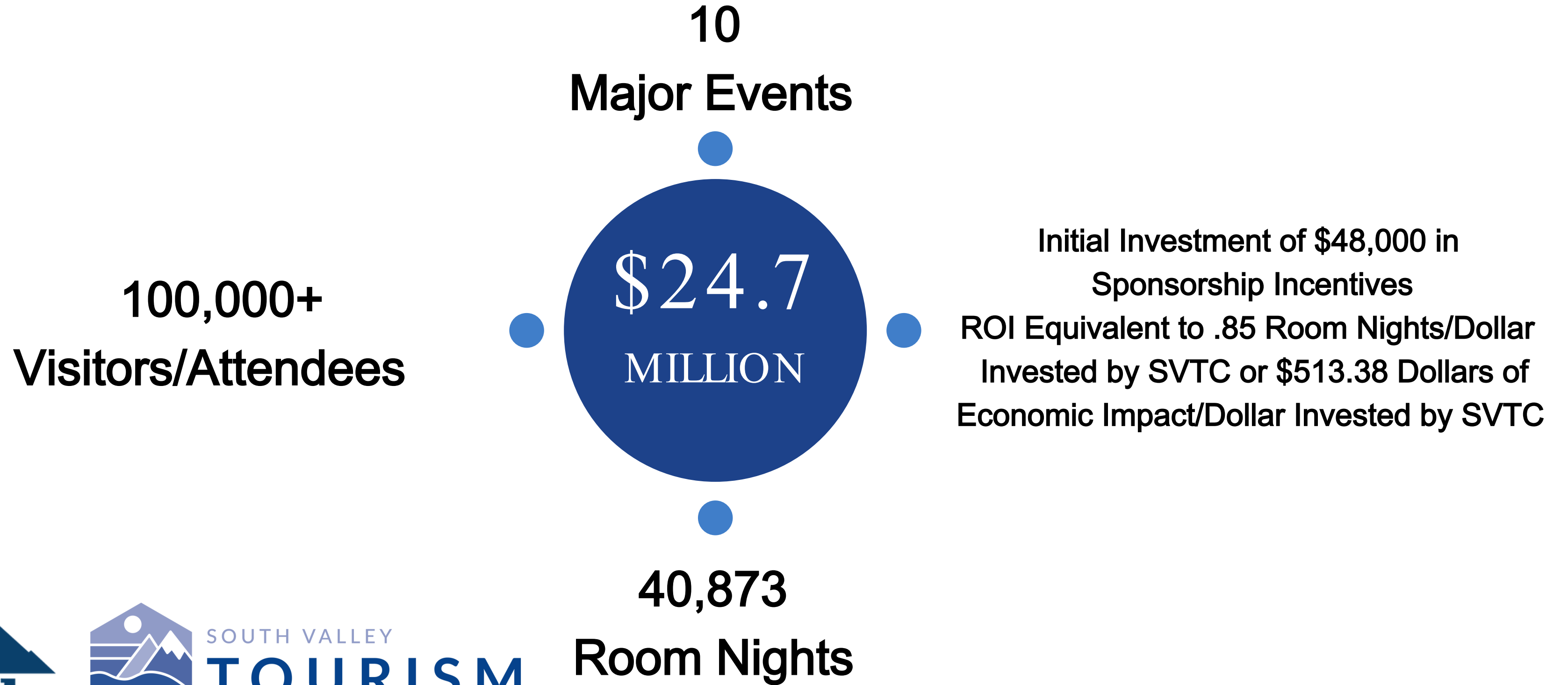
# 2024 YEAR IN REVIEW



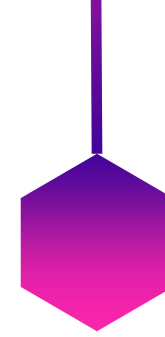
# WHAT WE DO



# SOUTH VALLEY TOURISM



# DASHBOARD



## Amphitheatre

Impressions: 850,882  
Google Search Ads– 25,709  
Google Display Ads – 748,155

Total Clicks: 11,367  
Google Search Ads- 742  
Google Display Ads – 10,577

Buy Now - 30

## Staycation

Impressions: 856,857  
Google Search Ads- 1,484  
Google Display Ads - 936,854  
Meta Ads - 57,386

Total Clicks: 2,820  
Google Search Ads- 2,831  
Google Display Ads - 538,194  
Meta Ads - 299,584

Hotel Link Clicks - 140  
Book Now - 42

## Winter Tourism

Impressions: 2,101,840  
Google Search Ads- 2,205  
Google Display Ads - 1,263,959  
Meta Ads - 430,297

Total Clicks: 10,236  
Google Search Ads- 16,116  
Google Display Ads - 16,545  
Meta Ads -

Paid Events: 3,518  
Hotel Link Clicks - 1,036  
Book Now - 190



# WOMEN IN BUSINESS

In 2024, our Women In Business Committee selected The Road Home for their annual service project.

10

Women in Business Luncheons with speakers such as:

- First Lady Abby Cox
- Jeanette Bennett
- Cierra Clayson
- Holly Curby
- Non-Profit Panel





# JR WOMEN IN BUSINESS



**21**

**Scholarships**



**25**

**Expanded  
Program to 25  
Participants for  
2024-2025**



# BUSINESS INSTITUTE



**Altabank™ Business  
Accelerator**



**Altabank™  
Everyday  
Entrepreneur  
Program**



**LEADERSHIP**  
SOUTH VALLEY

**SOUTH VALLEY CHAMBER  
BUSINESS BOOT CAMP**



Hosted Cohorts  
7 & 8

# BUSINESS ACCELERATOR

26  
Enrolled  
Participants







# LEADERSHIP

SOUTH VALLEY



# BUSINESS BOOT CAMPS

**13**  
Graduates



**9**  
Business  
Boot Camps Held

**100+**  
Participants

## Topics Covered:

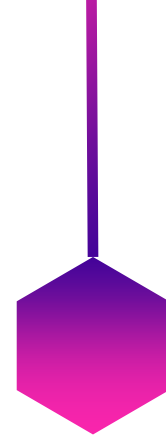
- Health Care
- Tourism
- Government & Legislation
- Housing & Transportation
- Sports & Entertainment
- Economic Development



## Topics Included:

- Social Media
- Tax Prep
- Company Culture
- Marketing
- Mind Set





# EVERYDAY ENTREPRENEUR

12  
Enrolled  
Participants



## Course Topics:

- Startup 101
- Getting Funded
- Operations
- Growing Your Startup
- Marketing Plans
- Budget/Finance Planning

4

## Let's Do Lunch Events Hosted

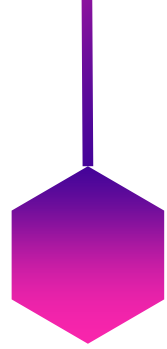
### Our Presenters included:

- Jim Olson, SEG
- Lt. Governor  
Henderson
- The Salt Lake Bees
- Scott Anderson, Zions  
Bank



# LET'S DO Lunch





# MEET THE MEMBER

5  
Meet the  
Member Events  
Hosted

70+  
Businesses  
Pitched



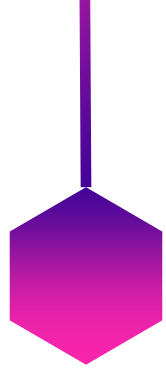


# CHAMBER 101

100+  
Businesses  
Instructed



11  
Chamber 101  
Hosted



Held at Various Locations

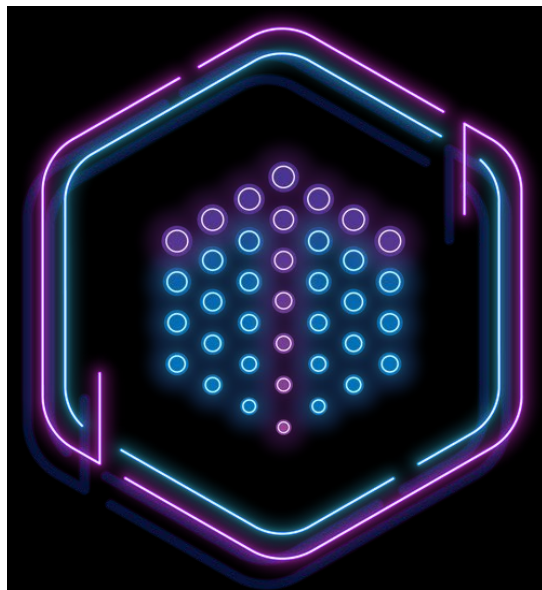
Such as:

- Kona Grill
- Boondocks
- Alpha Warranty
- Eight Settlers
- Real Salt Lake

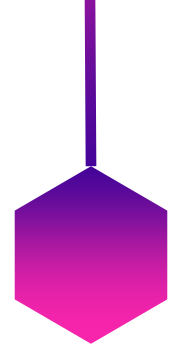


5

Connect After  
Hours Events  
Hosted

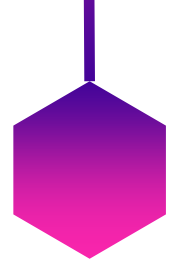


# CONNECT AFTER HOURS



# EXECUTIVE FORUM & IN THE KNOW





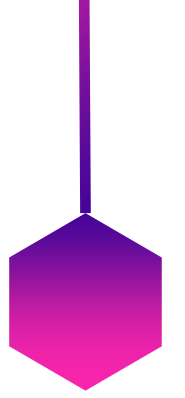
# AMBASSADORS

- Member Outreach
- Networking  
Coordination at  
Events
- Ribbon Cutting
- True Ambassadors





# GOVERNMENT AFFAIRS & PUBLIC POLICY



20+

Bills Tracked  
During 2024  
Legislative Session

Housing  
Transportation  
Economic Development



17

South Valley Chamber  
Delegates on Annual  
Washington D.C.  
Advocacy Trip

# SMALL BUSINESS COMMITTEE



Boot Camps and  
Small Business  
Education

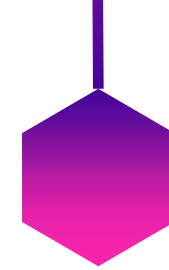
Small Business of  
the Year Award

Target River



Podcast Hosted 8  
Episodes



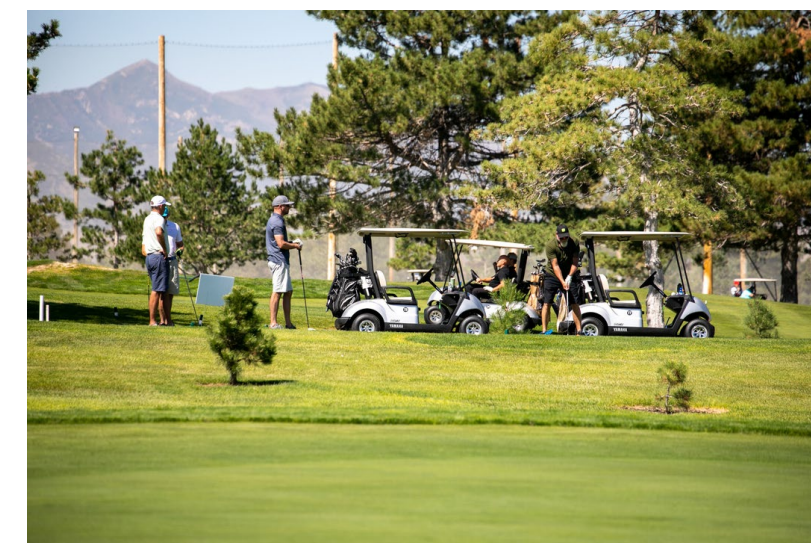


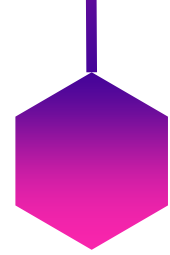
# GOLF TOURNAMENTS

400+  
Players  
Participated

## 3 Courses Played

- River Oaks
- Old Mill
- Glenmoor





# SHARK TANK

Hosted Young  
Entrepreneurs  
Shark Tank



\$11K  
Awarded to Winners  
for Business  
Startups



# TITAN AWARDS

**Sandi Hendry**

Minky Couture

**James Clarke**

Clearlink

**Keith McMullin**

Deseret Management Corporation

**Brian Epperson - Target River**

Small Business of the Year

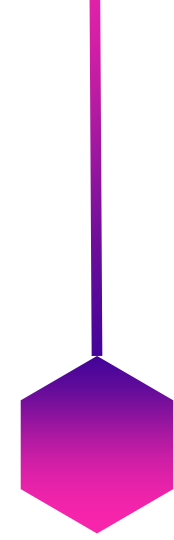


# SANDY RIBBON CUTTINGS

16

Ribbon Cuttings





# NEW MEMBERS

Welcome! Willkommen!  
¡Bienvenido! Bienvenue!  
ຍິນດີຕ້ອນຮັບ Benvenuto  
Bem-vindo Välkommen  
ស្វាគមន៍ Hoş geldin  
Witaj! Selamat datang  
欢迎

196  
Total

37  
Sandy City