

2020 ANNUAL IMPACT REPORT

ECONOMIC CATALYST



6,165

TWITTER FOLLOWERS



5,621

FACEBOOK FOLLOWERS



2,456

INSTAGRAM FOLLOWERS



1,607

LINKEDIN FOLLOWERS



59,000

NEWSPAPERS PUBLISHED



15,000

MAPS PUBLISHED



1,500

BUSINESS DIRECTORIES PUBLISHED

WEB PAGES VISITED

3,015,216

WEBSITE VISITORS

444,647

UNIQUE WEBSITE VISITORS

151,647



437

SOCIAL POSTS ABOUT MEMBER BUSINESSES



14

SAFE & OPEN VIDEOS ABOUT MEMBERS RESTAURANTS



10

CARLSBAD YOUNG PROFESSIONAL EVENTS



95

COMMITTEE MEETINGS



13

RIBBON CUTTINGS



80

NETWORKING EVENTS HOSTED



145

PRINTED ARTICLES ON MEMBERS BUSINESSES



63

WEBINARS HOSTED



HELPED DEFEAT

21 OF **22**

JOB KILLER BILLS IN SACRAMENTO!



24

COVID UPDATES



19

JOINT EMAIL COMMUNICATIONS

IN CONJUNCTION WITH CITY OF CARLSBAD & CVA



CREATED OVER

\$45K

IN ECONOMIC STIMULUS ACTIVITY FOR RESTAURANTS POST COVID-19



2

CHAMBER SUPPORTED DEVELOPMENTS

APPROVED BY CITY COUNCIL

LEADERSHIP CONVENER

VIRTUAL
State of the
Community

168

ATTENDEES

VIRTUAL



617

ATTENDEES



10

COMMITTEES

COMMUNITY CHAMPION



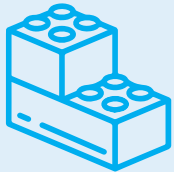
CARLSBAD CHAMBER
RISING STAR
OF THE MONTH

\$6,000

RISING STAR SCHOLARSHIPS GIVEN

36

HIGH SCHOOL STUDENTS HONORED



300

TOYS WRAPPED FOR
BOYS & GIRLS CLUB
OF CBAD BY CYP



HONORED

9

BUSINESSES

4

EDUCATORS



4

VIRTUAL
CANDIDATE
FORUMS
HOSTED



COLLECTED OVER
500LBS.

OF PEANUT BUTTER
FOR NC FOOD BANK