



SOUTHERN HUMBOLDT CHAMBER OF COMMERCE JULY 1, 2021 - JUNE 20, 2022 ANNUAL REPORT

PROJECT(S) FUNDS WERE USED TO SUPPORT OR FINANCE:

1. Monies Paid to Marketing Contractors

- None were used.

2. Map & Brochure

- Graphic Artist
 - **Datso Perkins – Design Fee: \$3,537.50**
- Map
 - **Pen+Pine – Design Fee: \$850.00**
- Printing
 - North Coast Journal
 - **Printing Cost: \$3031.00**
 - Copies Printed: 20,000
- Distribution
 - Certified Folder
 - **Distribution Cost: \$1,506.33**
 - Area: 1-VM-1-NC/WR Redwood Empire
 - Distributed to 165 Sites in California: 104 Hotels; 7 Restaurants, 19 RV Parks, 1 Gas Station, 34 Other
 - See Attachment A – Brochure Distribution
- **TOTAL COST TO PRODUCE & DISTRIBUTE: \$8,924.83**



3. Social Media

- Six (6) Boosted posts between July 1, 2021 and June 20, 2022
- **Total Spent: \$88.00**
- See Attachment B – Social Media Boosted Posts Analytics

4. Website Updates

- **Shoes Optional – One (1) Year Hosting & Website Updates – \$600.00**
 - NOTE: As of July 2022, we are doing all website updates inhouse

5. Signage

- Basin Graphics Signs & Design
 - New SHCOC Sign for Front of Building
 - **COST: \$600.00**

6. Advertising

- 101 Things to Do Humboldt – Print
 - **COST: \$697.00**
- Redheaded Blackbelt – Online
 - Ongoing banner ad – TRADE for membership
- NCJ Insider – Humboldt Fun – 40K Printed
 - **COST: \$340.00**
- Avenue of the Giants Brochure – Ad back panel – Inclusion on inside map - 135,000 Printed
 - **COST: \$600.00**



PLEASE INCLUDE DATA AND ANALYTICS FOR:

7. Number Of Visitors and Calls to the SHCOC

NOTE: These numbers were calculated via a manual paper log. We are implementing a new method for tracking visitors and calls. Beginning October 2022, we will be using a spreadsheet to log all visitors. This spreadsheet will include where each visitor is coming from and their points of interests. It is my understanding that the county is looking into Virtual Kiosk software. This would be great. We had also started looking into this. It would allow all data to be collected and stored in one place, with each Chamber having their own unique login.

- ❖ July 2021
 - ❖ 55 Visitors
- ❖ August 2021
 - ❖ 24 Visitors
- ❖ September 2021
 - ❖ 11 Visitors
- ❖ October
 - ❖ 15 Visitors
- ❖ November 2021
 - ❖ 9 Visitors
- ❖ December 2021
 - ❖ 4 Visitors
- ❖ January 2022
 - ❖ 8 Visitors
- ❖ February 2022
 - ❖ 6 Visitors
- ❖ March 2022
 - ❖ 14 Visitors
- ❖ April 2022
 - ❖ 17 Visitors
- ❖ May 2022
 - ❖ 47 Visitors
- ❖ June 2022
 - ❖ 162 Visitors

Southern Humboldt Chamber of Commerce

Tele: (707) 923-2613 – Email: chamber@garberville.org – www.garberville.org



8. Website Analytics/SEO

- See Attachment C – Website Analytics
 - IMPORTANT: Website Analytics were implemented on July 18, 2022
- To increase our SEO we have purchased the following domain names. These are pointed at our existing URL Garberville.org
 - Visitsouthernhumboldt.org
 - Southernhumboldtchamber.com
 - Southernhumboldtchamber.org
- We've upgraded to Yoast SEO Premium – SEO updates site wide in progress

9. Analytics for Facebook & Instagram

- See Attachment D – FB and IG Analytics

10. Any Consumer (Visitor) Events Supported with Funds

- Rodeo Parade – Saturday, June 18, 2022
- Westside Live Market – Saturday, May 28, 2022
- Mother's Day Brunch – Sunday, May 8, 2022
- 1st Quarterly Mixer – Thursday, April 21, 2022
- New Year's Eve Fireworks – Friday, December 31, 2021
- Small Town Christmas – Saturday, December 18, 2021
- Halloween Festival – Friday, October 29, 2021
- Coffee With a Cop – Friday, August 6, 2021

11. Itemized Administration Costs

- See Attachment E – Administration Costs



OTHER COMMUNITY PROGRAMS:

12. Mutual Links – We maintain links to one another’s websites with the following organizations.

- Discover Southern Humboldt
- Visit Lost Coast
- SHBVB
- McKinleyville Chamber of Commerce
- Arcata Chamber of Commerce
- Fortuna Chamber of Commerce

13. Merchants’ Guild Program/Employee

- **ABOUT:** Merchants’ Guild is a program partially funded by quarterly donations from merchants in Redway and Garberville. All dues collected are put into the Merchants’ Guild Account and funds are used to help keep our business districts clean, public walkways swept, litter removal, etc.

A few facts about our Merchant Guild employee:

- 500-600 lbs. of trash are collected weekly off the streets of Garberville/Redway
- Sidewalks are swept daily
- Twice yearly the sidewalks are pressure washed
- Leaves are picked up daily in the fall
- The grass is kept down by weed eating in the spring and whenever needed
- Plus, on any other tasks/duties that need attention
- Between July 1, 2021 and June 20, 2022 merchants contributed \$12,000.00 towards the wage of our Merchants’ Guild employee.

Southern Humboldt Chamber of Commerce

Tele: (707) 923-2613 – Email: chamber@garberville.org – www.garberville.org



14. Beautify Garberville/Town Mural Project

- The Southern Humboldt Chamber of Commerce will be the non-profit umbrella organization for the Beautify Garberville/Town Mural Project. The project is spearheaded by Niki Rose. She was the lead organizer in the Paint A Can project that happened in Garberville earlier this year. Future plans include several murals about town.

2022 ANNUAL REPORT
**BROCHURE
DISTRIBUTION**
ATTACHMENT A



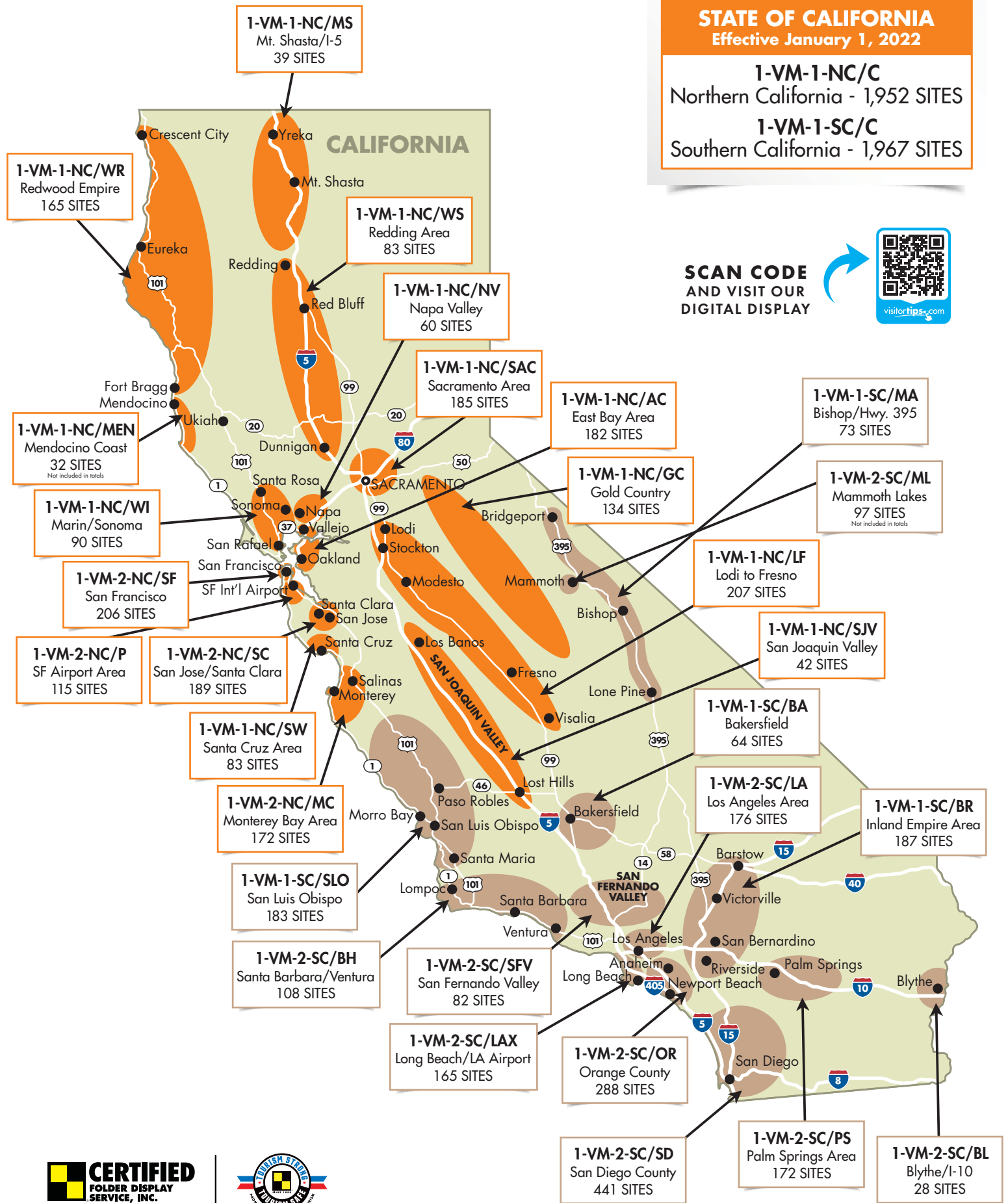
STATE OF CALIFORNIA

Effective January 1, 2022

1-VM-1-NC/C
Northern California - 1,952 SITES

1-VM-1-SC/C
Southern California - 1,967 SITES

SCAN CODE
AND VISIT OUR
DIGITAL DISPLAY



Distribution Area	Page	Hotel	Restaurant	Car Rental	RV Park	Military	Gas	Other
1-VM-1-NC/C <u>Northern California</u> - 1,952 sites		1,603	22	33	77	15	6	196
1-VM-1-NC/AC <u>East Bay Area</u> 182 sites	1	166	0	5	2	1	0	8
1-VM-1-NC/GC <u>Gold Country</u> 134 sites	2	85	6	1	7	2	5	28
1-VM-1-NC/LF <u>Lodi to Fresno</u> 207 sites	3	179	0	3	5	0	0	20
1-VM-2-NC/MC <u>Monterey Bay Area</u> 172 sites	4	135	1	1	6	2	0	27
1-VM-1-NC/MS <u>(Super Cities)</u> <u>Mt. Shasta/I-5</u> 39 sites	5	30	0	0	5	0	0	4
1-VM-1-NC/NV <u>Napa Valley</u> 60 sites	5	47	0	0	1	0	0	12
1-VM-2-NC/P <u>S.F. Airport Area</u> 115 Sites	6	101	0	8	3	0	0	3
1-VM-2-NC/SAC <u>(Super Cities)</u> <u>Sacramento</u> 185 sites	6	162	1	2	6	4	0	10
1-VM-2-NC/SC <u>(Super Cities)</u> <u>San Jose/S. Clara</u> 189 sites	7	169	0	3	7	1	0	9
1-VM-2-NC/SF <u>(Super Cities)</u> <u>San Francisco</u> 206 sites	8	174	0	10	0	0	0	22
1-VM-1-NC/SJV <u>(Super Cities)</u> <u>San Joaquin Valley/I-5</u> 42 sites	9	35	3	0	1	3	0	0
1-VM-1-NC/SW <u>Santa Cruz Area</u> 83 sites	10	67	2	0	6	0	0	8
1-VM-1-NC/WI <u>Marin/Sonoma</u> 90 sites	10	77	1	0	4	2	0	6
1-VM-1-NC/WR <u>Redwood Empire</u> 165 sites	11	104	7	0	19	0	1	34
1-VM-1-NC/WS <u>Redding Area</u> 83 sites	12	72	1	0	5	0	0	5
1-VM-1-NC/MEN <u>Mendocino Coast</u> 32 sites	5	23	1	0	4	0	0	4
<i>(not included in count for rate sheet/area totals)</i>								



C Marinwood Inn & Suites
Military Base
 C I USCG: Novato Temp Quarters

Olema, CA
Campground
 C I Olema Ranch Campground

Petaluma, CA
Hotel/Motel
 C Americas Best Value Inn
 C Best Western - Petaluma Inn
 C Motel 6
 C Quality Inn
 C Sheraton

Military Base
 C I USCG Two Rock

Rohnert Park, CA
Hotel/Motel
 C Best Western - Inn of Rohnert Park
 C Budget Inn
 C Good Nite Inn
 C Hampton Inn
 C Motel 6
 C Rodeway Inn

Visitor Center
 C I Rohnert Park Chamber of Commerce

San Rafael, CA
Hotel/Motel
 C Embassy Suites Hotel
 C Extended Stay Deluxe
 D Marin Lodge
 C Motel 6
 C North Bay Inn
 C Villa Inn

Santa Rosa, CA
Hotel/Motel
 C Americas Best Value Inn - Hopper
 C Best Western - Garden Inn
 C Best Western - Wine Country Inn
 C Country Inn & Suites
 C Courtyard by Marriott
 C Extended Stay America - Corby
 C Extended Stay America - Fountaingrove
 D Hillside Inn
 C Hilton Garden Inn
 C Holiday Inn Express
 C Hotel Azura
 C Hotel Santa Rosa
 C Motel 6
 C Quality Inn & Suites
 C Redwood Inn
 C Sandman Motel
 C Travelodge
 D Vintners Inn

Visitor Center
 C I KZST Radio

Sausalito, CA
Hotel/Motel

D Casa Madrona
 D Cavallo Point - The Lodge At Golden Gate
 D Water Front Hotel

Sebastopol, CA
Hotel/Motel
 C Fairfield Inn by Marriott
 C Sebastopol Inn

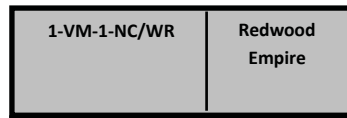
Visitor Center
 C F I Wine Country Balloons

Sonoma, CA
Hotel/Motel
 C Best Western Plus - Sonoma Valley Inn
 D Lodge At Sonoma
 D Sonoma Mission Inn & Spa
 D Vineyard Inn

Tiburon, CA
Hotel/Motel
 C Lodge At Tiburon

Windsor, CA
Hotel/Motel
 C Hampton Inn & Suites
 C Holiday Inn Express - Conde
 C Holiday Inn Express - Redwood
 C WorldMark - Trendwest

Visitor Center
 C I Windsor Chamber & Visitors Center



Arcata, CA
Campground
 C I Mad River Rapids RV Park

Hotel/Motel
 C Best Western - Arcata Inn
 C Comfort Inn
 C Fairwinds Motel
 C Hampton Inn
 C Hotel Arcata
 C Howard Johnson Express Inn
 C Motel 6
 C Quality Inn
 C Red Roof Inn
 C Super 8 Motel

Visitor Center
 C I Arcata Chamber of Commerce

Crescent City, CA
Campground
 C I Bayside RV Park
 C I Elk Valley RV Park

Hotel/Motel
 C Anchor Beach Inn
 C Bayview Inn
 C Best Value Inn - Garden Hotel
 C Best Western - Northwoods Inn
 C Comfort Inn
 C Crescent Beach Motel
 C Econo Lodge

C Front Street Inn
 C Gardenia Motel
 C Lighthouse Inn
 C Ocean Front Lodge
 C Ocean View Inn
 C Pacific Inn
 C Penny Saver Inn
 C Quality Inn
 C Super 8 Motel
 C Town House Motel
 C Travelodge

Restaurant
 C I Apple Peddler Restaurant
 C I Chart Room Restaurant
 C I Surfside Grill & Brewery

Visitor Center
 C I Crescent City Chamber
 C I Harbor Gift Shop
 C I Ocean World

Eureka, CA
Airport
 C I Eureka Municipal Airport

Campground
 C I Eureka KOA

Hotel/Motel
 C Best Value Inn - Sunrise Inn
 C Best Western - Baysshore Inn
 C Budget Inn
 C Clarion Hotel
 C Days Inn - 5th
 C Days Inn - Broadway
 C Discovery Inn
 C Eagle House Victorian Inn
 C Econo Lodge
 C Eureka Inn
 C Flamingo Motel
 C Heritage Inn Motel
 C Holiday Inn Express
 C Motel 6
 C Quality Inn
 C Red Lion Hotel
 C Rodeway Inn
 C Royal Inn
 C Super 8 Motel
 C Town House Motel
 C Travelodge

Restaurant
 C I Old Town Cafe
 C I Village Pantry Restaurant

Visitor Center
 C I Elks Lodge
 C I Eureka Chamber
 C I Eureka Visitor Center
 C I Humboldt Bay Harbor Recreation & Conservation

Fort Bragg, CA
Campground
 C I Hidden Pines Campgrounds
 C I Leisure Time RV Park
 C I Woodside RV Park

Hotel/Motel

C Beach House Inn
 C Beachcomber Motel
 C Best Western - Vista Manor Lodge
 C Coast Inn & Spa
 C Ebb Tide Lodge
 C Holiday Inn Express
 C Ocean Breeze Lodge
 C Ocean View Lodge
 C Oceanside Inn & Suites
 C Pine Beach Inn
 C Seabird Lodge
 C Super 8 Motel
 C Surf & Sand Lodge
 C Surf Motel & Gardens

Visitor Center
 C I Company Store
 C I Fort Bragg Depot
 C I Mendocino Chocolate Company
 C I Mendocino Coast Chamber

Fortuna, CA
Campground
 C I Riverwalk RV Park

Hotel/Motel
 C Best Western - Country Inn
 C Comfort Inn & Suites
 C Super 8 Motel
 C Travel Inn - Fortuna Motor Lodge

Visitor Center
 C I Fortuna Chamber

Garberville, CA
Campground
 C I Benbow Valley RV Resort
 C I Richardson Grove Campground & RV Park

Hotel/Motel
 C Lone Pine Motel
 C Motel Garberville
 C Sherwood Forest Motel

Restaurant
 C I Waterwheel Restaurant & Gift Shop

Visitor Center
 C I Bear Meadow Espresso / One Log House
 C I Garberville Chamber
 C I Southern Humboldt Business & Visitor Bureau

Hopland, CA
Visitor Center
 C I Brutocao Cellars

Klamath, CA
Campground
 C I Camp Marigold
 C I Golden Bear RV Park

Hotel/Motel
 C Holiday Inn Express
 C Woodland Villa Country Cabins

Service Station
 C I Pem-Mey Fuel Mart

Visitor Center

- C I Klamath River Jet Boat Tours
- H I Trees Of Mystery

Laytonville, CA

Hotel/Motel

- C Budget Inn
- C Express Inn

Leggett, CA

Hotel/Motel

- C Redwood River Resort

Visitor Center

- C I Confusion Hill
- C I Price's Peg House

Loleta, CA

Hotel/Motel

- C Bear River Casino Hotel

Visitor Center

- C I Loleta Cheese Factory

McKinleyville, CA

Hotel/Motel

- C Holiday Inn Express

Visitor Center

- C I McKinleyville Chamber

Mendocino, CA

Campground

- C I Caspar Beach RV Park

Meyers Flat, CA

Campground

- C I Giant Redwoods RV Park

Miranda, CA

Visitor Center

- C I Redwood Palace & Trading Company

Myers Flat, CA

Hotel/Motel

- C Myers Country Inn

Visitor Center

- C I Redwood Gift Shop - Sharene Tree Gift Shop

Orick, CA

Hotel/Motel

- C Palm Motel

Restaurant

- C I Palm Cafe

Visitor Center

- C I Orick Chamber

Redcrest, CA

Visitor Center

- C I Redcrest Resort & Gift Shop

Redway, CA

Hotel/Motel

- C Dean Creek Resort

Rio Del, CA

Visitor Center

- C I Rio Del Visitor Center

Scotia, CA

Visitor Center

- C I Hobys Market

Smith River, CA

Hotel/Motel

- C Ship Ashore Resort

Trinidad, CA

Campground

- C I Emerald Forest Of Trinidad
- C I Emerald Forest RV Park
- C I Redwood Trails

Hotel/Motel

- C Ocean Grove Lodge
- C Patrick's Point Inn

Ski/Sporting Goods Store

- C I Kayak Zaks

Visitor Center

- H I Trinidad Chamber

Ukiah, CA

Airport

- C I Ukiah Regional Airport

Hotel/Motel

- C Americas Best Value Inn
- C Best Western - Orchard Inn
- C Days Inn
- C Discovery Inn
- C Economy Inn
- C Fairfield Inn by Marriott
- C Holiday Inn Express
- C Motel 6
- C Quality Inn
- C Royal Motel
- C Sunrise Inn
- C Super 8 Motel

Willits, CA

Campground

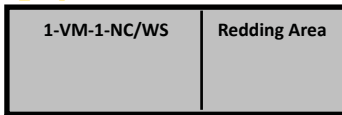
- C I Creekside Cabins & RV Resort
- H I Willits KOA

Hotel/Motel

- C Baechtel Creek Inn & Spa
- C Best Value Inn - Holiday Lodge
- C Best Western - Willits Inn
- C Lark Motel
- C Old West Inn
- C Pine Cone Motel
- C Super 8 Motel
- C Western Village Inn
- C White Deer Lodge

Visitor Center

- C I Willits Chamber



Anderson, CA

Hotel/Motel

- C Baymont Inn & Suites
- C Gaia Hotel

Boulder Creek, CA

Campground

- C I Redwood Resort RV

Corning, CA

Campground

- C I Heritage RV Park

Hotel/Motel

- C 7 Inn Motel
- C Best Western - Corning Inn
- C Econo Lodge
- C Holiday Inn Express
- C Inn at Rolling Hills
- C Lodge at Rolling Hills
- C Super 8 Motel

Visitor Center

- C I Corning Chamber

Dunnigan, CA

Hotel/Motel

- C Americas Best Value Inn
- C Motel 6

Orland, CA

Hotel/Motel

- C Orland Inn

Red Bluff, CA

Campground

- C I Red Bluff RV Park

Hotel/Motel

- C American Inn Express
- C Americas Best Value Inn
- C Best Western - Antelope Inn
- C Classic Inn
- C Comfort Inn
- C Crystal Motel
- C Days Inn
- C Hampton Inn & Suites
- C Holiday Inn Express
- C Motel 6
- C Riverbank Inn
- C Sky Terrace Motel
- C Sportsman Lodge
- C Super 8 Motel
- C Triangle Motel

Visitor Center

- C I Tehama County Visitor Center
- C I Tehama Red Bluff Chamber

Redding, CA

Campground

- C I Premier RV Resorts
- C I Redding RV Park

Hotel/Motel

- C Americana Lodge
- C Baymont Inn & Suites
- C Best Western - Hilltop Inn
- C Best Western - Inn In View
- C Budget Inn
- C Comfort Inn
- C Comfort Suites
- C Deluxe Inn
- C Economy Motel
- C Fairfield Inn by Marriott
- C Hampton Inn & Suites
- C Hilltop Lodge
- C Hilton Garden Inn
- C Holiday Inn
- C Hospitality Inn
- C Howard Johnson
- C La Quinta Inn
- C Motel 6 - Bechelli

- C Motel 6 - Hilltop
- C Motel 6 - Twin View
- C Oxford Inn & Suites
- C Ramada Inn
- C Red Lion Hotel
- C Redding Inn
- C Rodeway Inn
- C Shasta Lodge
- C Sheraton Redding at Sandial
- C Stardust Motel
- C Super 8 Motel
- C Thunderbird Lodge
- C Travel Inn Motel
- C Travelodge
- C Win-River Resort & Casino

Restaurant

- C I Lulu's Eating & Drinking Establishment

Visitor Center

- C I Enjoy The Store
- C I Turtle Bay Exploration Park

Williams, CA

Hotel/Motel

- C Econo Lodge
- C Granzella's Inn
- C Motel 6
- C Ramada Hotel
- C Stage Stop Inn
- C Travelers Inn

Willows, CA

Hotel/Motel

- C Baymont Inn & Suites
- C Best Western - Willows Inn
- C Blue Gum Motel
- C Holiday Inn Express
- C Motel 6
- C Super 8 Motel

2022 ANNUAL REPORT

SOCIAL MEDIA BOOSTED POSTS ANALYTICS

ATTACHMENT B



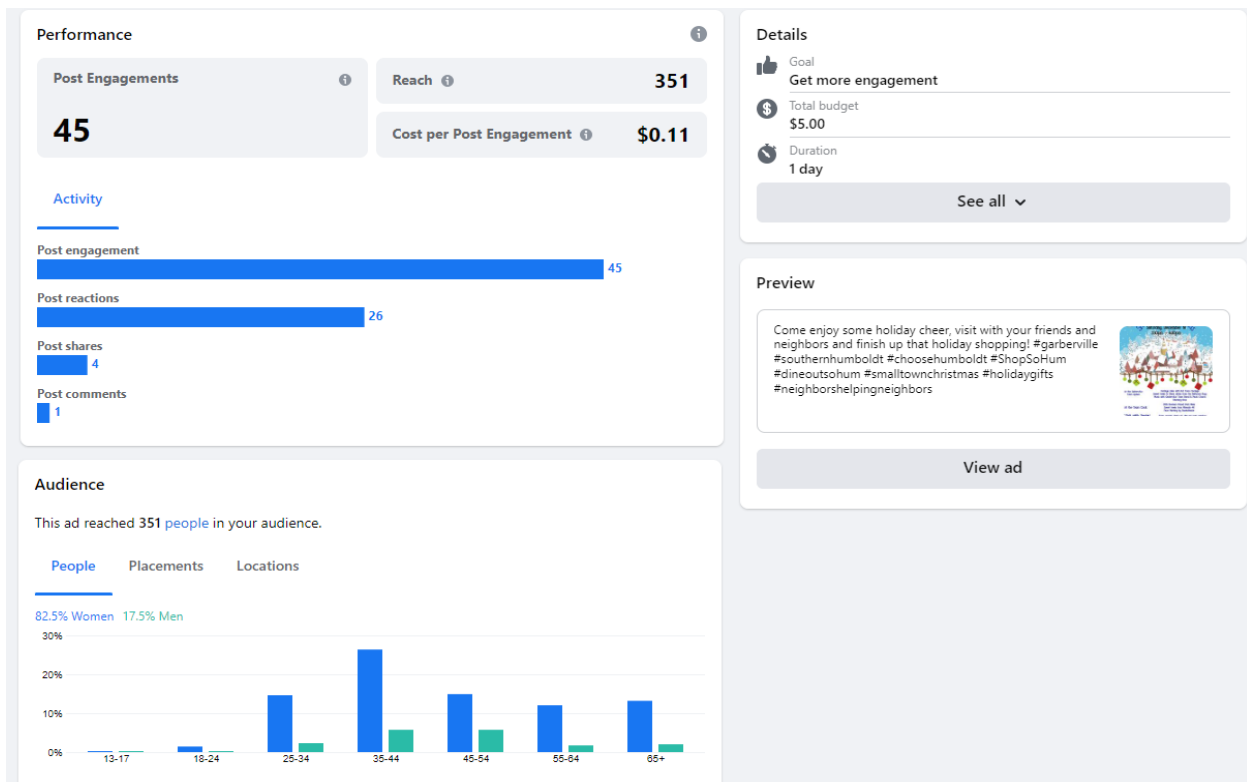


Social / digital marketing – Facebook Boosted Posts July 1st, 2021, through June 30th 2022

Facebook Boosted Posts

- Total Spent: \$88.00

Dec 17, 2021 – Holiday – Total Spent: \$5.00





Dec 10, 2021 – Holiday – Total Spent: \$15.00

Performance

Post Engagements	Reach	1,191
146	Cost per Post Engagement	\$0.10

Activity

Post engagement: 146

Post reactions: 91

Post shares: 26

Post comments: 6

Details

- Goal: Get more engagement
- Total budget: \$15.00
- Duration: 8 days

[See all](#)

Audience

This ad reached 1,191 people in your audience.

People | Placements | Locations

87.8% Women | 12.2% Men

Age Group	Engagement Level (Approximate)
13-17	Low
18-24	Low
25-34	Medium
35-44	High
45-54	Medium
55-64	Medium
65+	Medium

Preview

We are gearing up for some good holiday fun! Join us and help spread some good cheer! #choosehumboldt #ShopSoHum #shoplocalthischristmas #garberville #southernhumboldt #smalltownchristmas #santaiscomingtotown #alittleoldfashioned...

[View ad](#)



Nov 30, 2021– Holiday – Total Spent: \$7.00

Performance

Post Engagements

108

Reach

494

Cost per Post Engagement

\$0.06

Activity

Post engagement: 108

Post reactions: 52

Post shares: 15

Post comments: 2

Audience

This ad reached 494 people in your audience.

82.7% Women 17.3% Men

Age Group	Women (%)	Men (%)
13-17	~1%	~1%
18-24	~3%	~2%
25-34	~15%	~5%
35-44	~22%	~5%
45-54	~15%	~5%
55-64	~12%	~3%
65+	~15%	~3%

Details

Goal: Get more engagement

Total budget: \$7.00

Duration: 7 days

[See all](#)

Preview

Mark your calendar and join us for some holiday cheer!
 #choosehumboldt #southernhumboldt #garberville
 #holidayseason2021 #ShopSoHum #smalltownlife

[View ad](#)



Nov 3, 2021– NYE Fireworks – Total Spent: \$21.00

Performance

Post Engagements ⓘ

145

Reach ⓘ

1,638

Cost per Post Engagement ⓘ

\$0.14

[Activity](#)

Post engagement 145

Post reactions 78

Link clicks 57

Post shares 7

Post comments 3

Details

👍 Goal
Get more engagement

💰 Total budget
\$21.00

🕒 Duration
14 days

See all ▾

Audience

This ad reached 1,638 people in your audience.

[People](#) [Placements](#) [Locations](#)

79.3% Women 20.7% Men

Age Group	Women (%)	Men (%)
13-17	~1%	~1%
18-24	~2%	~1%
25-34	~12%	~3%
35-44	~20%	~5%
45-54	~15%	~5%
55-64	~15%	~3%
65+	~12%	~4%

Preview

Help us make this happen for New Year's Eve. Family Friendly Dance Party with Irie Rockerz followed by our traditional Fireworks Display.

View ad



Oct 4, 2021– Halloween – Total Spent: \$25.00

Performance

Post Engagements	Reach	1,823
160	Cost per Post Engagement	\$0.16

Activity

Post engagement	160
Post reactions	113
Post shares	18
Post comments	4
Post saves	1


Details

Goal	Get more engagement
Total budget	\$25.00
Duration	25 days

See all

Preview

We're going to have some fun in town for Halloween! We'll be celebrating on October 29 starting with our traditional Costume Contest (at the town clock) and ending with ghosts, goblins, witches and the like vying for treats. Mark your calendar and join the fun!



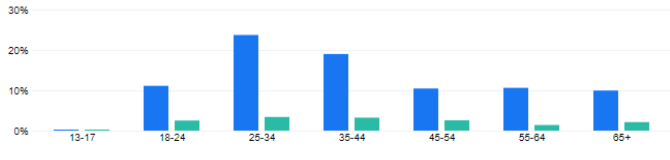
View ad

Audience

This ad reached 1,823 people in your audience.

People Placements Locations

84.8% Women 15.2% Men



Age Group	Percentage
13-17	~1%
18-24	~12%
25-34	~25%
35-44	~18%
45-54	~10%
55-64	~10%
65+	~10%



Sep 30, 2021– Coffee With A Cop – Total Spent: \$15.00

Performance

Post Engagements	Reach	855
70	Cost per Post Engagement	\$0.21

[Activity](#)

Post engagement: 70

Post reactions: 51

Post shares: 8

Post comments: 2

Details

Goal: Get more engagement

Total budget: \$15.00

Duration: 12 days

[See all](#)

Audience

This ad reached 855 people in your audience.

[People](#) | [Placements](#) | [Locations](#)

66.9% Women 33.1% Men

Age Group	Women (%)	Men (%)
13-17	~0.5	~0.5
18-24	~5.0	~3.0
25-34	~10.0	~7.0
35-44	~15.0	~8.0
45-54	~10.0	~6.0
55-64	~12.0	~4.0
65+	~14.0	~5.0

Preview

Join us on Friday, October 15, at the Garberville Farmers' Market where you will be able to speak directly with Sheriff Honsal and deputies about your community concerns and hear how HCSO is addressing them. Coffee & sweets will be served. :) 11am-3pm

[View ad](#)

2022 ANNUAL REPORT

WEBSITE ANALYTICS

ATTACHMENT C





Google Analytics Acquisition Overview

Continent ▾

Region ▾

Channel ▾

Device ▾

Jul 18, 2022 - Sep 28, 2022 ▾

Users
3,135

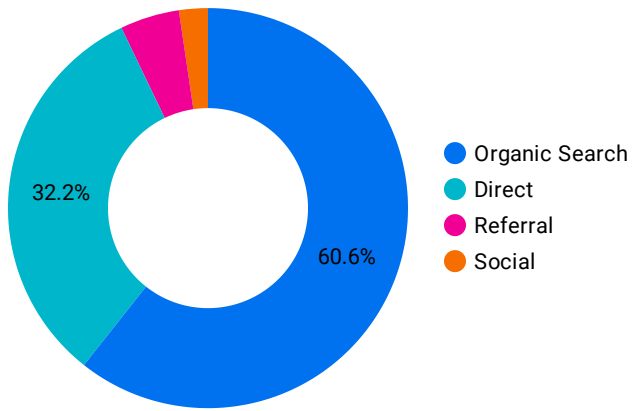
Sessions
3,602

Bounce Rate
80.37%

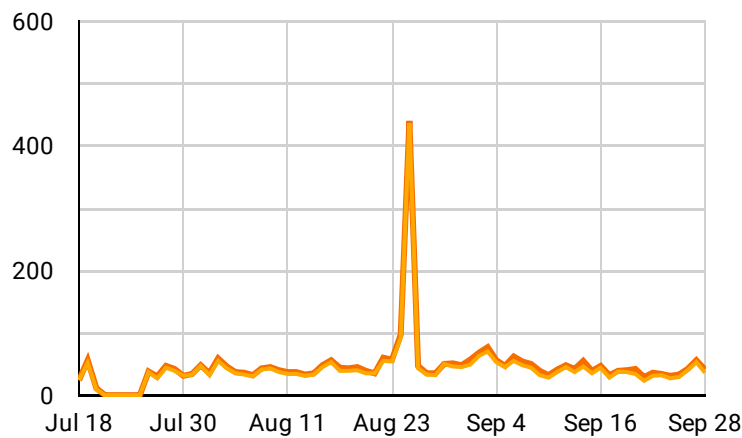
Goal Completions
No data

Avg. Time on Page
00:01:44

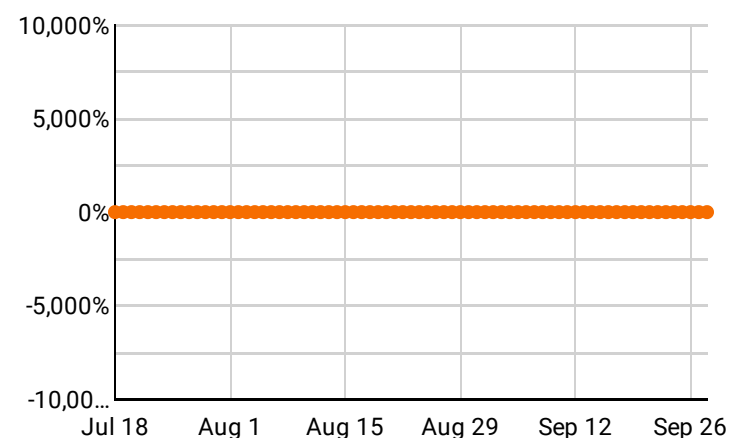
Top Acquisition Channels



Users (vs. New Users)



Conversions



Acquisition

Sessions
3.6K

Users
3.1K

New Users
3.1K

Behavior

Bounce Rate
80.4%

Pages / Session
1.6

Avg. Session Duration
01:03

Conversions

Goal Conversion Rate
0.0%

Goal Completions
No data

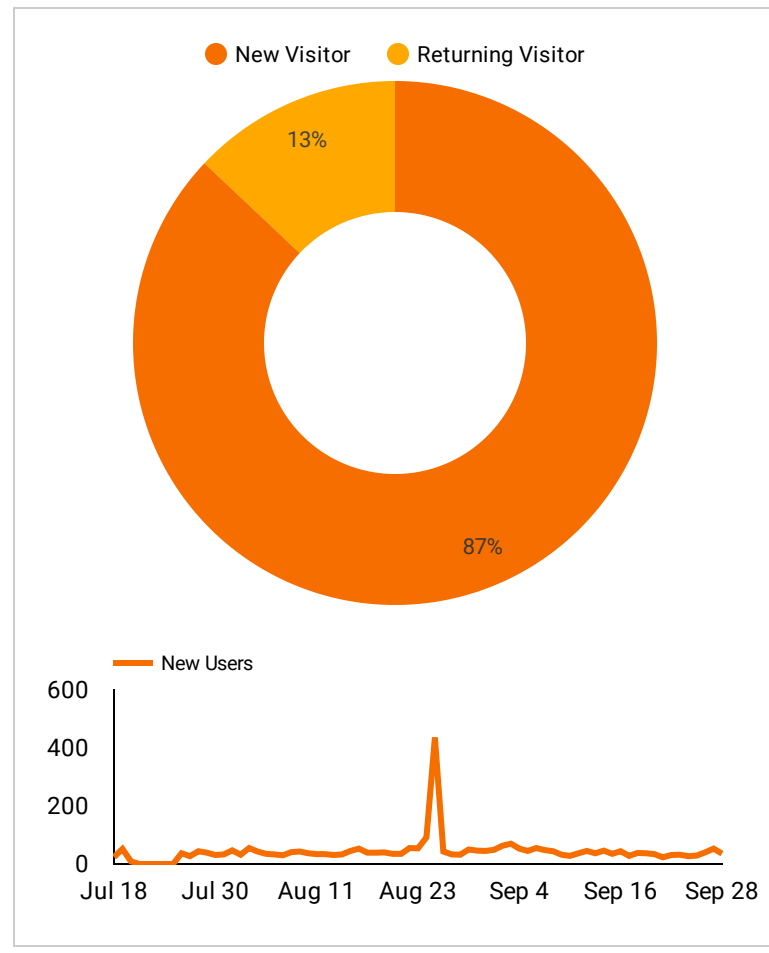
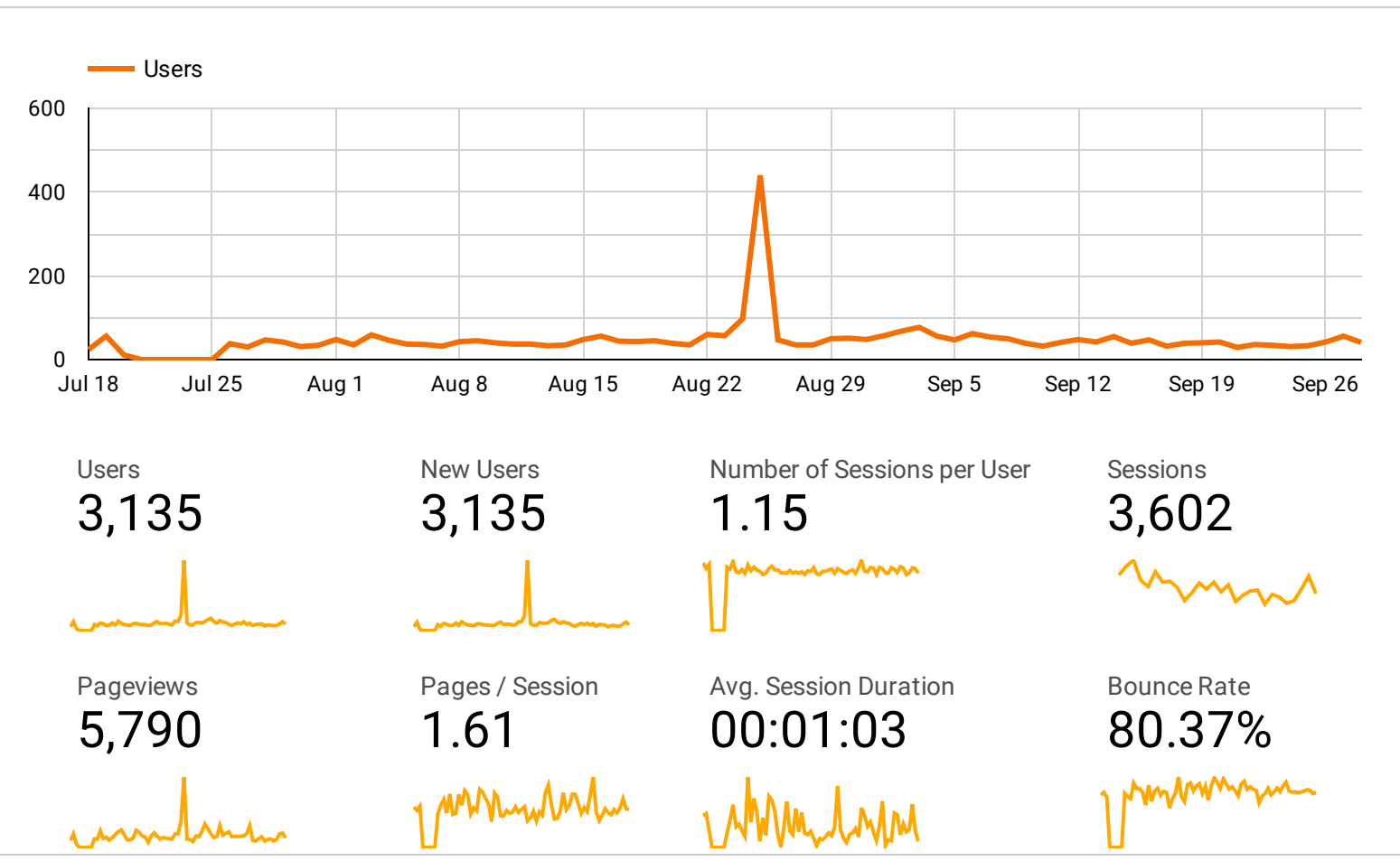
Goal Value
No data

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Dura...	Goal Conversion ...	Goal Completions	Goal Value
google / organic	1,864	1,654	1,634	80.85%	1.6	00:01:00	0%	0	\$0
(direct) / (none)	1,098	1,022	1,022	84.52%	1.36	00:00:31	0%	0	\$0
bing / organic	100	93	93	78%	1.89	00:01:11	0%	0	\$0
yahoo / organic	83	73	71	68.67%	1.75	00:00:39	0%	0	\$0
duckduckgo / or...	75	58	56	81.33%	1.47	00:00:55	0%	0	\$0
kymkemp.com / ...	55	48	44	76.36%	1.62	00:03:04	0%	0	\$0
baidu / organic	40	40	40	100%	1	00:00:00	0%	0	\$0
us3.admin.mailc...	38	1	0	36.84%	4.79	00:09:09	0%	0	\$0
m.facebook.com...	29	24	24	86.21%	1.38	00:00:30	0%	0	\$0
visitredwoods.co	26	13	11	24.62%	5	00:05:18	0%	0	\$0

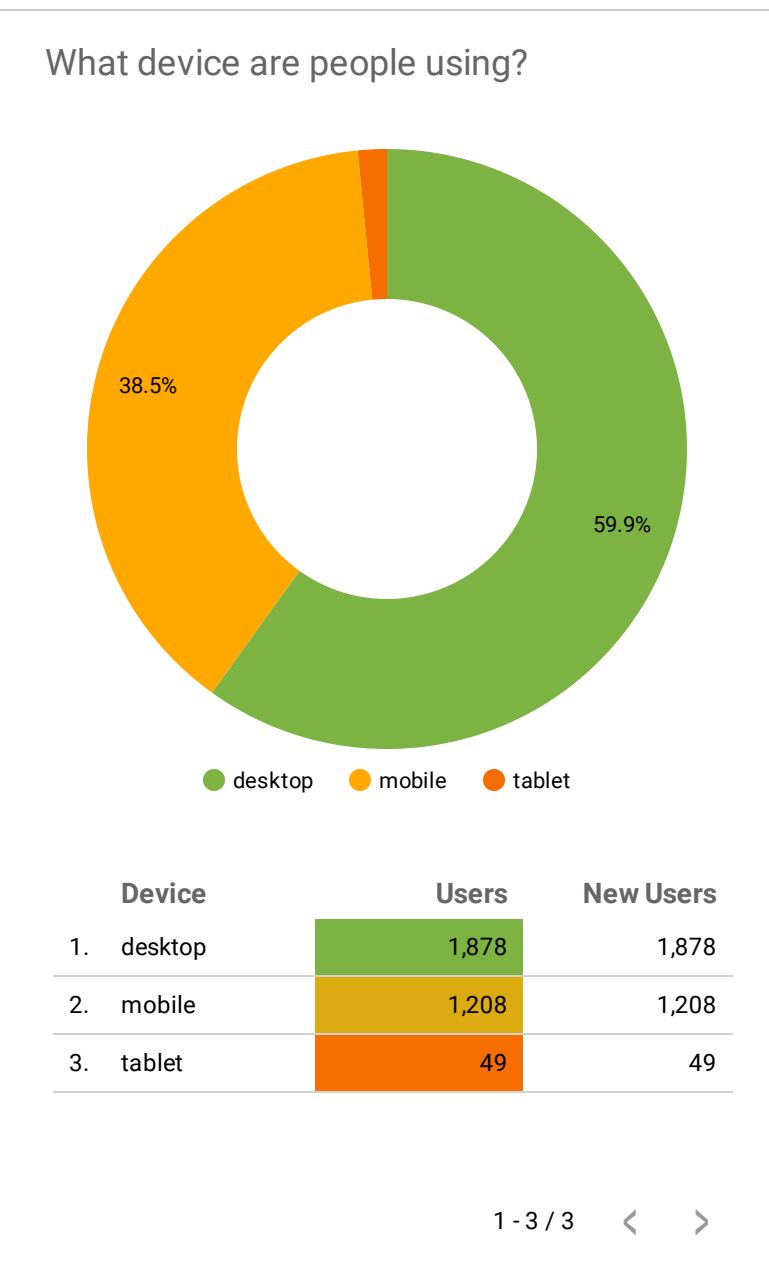
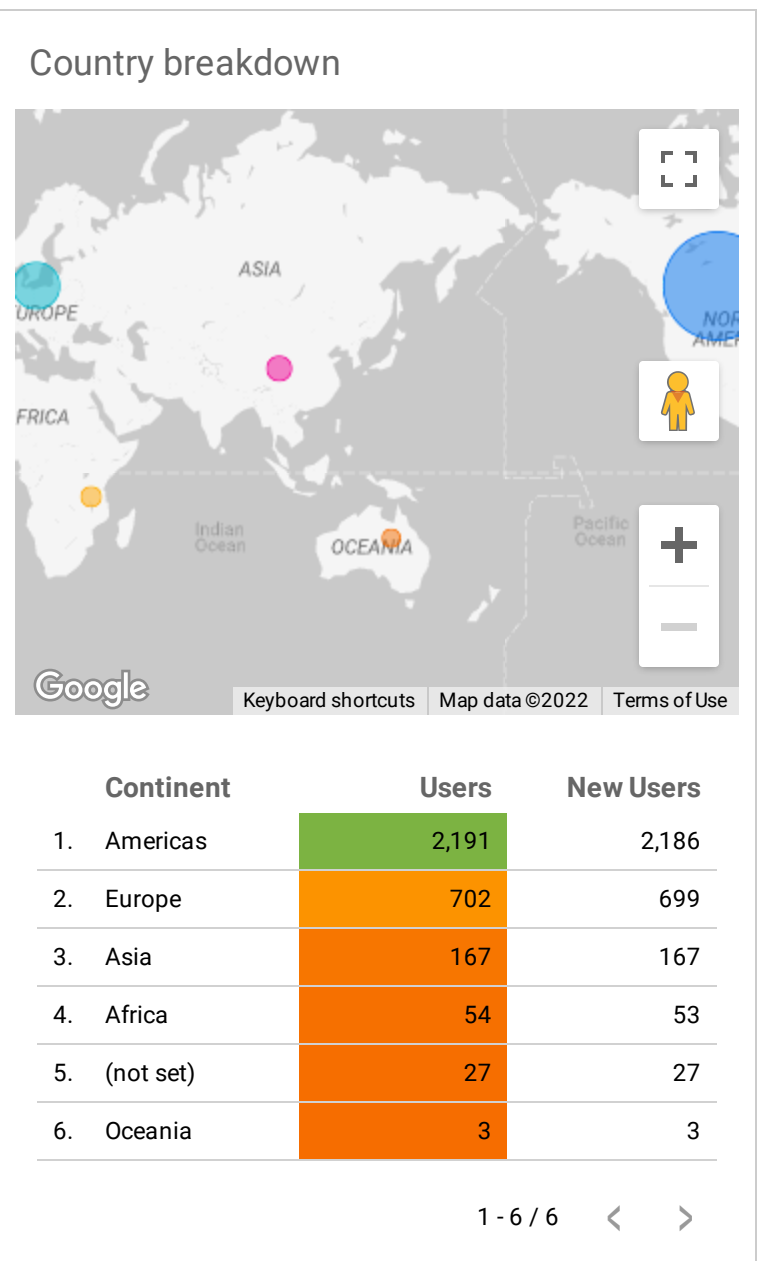
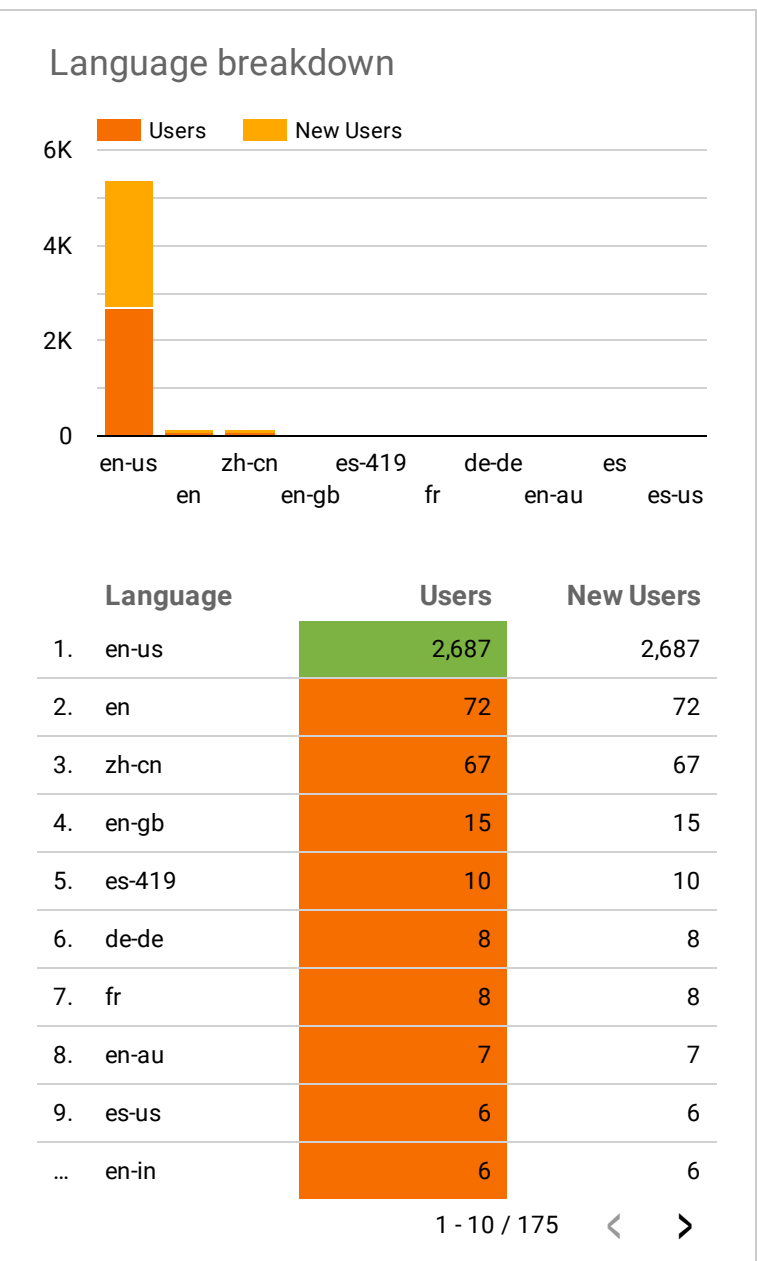
Google Analytics Audience Overview

Continent ▼ | Region ▼ | Channel ▼ | Device ▼ | Jul 18, 2022 - Sep 28, 2022 ▼

Your audience at a glance



Let's learn a bit more about your users!



Google Analytics Behaviors Overview

Continent ▾

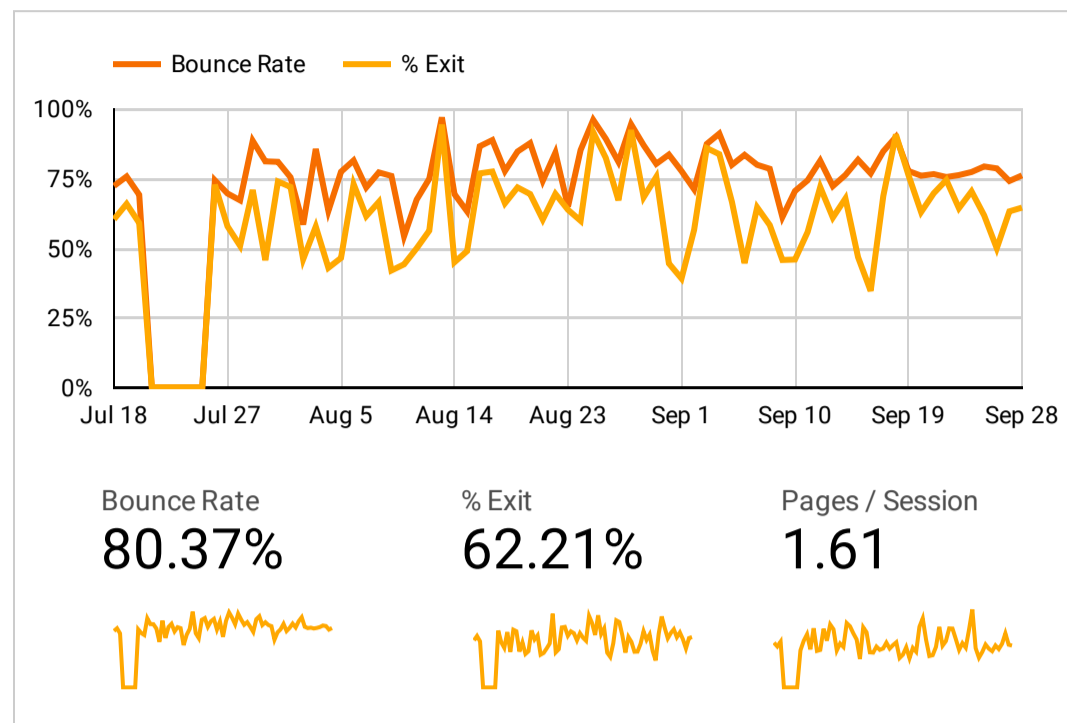
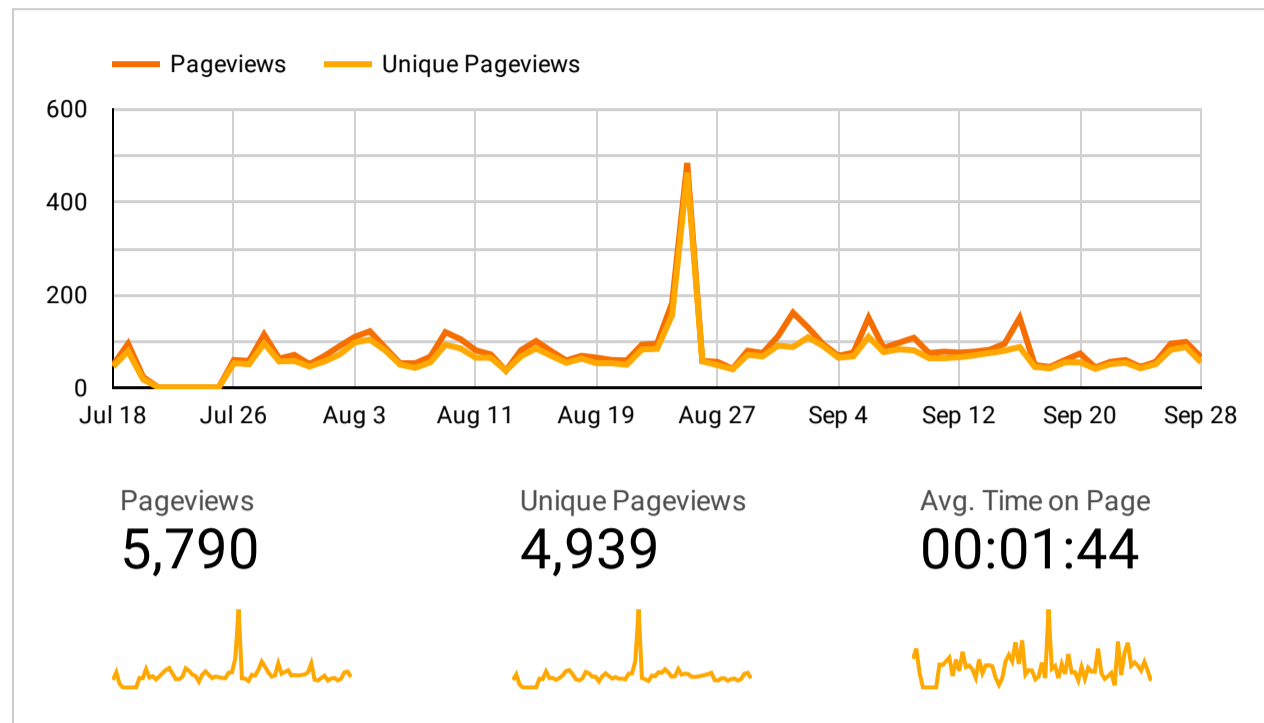
Region ▾

Channel ▾

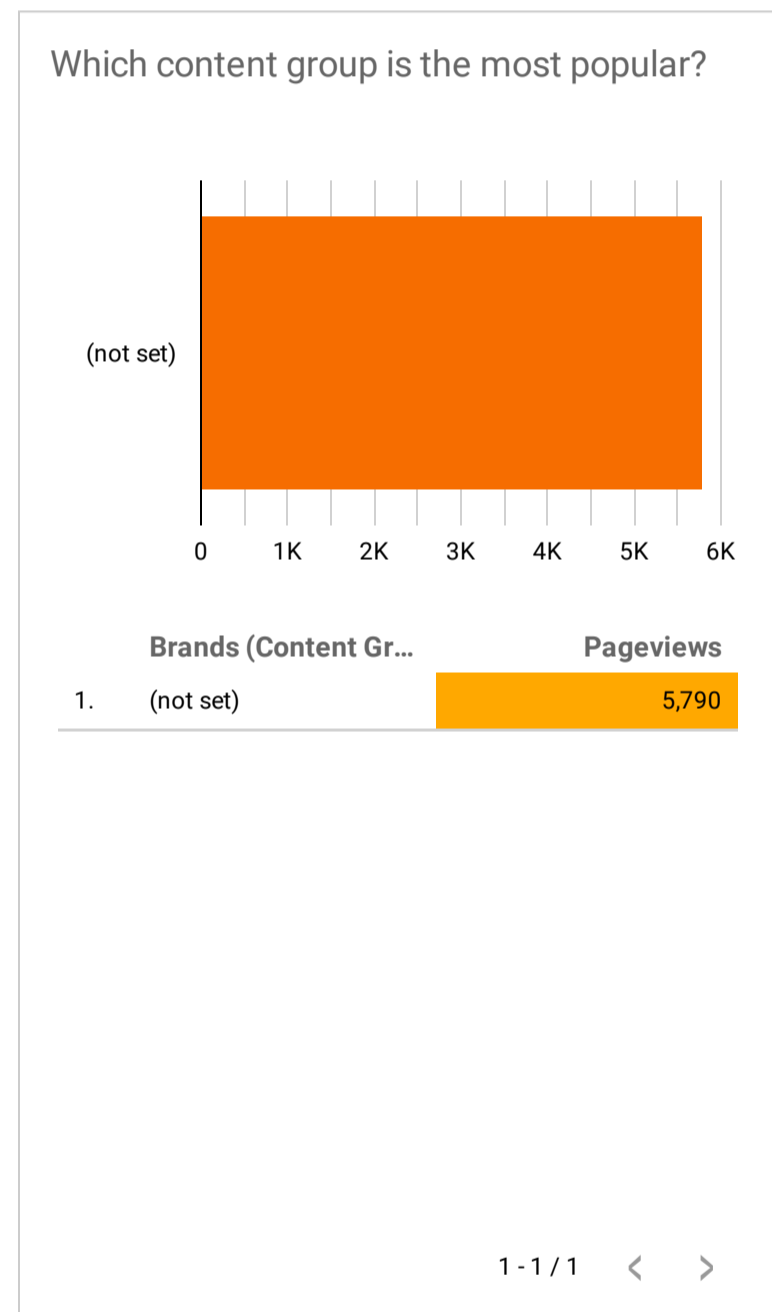
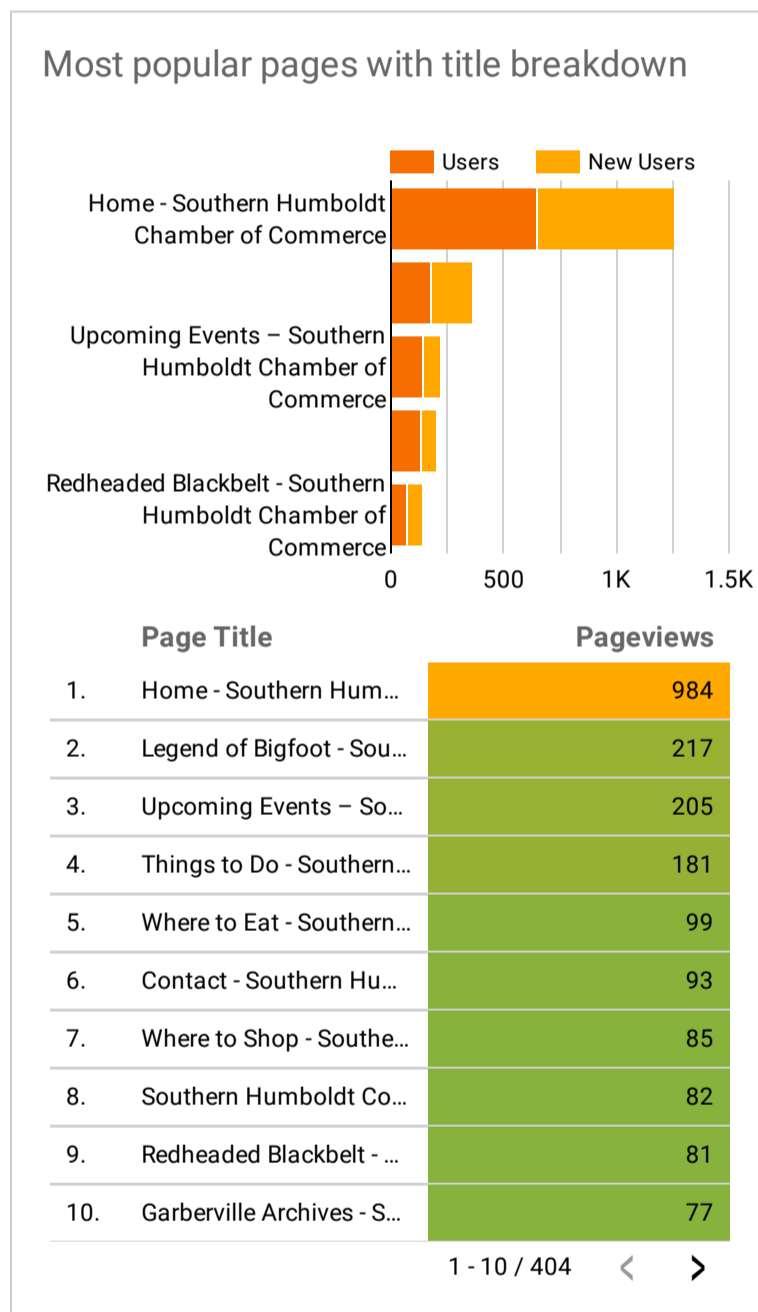
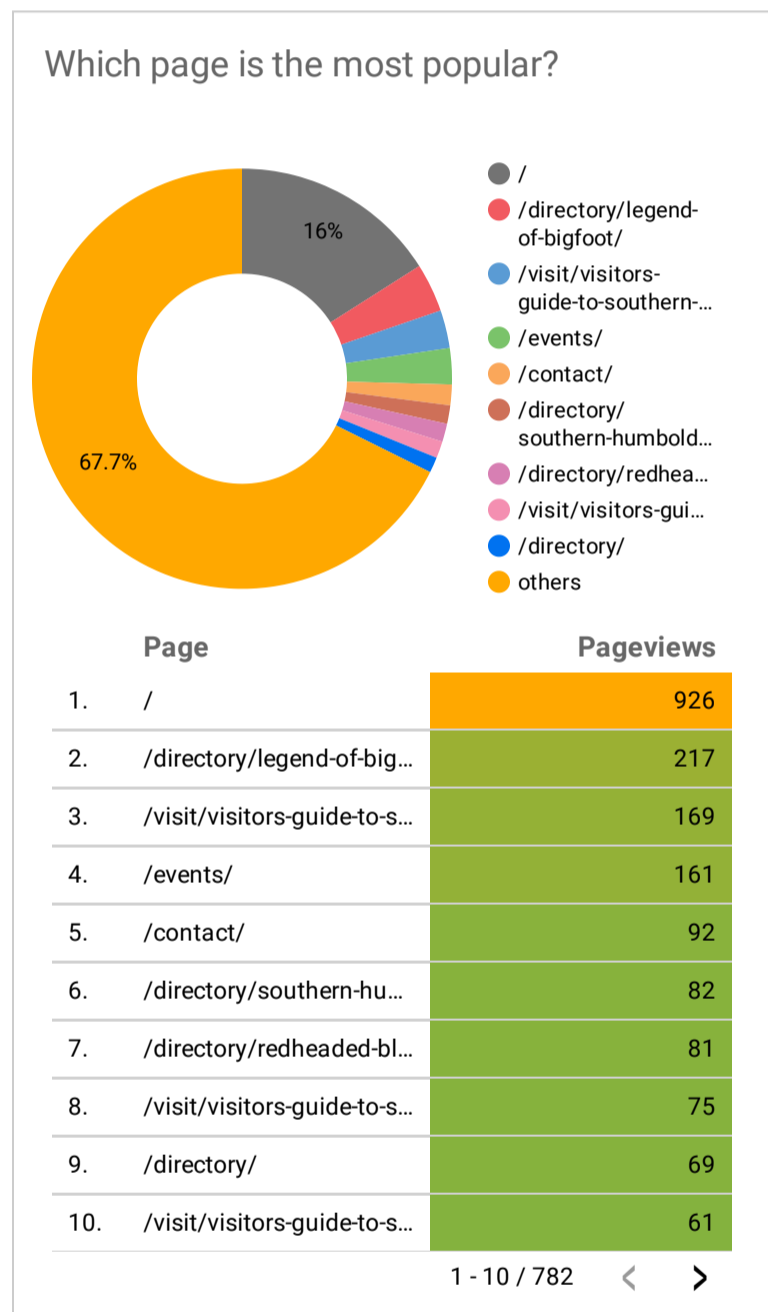
Device ▾

Jul 18, 2022 - Sep 28, 2022 ▾

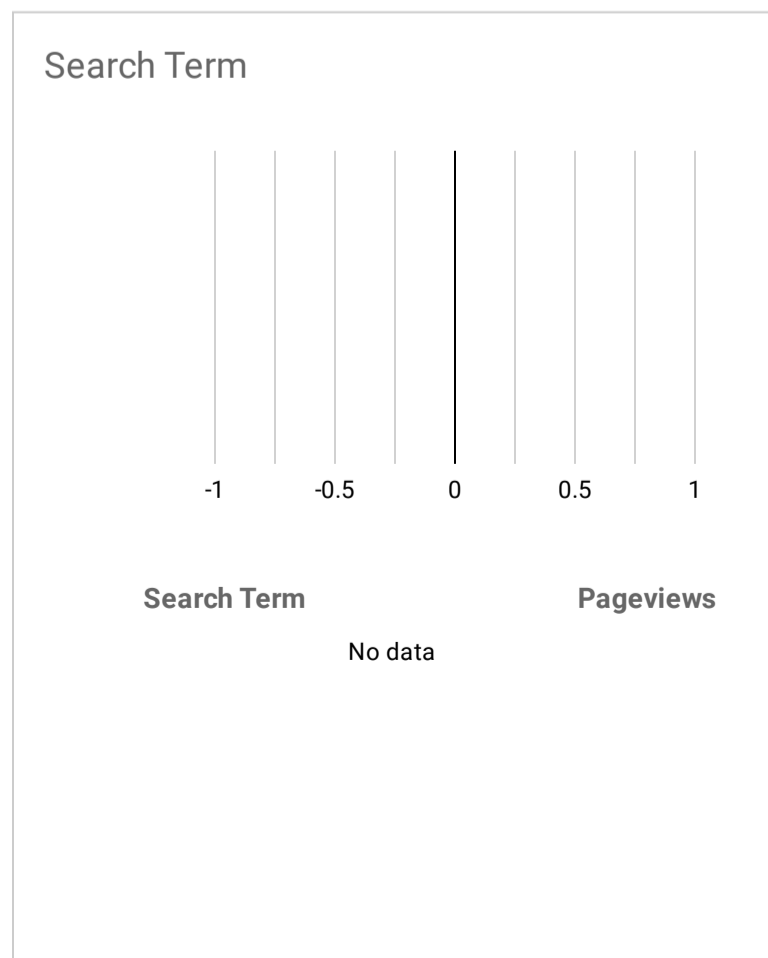
Overview of your user behaviors



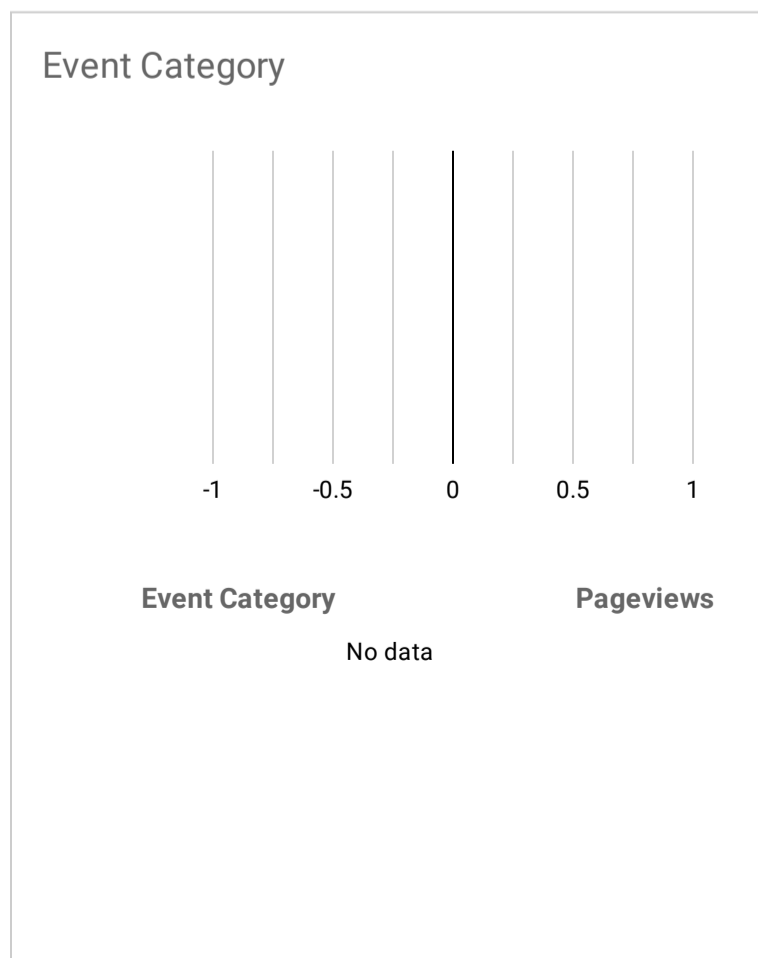
What do users see when they are in your website?



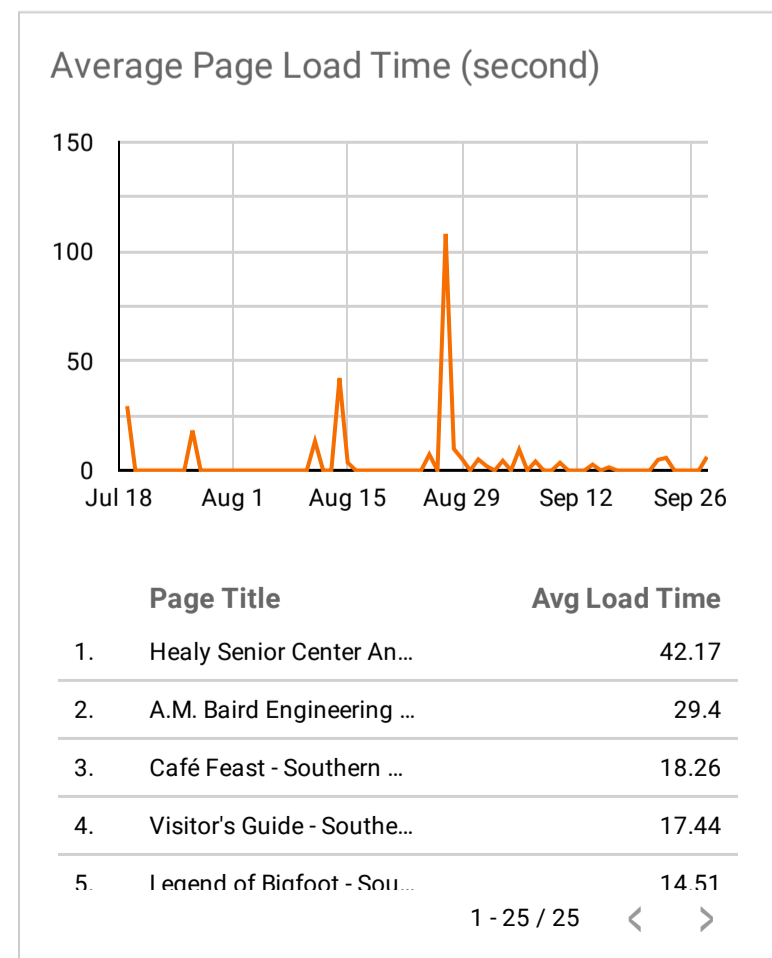
What do users search on the site?



Event category breakdown



How does your website perform?



2022 ANNUAL REPORT

FB & IG ANALYTICS

ATTACHMENT D



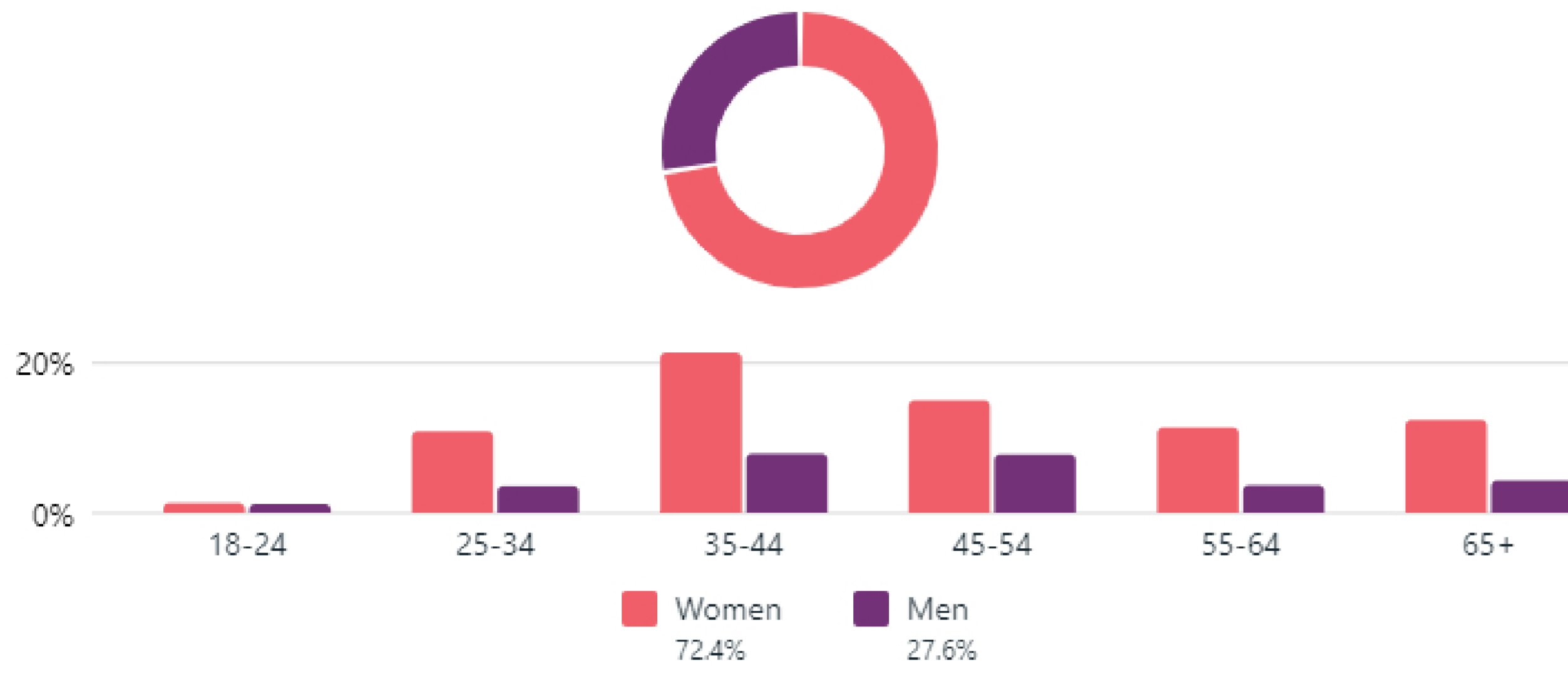
Audience

Current audience Potential audience

Facebook Page likes ⓘ

2,749

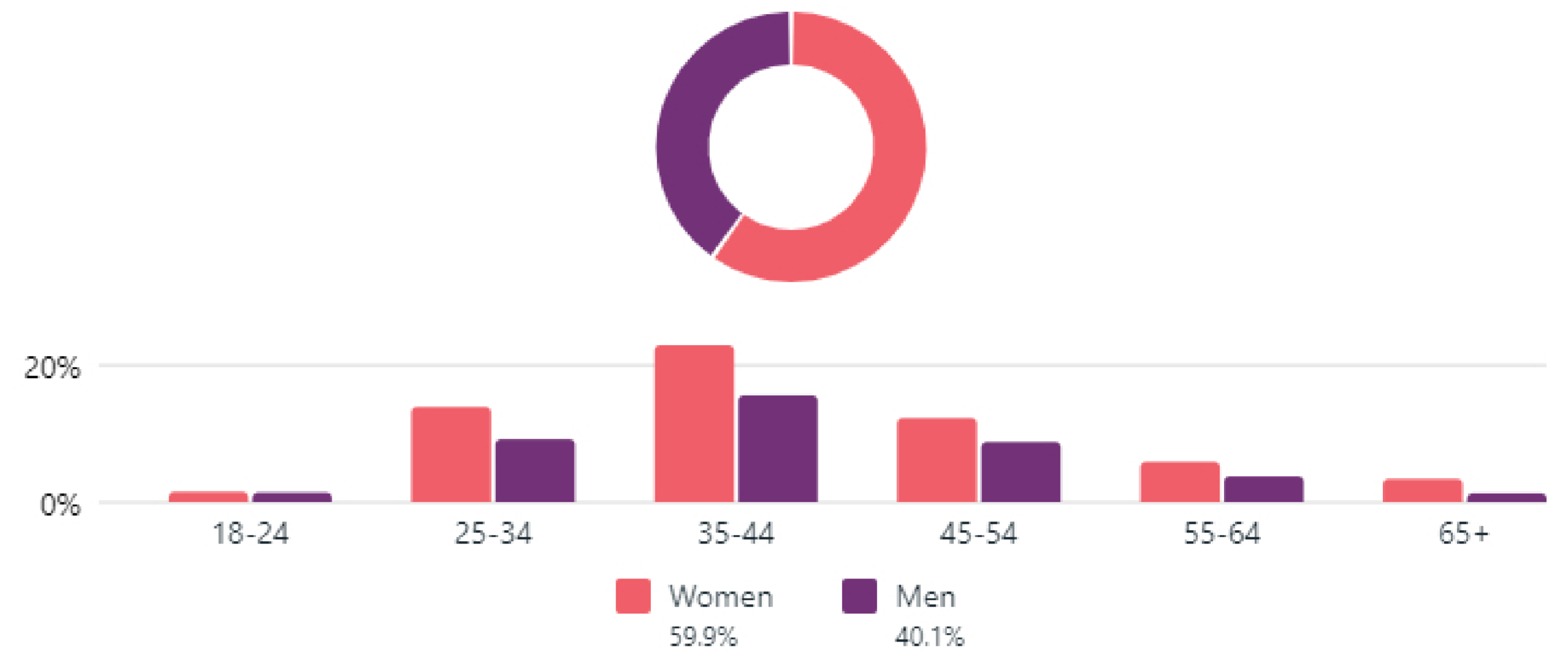
Age & gender ⓘ



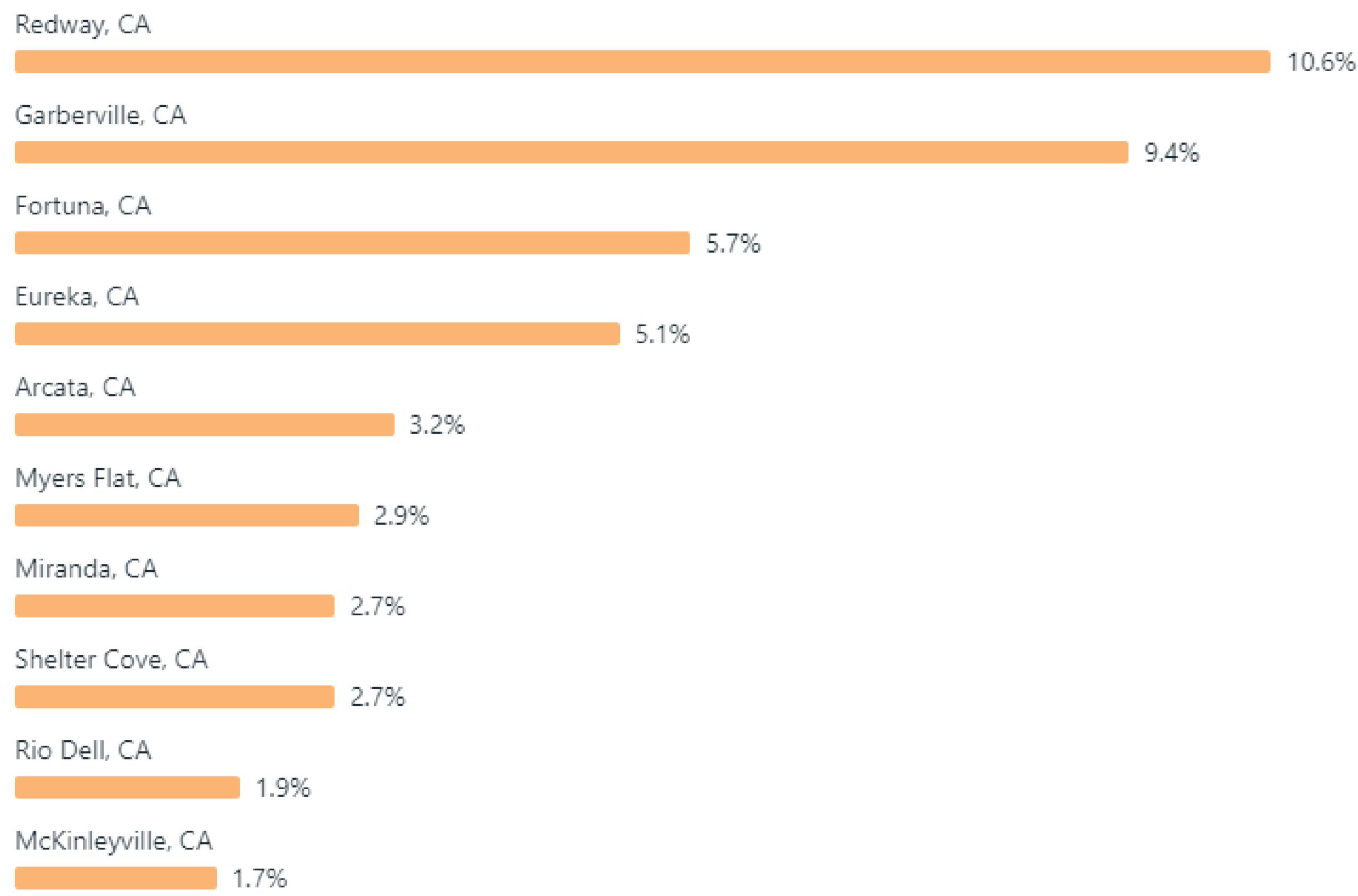
Instagram followers ⓘ

3,017

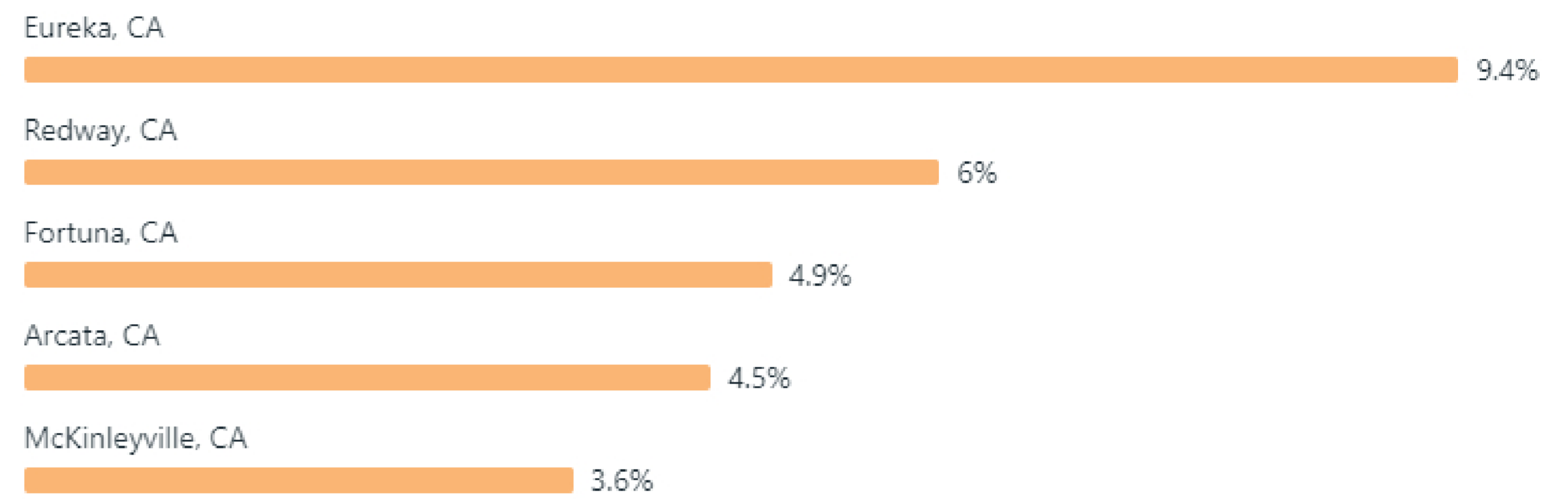
Age & gender ⓘ



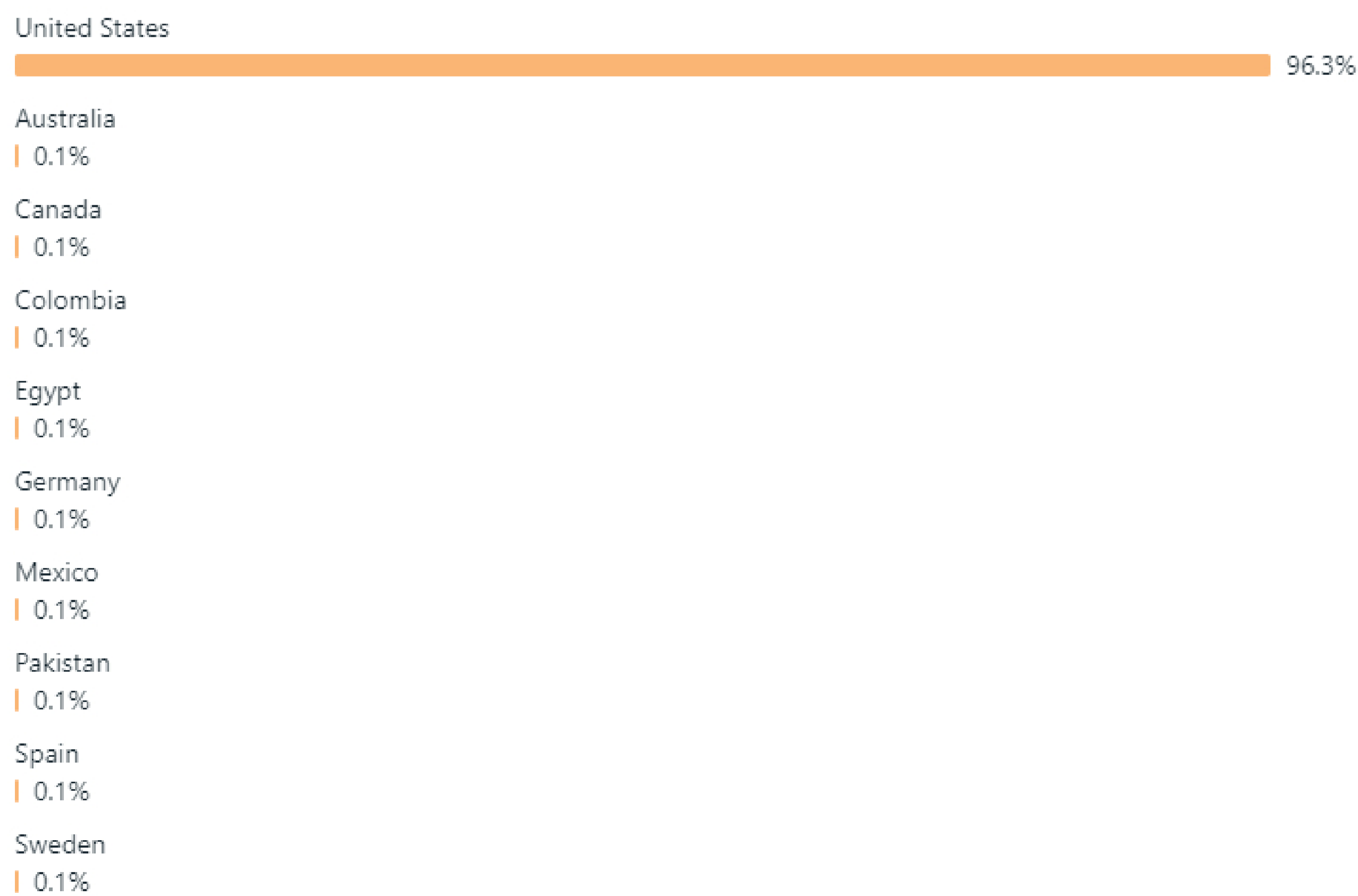
Top cities



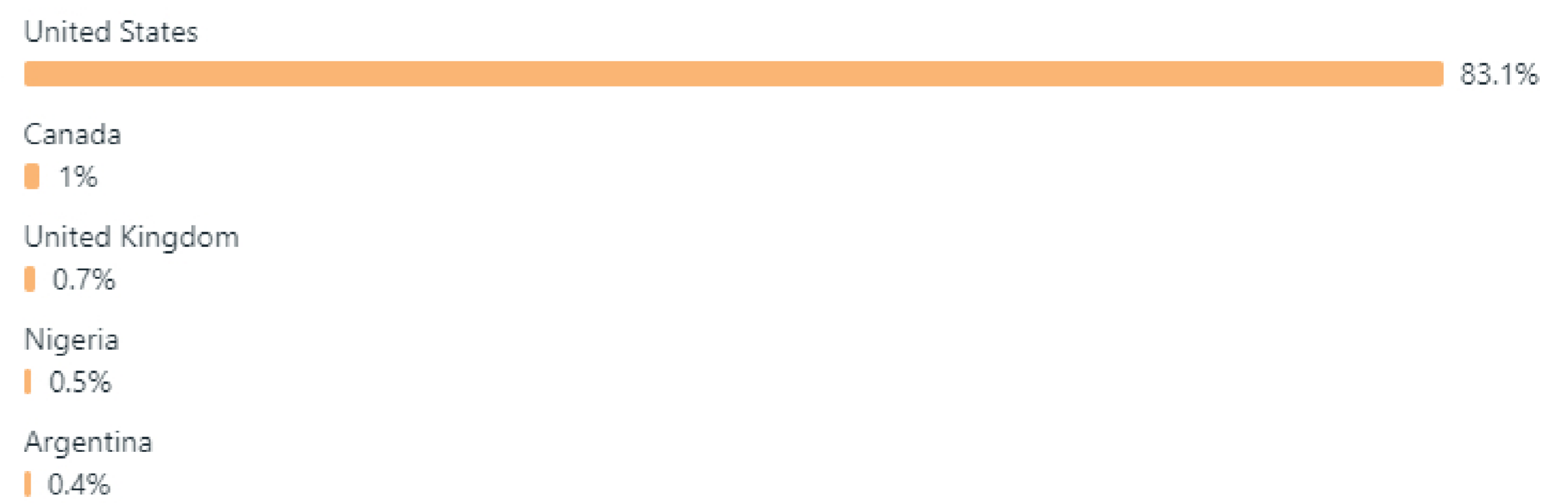
Top cities



Top countries



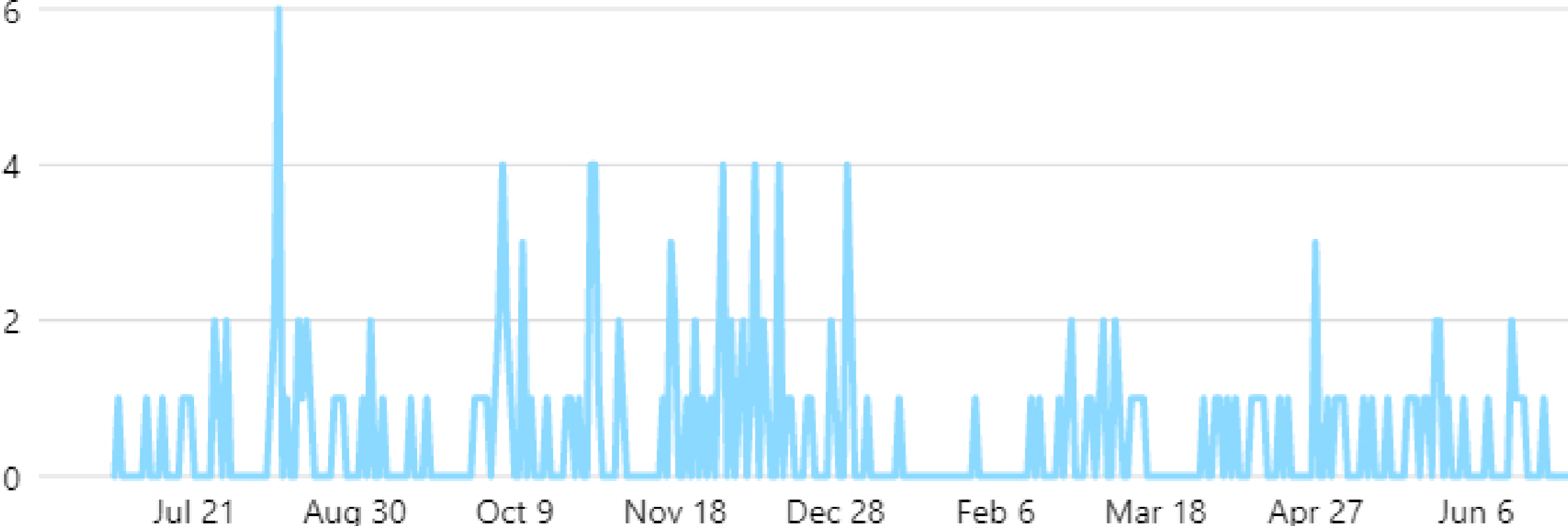
Top countries



New likes and follows

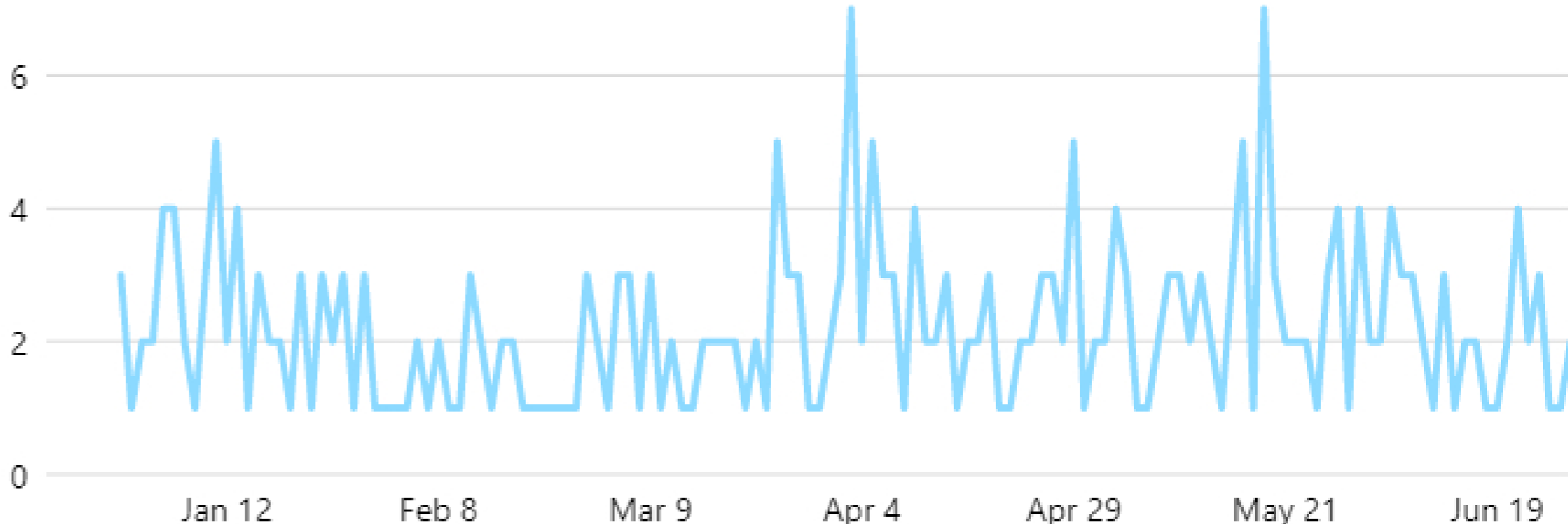
Facebook Page new likes ⓘ

175 ↑ 50.9%



Instagram new followers ⓘ

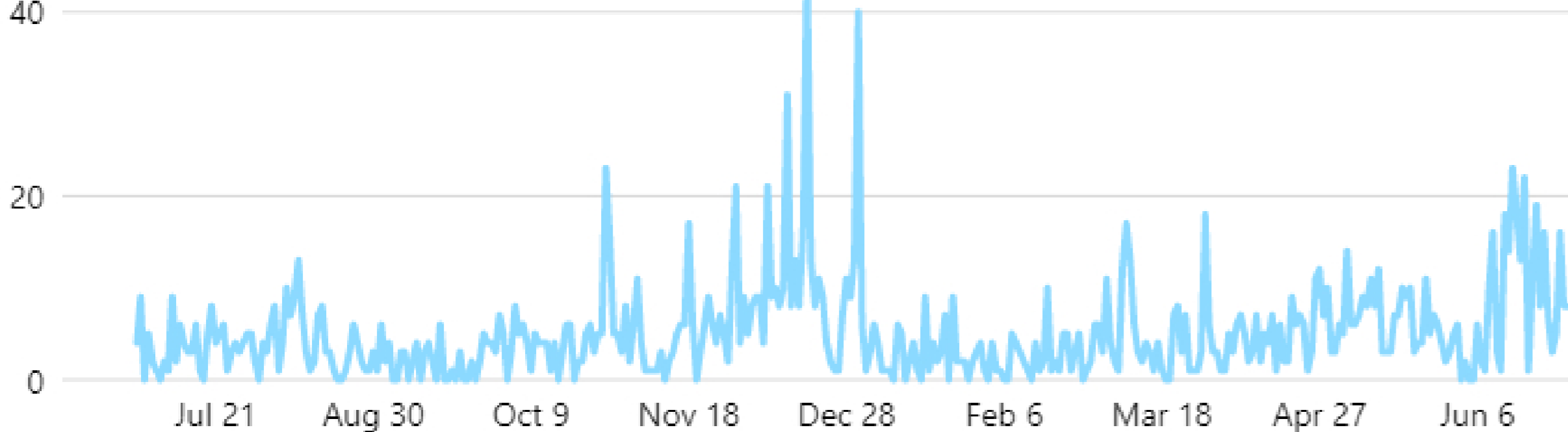
305 –



Page and profile visits

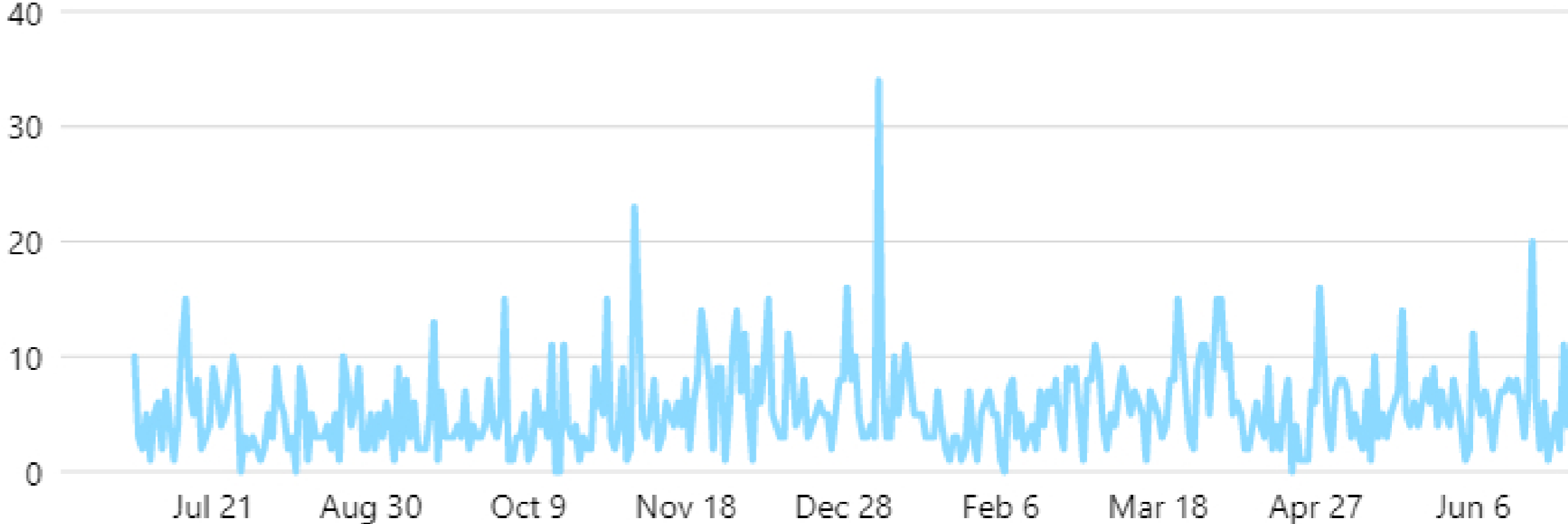
Facebook Page visits ⓘ

1,893 ↑ 38.4%



Instagram profile visits ⓘ

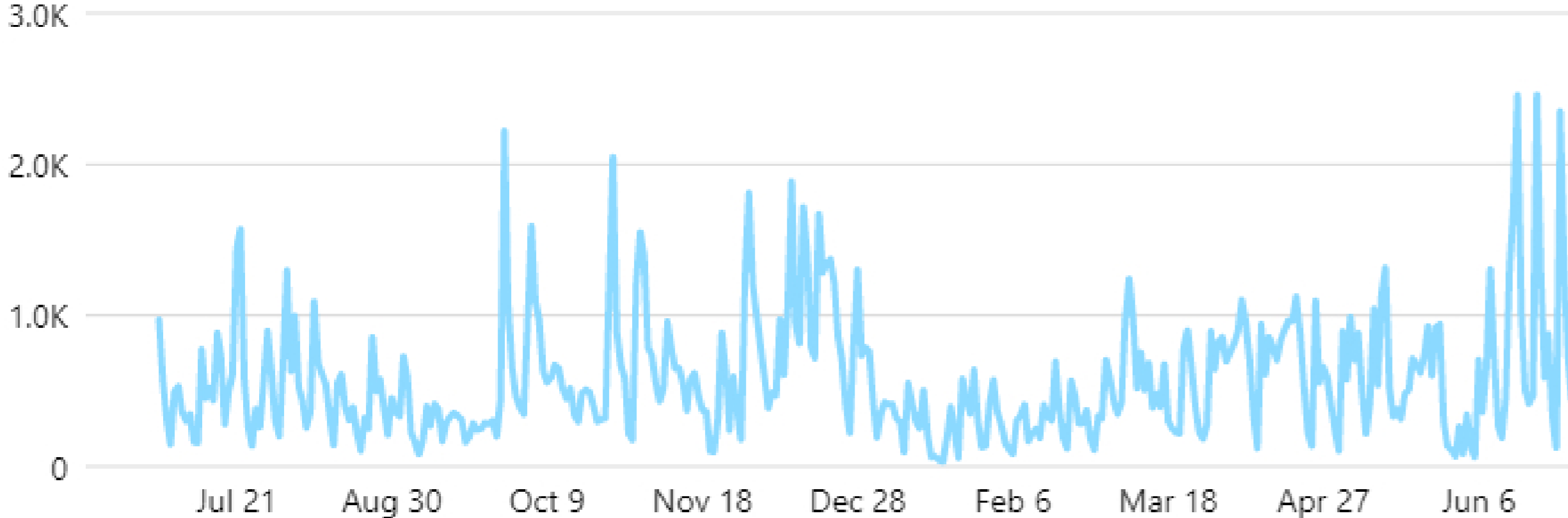
2,016 ↑ 57.1%



Reach

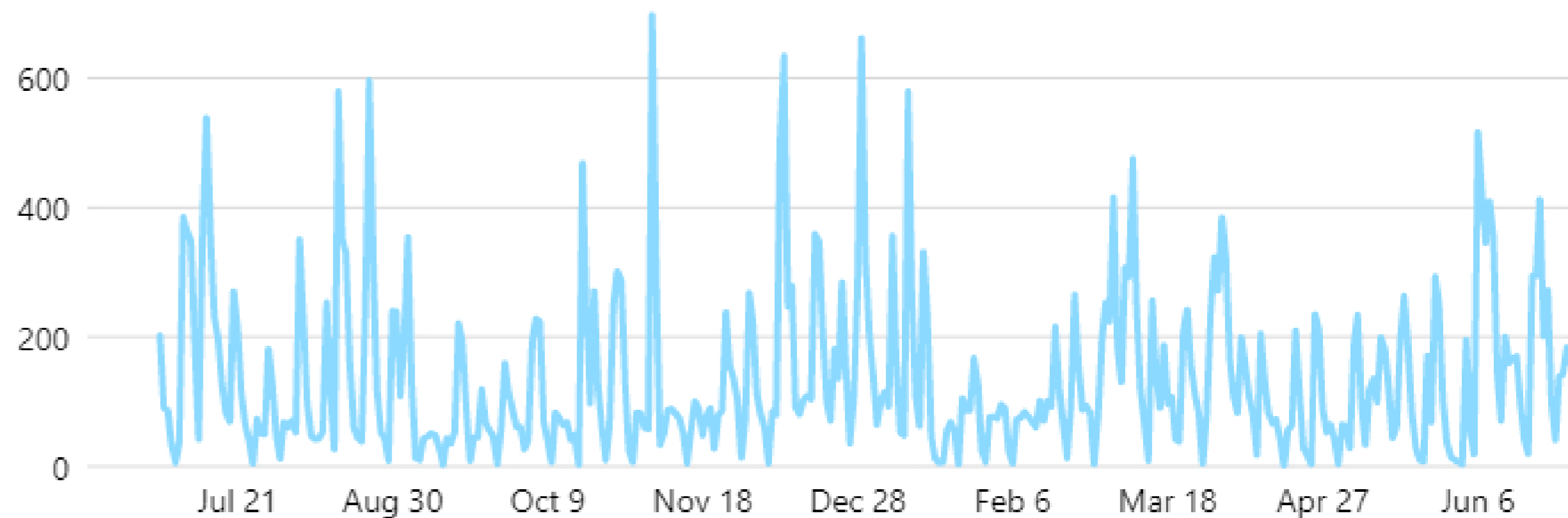
Facebook Page reach ⓘ

29,738 ↑ 37.1%



Instagram reach ⓘ

4,694 ↑ 44.7%



2022 ANNUAL REPORT

ADMINISTRATION COSTS

ATTACHMENT E



Southern Humboldt Chamber
Profit & Loss
 July 1, 2021 through June 20, 2022

	Chamber	TOTAL
Ordinary Income/Expense		
Expense		
Bank Service Charges	15.99	15.99
Insurance		
Liability and Occupency Ins	1,446.13	1,446.13
Insurance - Liability, D and O	2,748.00	2,748.00
Worker Comp	2,916.93	2,916.93
Total Insurance	7,111.06	7,111.06
Legal and Professional		
Accounting	300.00	300.00
Bookkeeping	1,300.00	1,300.00
Total Legal and Professional	1,600.00	1,600.00
Licenses & Fees	-25.00	-25.00
Office Expenses		
Postage	504.37	504.37
Supplies	736.24	736.24
Computer Support	826.94	826.94
Total Office Expenses	2,067.55	2,067.55
Payroll Expense		
Sick Pay	101.00	101.00
Mileage	701.28	701.28
Hourly Wage	40,397.50	40,397.50
Payroll Taxes	6,213.03	6,213.03
Total Payroll Expense	47,412.81	47,412.81
Repairs and Maintenance	8.99	8.99
Telephone	1,796.24	1,796.24
Travel and Meetings	145.00	145.00
Utilities		
Electricity	808.56	808.56
Internet	367.50	367.50
Propane	794.06	794.06
Total Utilities	1,970.12	1,970.12
Total Expense	62,102.76	62,102.76
Net Ordinary Income	-62,102.76	-62,102.76
Net Income	-62,102.76	-62,102.76