

**Sandy Area Chamber of Commerce  
SSCP history of awards, 2020-2023**

**2021 & 2022:**

**Sandy Area Chamber of Commerce**

Business Recovery Center (BRC) funding

**Biennial funding awarded: \$19,000**

*Council Goal 3: Foster economic recovery and growth*

	Sandy area (city limits)	Boring	Estacada & Eagle Creek	Villages	Total
<b>Businesses contacted 2021:</b>	296 (193)	418	590	168	1,472
<b>Businesses contacted 2022:</b>	394 (263)	582	624	168	1,768

<b>Types of services requested through BRC 2022:</b>	<b>Total # of businesses</b>	<b>In Sandy city limits</b>
Marketing/advertising:	21	10
Employee recruitment/retention:	258	115
Employee benefits/management:	8	5
General business operations:	11	4
Business expansion/pivot:	7	3
Inventory/supply chain issues:	29	17
Finances/accounting/taxes:	4	2
Help with existing grant/loan:	14	10
Acquiring grants :	47	28
Acquiring loans:	15	5
Acquiring PPE:	104	67
<b>Total:</b>	<b>518</b>	<b>266</b>

**Marketing and digital outreach:**

- Social media outreach:
  - 145+ Facebook & Instagram posts
  - Over 37,000 people reached
- Email: 109 separate email messages to over 1,145 contacts
- Print:
  - 6 ads placed in Pamplin newspapers (Post)
  - 2 ads placed in the Mountain Times
  - 1 ad placed at Sandy High School Theater
- Digital advertising:

- Pamplin targeted email (799 reached)
- Pamplin digital ads (10,488 impressions & 104 total clicks)
- Facebook advertising (12,952 reached)
- Sandy Cinema ads
- Sandy Actor's Theater ads

The Sandy Business Recovery Center (BRC) continued to offer a variety of different kinds of business assistance in east Clackamas County in 2022 depending on the needs of their clients, as shown in the table (Types of services requested through BRC 2022) above.

Khrys Jones (SACC Executive Director) writes: "The Sandy Area Chamber of Commerce has been pleased to provide support and services to the Sandy Community and surrounding areas over the past two years through our Business Recovery Center. The funds to make this program work were originally provided through Clackamas County and they have been a wonderful partner to work with. Having additional funding from the City of Sandy has been a huge blessing to us as the funding from Clackamas County was exhausted in March of 2022. We received some funding through ARPA to assist in providing grants to businesses within the OTSD in September of 2022. Without the City of Sandy's additional funding, we wouldn't have been able to provide outreach and assistance to the almost 2,000 businesses we have been in contact with since November of 2020. Thank you for your support and generosity."

In addition to the business outreach attempts (voicemail and email) the consulting provided, and the personal protective gear provided and delivered, the Sandy Area Chamber of Commerce also created two additional sub-programs for local businesses through the BRC. Workforce Wednesday, a program that provides a "Job Opportunities" page on the Chamber website and a weekly e-blast advertising local job postings was launched in late 2021 and has continued on through 2022. Since its inception, the SACC reports that program has touched 227 businesses and has had over 343 positions posted, with at least 101 of those positions filled, although not all participants reported back to SACC when they had filled their posted positions, so actual numbers have been difficult to calculate.

The Holiday Passport Program was the second sub-program funded through this grant. Launched in November of 2021, this program was essentially a holiday "buy local" passport adventure listing participating businesses throughout east Clackamas County. While the Chamber was able to sign up 60 shops in the area, the program was not as successful as they were hoping for. Participating businesses reported that they did not have the bandwidth to properly promote this program and explain it to their customers. This experience has caused SACC to re-evaluate how they will approach and promote "shop local" programs going forward.

Changes to the BRC starting 4/1/23: Funding from Clackamas County for the Business Recovery Centers has now been exhausted. Thanks to SSCP funding provided by the City of Sandy and ARPA funding provided through the office of Senator Chuck Thompson, the Sandy Area Chamber of Commerce is able to continue providing services and support for local businesses through the BRC through April of 2024 (end of their ARPA contract) unless another source of funding becomes available.

The Sandy BRC serviced the following zip codes in addition to 97055 from April 2021 through March 2022:

- 97009 – Boring

- 97011 – Brightwood
- 97028 – Government Camp
- 97067 – Welches
- 97049 – Zigzag
- 97049 & 97067 – Rhododendron
- 97041 – Mt. Hood

## **2019 & 2020:**

### **Sandy Area Chamber of Commerce**

The Welcome Home Bag

**Biennial funding awarded: \$4,150**

The Sandy Area Chamber of Commerce uses their SSCP fund allocation to provide welcome packets to new Sandy residents. The “SACC Welcome Home Bag” is a reusable shopping bag adorned with a custom “Welcome Home” logo. It is filled with promotional items including brochures, maps, calendars, coupons to local businesses, pens, coffee mugs, truffles, and more from local area businesses. This program was originally scheduled to be distributed regularly once a month to those turning on new water accounts with the City of Sandy. However, pandemic rules prohibited delivering these bags to residents in-person, so the Chamber held off on deliveries during the 2<sup>nd</sup> half of 2020 and recreated their approach.

Chamber Director Khrys Jones says that “in the winter of 2020/2021, we created a postcard to mail to new residents. The card directs the recipient to go online and complete a form on our website to request a bag, and how they would like to receive it.” The form is on a Chamber web page that also has important numbers and resources for people just moving into the area, volunteer opportunities and links to the Sandy Visitor’s Center. However, the SACC has also been hosting the Sandy Business Resource Center, one of six such centers in Clackamas County, whose purpose is to help local businesses navigate the myriad of government assistance programs that are now available to businesses attempting to survive this pandemic. This function is critical for local businesses and has consumed 100% of the Chamber’s resources over the last 12 months.

Now, a year later, the Chamber is ready to distribute the Welcome Home bags. They have also increased the number of participating businesses from 29 to 33 and updated the contents of the bags with new materials from these businesses. **153 postcards**, representing people that moved to Sandy from 1/1 to 6/31 of this year, were sent out on July 5<sup>th</sup>. Pictures of the postcard and a Welcome Home Bag and its contents are shown below.