



# 2023 YEAR IN REVIEW

## Board of Directors

**Patrick Nelson**, Chair  
Red Tail Academy

**Robert Atkins**, Chair Elect  
Farmers Insurance Agency

**ElizaBeth Clayton**, Secretary/  
Treasurer  
Wilshire at Lakewood Rehab Center

**Pat Ertz**, Past Chair  
Public Water Supply District #2

## At Large Members

**Pam Clark**  
Clark's Appliances

**Loretha Hayden**  
Lutfi's Fried Fish - Raytown

## Board Members

**Kory Brinton**  
Brinton Electric

**Jeff Hirst**  
Associate Member

**Carmen Kraus**  
Connection Point Church

**Al Maddox**  
Cave Spring

**Melvin Norrington**  
Everygy

**Jourdan Price**  
Personal Care Dental Group

**Linda Roberts**  
Raytown Lee's Summit Community  
Credit Union

**Brian Ross**  
Edward Jones

**Vacant Seat**

**April Harrington**, Liaison  
Raytown Main Street Assoc.

**Chief Matt Mace**, Liaison  
Raytown Fire Protection Dist.

**Dr. Penelope Martin-Knox**, Liaison  
Raytown Quality Schools

**Dr. Kathrine Swanson**, Liaison  
Metropolitan Community College -  
Longview

**Missy Wilson**, Liaison  
City of Raytown

## Staff

**Vicki Turnbow**, President

**Michelle Williams**, Part Time



In looking back on 2023, the Raytown Area Chamber of Commerce and Tourism set out to be intentional.

Doing this year, we added 27 new members. We had eight ribbon-cuttings which celebrated everything from new businesses to grand re-openings. We appreciate our businesses reinvesting and staying in Raytown. The challenges of 2023 were topics the Board of Directors discussed, voted on and put into action.

The greatest possible feat in 2023 was the 816 ribbon-cutting for the newly renovated and decorated office. This task spearheaded by our President, Vicki Turnbow was undoubtedly our greatest moment of 2023.



As we look forward to 2024, the end of a season will come, and we will begin a new one.

As the 2023 chairman of the board, my term is coming to an end and I look forward to supporting the new chair of 2024.

**Patrick Nelson,**  
**2023 Chair of the Board**  
**Red Tail Academy**

## NUMBER OF MEMBERS:

<b>Total</b>	<b>228</b>
Businesses	162
Not for profit	44
Individuals/Associates	17
Lifetime	5
Additional reps	149
<b>Total Employees</b>	<b>8,653</b>

## INCOME: AS OF 12/28/2022

Administration	2%	
Membership	73%	\$147,626.00
Events	25%	

## EXPENSE: AS OF 12/28/2022

Administration	67%	
Membership	16%	\$141,020.00
Events	17%	

## WEBSITE HITS:

- 12,879 DIRECTORY SEARCHES
- 14,762 EVENT PAGE VIEWS
- 120,594 UNIQUE PAGE VIEWS

## EMAIL COMMUNICATION

- 109 EMAIL CAMPAIGNS THROUGH CONSTANT CONTACT = 45,265 EMAILS SENT WITH A 49% OPEN RATE

## CHAMBER IS A MEMBER OF:

Better Business Bureau of Greater KC  
Chamber of Commerce Executives of Missouri  
Missouri Chamber of Commerce & Industry  
Missouri Chamber Federation  
Missouri Economic Development Council  
Visit KC

## COMMITTEES/TASK FORCES:

### **Government Relations Committee**

– Pat Ertz, Public Water Supply District #2

### **Membership Services Committee**

– Loretha Hayden, Lutfi's Fried Fish

### **Raytown Chamber/Rotary Club Golf Tournament**

– Terry Landers, Associate Member

### **Raytown Night/Day @ Royals - Staff**

**Senior Celebration** – Staff

**Tourism** - Jeff Hirst, Associate Member



## CHAMBER EVENTS WITH PHOTOS:

### January:

Joint Chamber Challenge Blood Drive  
Chamber Celebration Luncheon

### February:

Tourism Committee Field Trip  
Tour of the new KCI Airport  
Monthly Luncheon - World Cup Update  
Chamber Day at the Capitol

### March:

Virtual School Board Forum  
Monthly Luncheon - State of the City  
Morning Coffee - Cornerstone Home Improvements

### April:

EJC B.A.S.H.  
Egg Extravaganza - RMSA  
Youth Baseball Clinic  
Monthly Luncheon - Business Innovation Students

### May:

Mayor's Prayer Breakfast  
Ribbon Cutting - Journey with Me Learning Center  
Ribbon Cutting - The Recovery Village KC  
Opening Day Ceremony - Raytown Youth Baseball  
Ribbon Cutting - Waterfalls of the World Vacations  
Golf Tournament - Creekmoor  
Morning Coffee - Clark's Appliances  
Monthly Luncheon - How to make fans out of Customers?

### June:

National Trails Day  
After Hours Crane Brewing  
Raytown Day at the Royals  
Cam F Awesome Joint Luncheon with  
Grandview and South KC Chambers

### July:

Senior Celebration  
Joint Chamber Legislative County Breakfast  
Monthly Luncheon - History of Saddle Creek Stables

### August:

816 Day  
Ribbon Cutting - Building Remodel  
Monthly Luncheon - Meet the Department Heads from the City

### September:

Raytown's Festival of the Trails  
A.M. Connections - Synergy One Lending  
Toast of the Towns Gala  
Monthly Luncheon - Brainstorming for 2024

### October:

Monthly Luncheon - RQS Update

### November:

Ribbon Cutting - KC Hearing Center  
Monthly Luncheon - Simple Ways to Use AI  
Ribbon Cutting - Mad Cakes  
Ribbon Cutting - Dunkin'  
Curio Chamber Cheer Holiday Party

### December:

Ribbon Cutting - Hairabella Salon  
Chamber/BF Board Retreat



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Monthly Luncheon - History of Saddle Creek Stables



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### CHAMBER STAFF HAVE PARTICIPATED IN:

- Board of Aldermen Meetings (in-person and virtual)
- Looking Towards 2026 (World Cup)
- Mayor's Raytown Live Committee
- Raytown Educational Foundation
- Raytown Main Street Association
- Raytown Police Dept. CERT Member