

December 2010

WILLCOX CHAMBER OF COMMERCE & AGRICULTURE

2010 ANNUAL REPORT



Willcox Chamber
of Commerce & Agriculture

2010 BOARD OF DIRECTORS

EXECUTIVE BOARD

David Bonner, President

City of Willcox

Kees Rodenburg, President Elect

EuroFresh Farms

Monica Hogue, Vice Pres.

Rustic Rooster

Delcie Schultz

Rex Allen Museum

BOARD

Harley Smith

Northern Cochise Community
Hospital

LaDonna Burgess

Individual Member

Lana Estes

Valley Telecom Group

Revonda Laws

AEPCO

Ron Bastian

Radio Shack

Sara Nolan

Rex Allen Theatre

Sherrill Hoard

Circle B Adult Care Homes

Wayne Crane

SSVEC

EX-OFFICIO

Jacque Cook, Past President

Coronado Vineyards, Inc.

Dr. Richard Rundhaug

Willcox Unified School Dist.

Pat McCourt

Willcox City Manager

PRESIDENT, DAVID BONNER

As the 2010 year comes to a close I would like to reflect on the Chamber accomplishments of the year.

This was the fifth year for Clean-up days in April and September. This program has been a huge success particularly for the areas that have been covered since the program started. There is a lot less trash in those areas and the time to perform the cleanup has been greatly reduced. There are still areas that need attention. If you would like to take on a zone please let Kathy know. Thanks to all of the organizations and individuals that make the cleanup days a success.

A "Shop local campaign" started in September to encourage everyone to take advantage of the resources right here in the community. This is one effort that the Chamber is leading to help its members as well as other local businesses get the most of their advertising dollar. The Chamber could not provide this without the support of its members.

The Chamber partnered with the City of Willcox on the two billboards on I-10. Kathy participated in a work session with the Willcox City Council where she provided input on the content of the billboard script. The City of Willcox provided the space through negotiation with Clear Channel and the Chamber paid for the script. I hope that you have had the opportunity to see the billboards as you have traveled back from Tucson or perhaps New Mexico. The billboards highlight the historic character of the community and identify exit 340 as the access to the visitors' information center.

The 17th annual Wings Over Willcox Birding and Nature Festival was another outstanding event. The festival provides an opportunity for visitors as well as locals to participate in seminars and tours. There are many opportunities to learn about the entire valley.

Willcox Wine Country has started making a name for itself by hosting two local events each year as well as advertising Willcox area wines in upscale magazines. The climate and the agricultural environment promise a bright future for the Wine industry in Willcox.

The Willcox Cares Program, in its second year, has seen a lot of growth. Along with this growth there are a few growing pains. We had 14 applications this year. Unfortunately, with the limited funding that we have as well as a limited number of skilled volunteers, we were not able to help everyone that applied. Of the 14 applications, 10 were selected to be completed.

We have continued to work on Hometown Competitiveness objectives. The four main pillars are Leadership, Philanthropy, Entrepreneurship, and Youth. Because of Willcox's rich history we added a fifth pillar of Culture and Heritage. WASA has continued to head up the Youth element. Andy Terry is the chair of the Philanthropy pillar. Ellen Clark is the chair of the Leadership pillar and Kathy Klump is the chair of Culture and Heritage. There is still an opportunity to chair the Entrepreneurship pillar.

The Christmas Apple Festival provided an opportunity to shop local. There were 24 vendors in the community center selling their wares. I hope that you had an opportunity to visit them at the Willcox Community Center.

The Christmas Lighted Parade was very successful. There were 20 entries in the parade. Congratulations to the Encore Dance Academy for placing first, WUSD bus #2 for placing second and SunCor Underground for placing third. Thank you also to Bill and Sara Nolan for getting volunteers to help decorate Railroad Avenue Park.

I would like to thank all of the members of the 2010 board for all of their work and continued support of the Willcox Chamber of Commerce and Agriculture. We accomplished everything listed here because of your hard work!

Good luck to Kees Rodenburg and the 2011 board.



As you might know my family and I came to this area in 1994 from the Netherlands. In the beginning the transition was experienced as quite a shock. Where I am from everything is the opposite from here. AZ got sun, we got rain. AZ got a dry heat, we got a wet cold. You have to drive an hour to get some where; we are sitting in a traffic jam for an hour getting nowhere. Rather quickly we really start to like it out here. The state, the city, the people and of course the weather, over time it grows on you.

I am happy that the opportunity came up for me to serve as President of the Willcox Chamber of Commerce and Agriculture for the year 2011. The Chamber is doing a lot of good things for the community, the local businesses, the people in the city etc. The visitor center has a big impact on this as well. It is my intention to assist with our programs and activities and help develop even further where needed.

A couple of things that could have extra attention:

--A lot of the jobs are now resting on the shoulders of a few. I would like to focus here on getting more people involved in all activities. Easier said than done but we should try.

--Tourism has a big impact on the city and its businesses. The Visitor Center and the additional billboards are good examples of the efforts of the Chamber. We need to increase our efforts to pull people from the highway and extend their stay.

--Creating more awareness among people about the impact of Agriculture to our community and our lives is something which needs attention as well.

Contact me if you have any issues or great ideas which we could work on.

Happy Holiday and I hope 2011 will turn out to be a fantastic year for all of us.

VISITOR COUNTS FOR 2009 & 2010

	2009 Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTALS
Local	282	186	150	122	107	85	100	156	250	177	129	129	1873
Arizona	409	247	352	155	120	129	261	307	307	490	180	155	3112
U.S.	2834	2408	2849	1909	1364	1423	1162	1032	791	1129	1031	1150	19082
Foreign	174	334	346	147	54	46	91	41	51	67	104	121	1576
Totals	3699	3175	3697	2333	1645	1683	1614	1536	1399	1863	1444	1555	25643

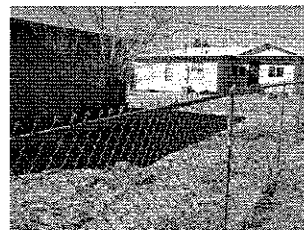
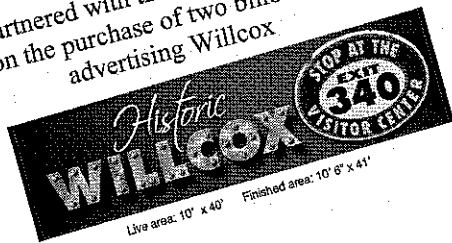
	2010 Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
Local	159	117	134	117	106	80	122	146	221	197	126	0	1525
Arizona	336	328	431	367	266	398	391	370	539	546	279	0	4251
USA	1913	2189	1881	952	818	908	885	634	648	795	604	0	12227
Foreign	314	392	569	345	101	47	58	53	51	56	146	0	2132
Totals	2722	3026	3015	1781	1291	1433	1456	1203	1459	1594	1155	0	20135

As of November 30, 2010 and 2009

	<u>11/30/2010</u>	<u>11/30/2009</u>
ASSETS		
Current Assets		
Checking/Savings	90,785.92	92,534.97
Accounts Receivable	25,645.24	5,396.55
WOW Investment	8,929.09	8,464.32
Inventory	10,470.88	8,225.70
Other Current Assets	870.80	417.95
Total Current Assets	<u>136,701.93</u>	<u>115,039.49</u>
TOTAL ASSETS	<u>136,701.93</u>	<u>115,039.49</u>
LIABILITIES & EQUITY		
Current Liabilities		
Accounts Payable	3,459.66	454.96
Other Current Liabilities	<u>28,049.81</u>	<u>7,951.52</u>
Total Liabilities	31,509.47	8,406.48
Equity		
Retained Earnings	82,480.85	63,321.57
Reserved for Contingency	15,000.00	15,000.00
Net Income	<u>7,711.61</u>	<u>28,311.44</u>
Total Equity	<u>105,192.46</u>	<u>106,633.01</u>
TOTAL LIABILITIES & EQUITY	<u>136,701.93</u>	<u>115,039.49</u>

2010 In Review

Partnered with the City of Willcox
on the purchase of two billboards
advertising Willcox



Willcox Cares



Through the generosity of SSVEC
we now have a picnic table at the
Visitor Center for our travelers



Partnered with the City to purchase chairs
for the Community Center



Christmas Apple Festival



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of Commerce & Agriculture

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Staff—Kathy Smith, Executive
Director

Connie Bonner, CPA

Teresa Palmer, Receptionist

January 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Office Closed
2	3 City Council Meeting 7:00 pm	4	5	6	7	8
9	10	11 Chamber Board of Directors	12 Wings Over Willcox	13 Wings Over Willcox	14 Wings Over Willcox	15 Wings Over Willcox
16 Wings Over Willcox	17 City Council Meeting 7:00 pm	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

For further dates check out the Community Calendar on our web site www.willcoxchamber.com