



2023
ANNUAL
REPORT



THE YEAR IN REVIEW

It was another great year in our favorite sweet little mountain town.

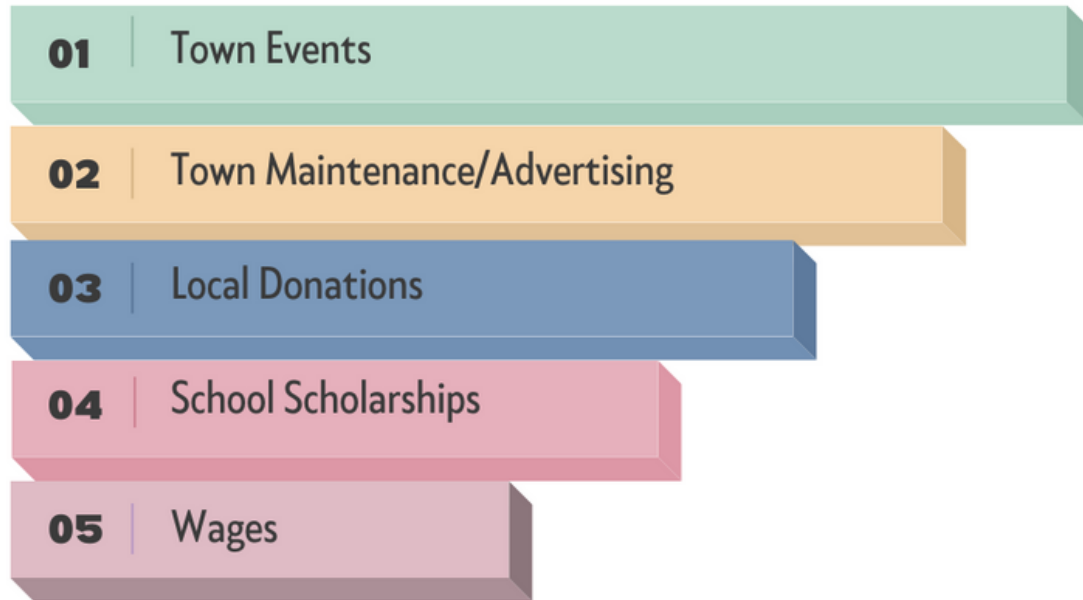
A note from outgoing chamber president Tia Troy: The last three years have been ones of change and growth for the chamber. We've been able to increase awareness for Augusta, its events and the businesses more successfully than ever with the expansion and consistency of our social media, online presence and target goals. New events and attractions have been added, while we've continued to lean into signature events that are synonymous with our small town. I want to thank the incredible chamber volunteers for their hours of commitment and hard work to help our community and this organization thrive and be the best it can be. Augusta is a special community that simultaneously leans into its roots while sustainably growing, creating a genuine destination that's home to people who are tied to the land, the community and each other. I'm honored to be a part of it and can't wait to see where the next three years take us.

What did 2023 look like for the Augusta Chamber of Commerce? Well, let's review some of the projects from the year:

- Our "Town Beautification" and management of Ping's Pioneer Park went great with the new light pole hanging baskets this year being exceptionally beautiful.
- We managed the advertising, promotion, vendors and parade for the Augusta Rodeo, all of which was a huge success, with a standing-room-only rodeo, and a busy and wonderful weekend.
- The Augusta 4th of July celebration we hosted **with** the Augusta Volunteer Fire Department was an evening of fun for the whole family with live music, food, drinks and great company.
- The first ever Augusta Kid's Fishing Derby also took place this summer with 58 little fishermen participating.
- We put on another Peddler's on Main and city-wide garage sale event.
- Our Long Table made for a great night in Augusta. There was live music, delicious food, tasty drinks and some truly incredible auction items that resulted in our **most successful fundraiser**.
- Festival of Trees was another beautiful event, with the community donating so many amazing trees to raise money for Benchmark Wrestling (a local nonprofit).
- Christmas Rendezvous brought over 38 local vendors to town, as well as Santa and horse-drawn hay rides.



CHAMBER FUNDS



TOWN EVENTS

- Event advertisement: local radio, newspaper and social media event promotions
- Event port-a-pottys
- Live music
- Food
- Beverages
- Decorations

LOCAL DONATIONS

- Donations to local school clubs, or nonprofit organizations such as:
 - Augusta FFA Chapter
 - Benchmark Wrestling

TOWN MAINTENANCE/ADVERTISING

- Light pole flower baskets
- Light pole solar lights
- “Bee” project
- Christmas lights and decorations
- Augusta advertisement billboard at Bowman’s Corner
- Town “Business Book” and the printing and distribution of it

SCHOOL SCHOLARSHIPS

Every year the chamber provides two scholarships to Augusta High School graduate applicants.

WAGES

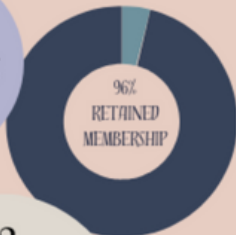
Yearly wages to the chamber’s local administrative assistant.

LET'S TALK ABOUT

Chamber Membership

MEMBERSHIP DATA

12
NEW MEMBERS



72
CURRENT
MEMBERS

MEMBERSHIP BENEFITS

- Have your monthly business updates in every monthly chamber email.
- Be featured with all your businesses information on the chamber website
- Have a page in the business book that is distributed throughout Augusta.
- Be featured, promoted and shared on the chamber's social media

WEBSITE

The Augusta Chamber's website is the place to find information for all things Augusta.



19,655
ANNUAL VIEWS

EMAIL SUBSCRIBERS

264
SUBSCRIBERS



Monthly emails go out to share all Augusta has coming up throughout the year.

SOCIAL MEDIA

3,739
FOLLOWERS

The chamber facebook has 3,739 followers, gaining an average of 280 a year.



100,489
2023 REACH

Posts from the chamber's facebook page (and shared from businesses pages) reached almost 100,500 people from across the United States.

CHAMBER VOLUNTEERS

A group of salt of the earth, genuine people that want to promote, enhance and advocate for August and the community and businesses here.

The work done by the Augusta Montana Area Chamber of Commerce is all made possible by a group of local business owners and community members who volunteer thousands of hours of their time every year to ensure that Augusta flourishes and that the businesses and community thrive.

You do not have to have a business in town, or be a chamber member to volunteer. All that is needed is a love of Augusta and the desire to see the town flourish.

Join the Chamber

1

Voice of Local Business

The Chamber is the voice of local business. They are here to advocate locally and beyond for what matters to the businesses and community in Augusta.

2

Drive Local Business Growth

Local Chambers are the key drivers for local business growth.

3

Promote & Participate

Come help the Chamber promote and protect the interests of Augusta's local businesses and community.

MEETINGS

2024 chamber meetings are the **second Wednesday** of every month at 6 p.m. at **Blue Pine Wine**. Come meet the people behind the curtain and see what volunteering for the chamber is all about.

The Augusta Chamber would like to **thank you** for being part of what makes Augusta so great from business owners to community members, that call this sweet little mountain town home, as well as the individuals who love coming to spend time in this special and unique corner of the world.

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