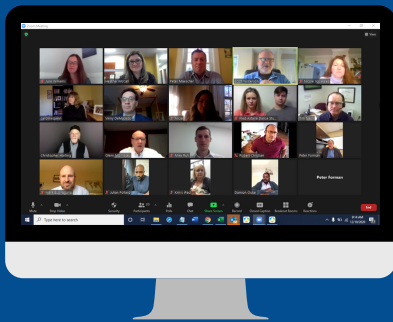


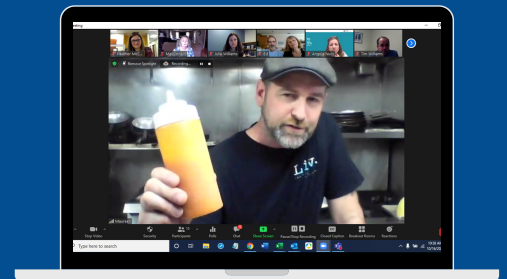


Annual Report

2020



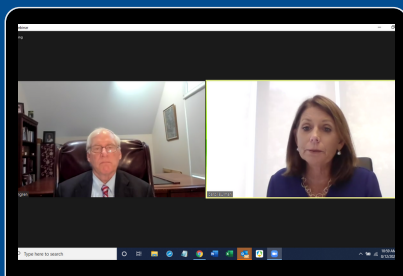
New Member Reception



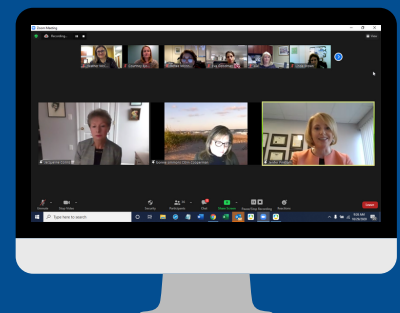
Kitchen Spotlight



:40 with Forman



Eric Rosengren Webinar



Women in Local Leadership

FROM THE CHAIR



It was a truly transformative year for our businesses, our families and our community. Despite the challenging days we all weathered, I end the year grateful to live in a community that responded together in unity of purpose and most importantly kindness.

Perhaps the most vivid reminder of our community's grace and power were my medical colleagues—nurses, physicians and support staff—who never faltered in caring for all our neighbors. Their doors remained open, treating a complicated virus and extending compassion in a time of national crisis.

We witnessed our banks guiding our local merchants and large corporations to keep the business open and interpret the PPP guidelines. Many of our businesses faced difficult decisions that were made easier from our trusted business partners across the spectrum.

All of us were motivated to see our non-profits enduring and thriving under daunting circumstances.

The South Shore Chamber of Commerce story in 2020 was one of resilience. Our new normal networking events steadied us and reminded everyone that the days were long for every business. Our chamber platform was the perfect place to share, problem solve and move forward.

My pride in our chamber has never been higher. We were all tested and indeed, the obstacles are still present, but the truth remains: we are at our best when we work together.

Sincerely,

Renee McInnes, RN
CEO, NVNA and Hospice
Chair, South Shore Chamber of Commerce

What a year...

Like everyone, we had to adjust our plans, outlook, and strategies. Here are some accomplishments we are proud of...

01

MEMBER GROWTH

40% of new members joined during the initial shut down.

02

PARTNER GROWTH

12 new or investment increases for Partnership & 2030 Funders.

03

VIRTUAL EVENTS

90% of our events were free to help you during this time.

04

VOLUNTEERS

195 volunteers who donated 250+ hours of their time.

05

7,044,167 REFERRALS

Not a typo! The directory tracks all activity 24/7.

06

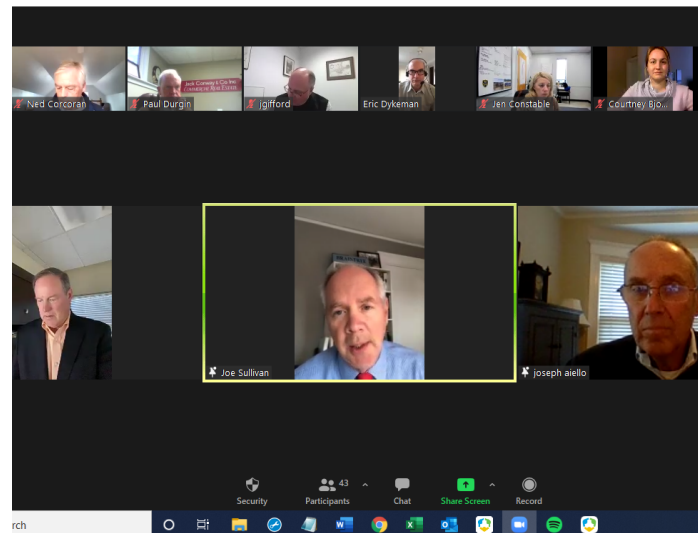
ADVOCACY

Despite being remote, we still put our members and the region first.

OUR GROUPS WITH A MISSION

We served as a go-to resource for businesses with any need.

- We stepped up to this challenge by supporting our **local restaurants and breweries** with an overabundance of marketing through our **EAT South Shore** initiative
- We stayed in close contact with our **nonprofits** and our **Non-Profit Group**
- Our **Human Resources Group** provided webinars on PFML and annual **Employment Law Update**
- We communicated weekly with **state officials** to be sure our members were being heard regarding recovery options
- We helped **keep public transportation** here on the South Shore



Transportation Group Meeting with MBTA

Membership

Despite the pandemic, we saw firsthand that businesses still needed - and wanted - to connect, not only with other businesses but with the Chamber. We **retained 85% of our membership** and welcomed new members, 40% of which joined during March - August.

77 New Members

3N3 apparel, AAA Northeast, Aequitas Investment Advisors, LLC, Alba on 53, Alba Restaurant, Alden Ash Consulting, Alexis Marie Photography + Designs, Aspire Dental Health, Bay State ABA, Braintree Staples, Braintree Veterinary Care, Bridgewater State University, Brite Visual Products, Brookdale Quincy Bay, Coastal Revenue Cycle Management, Cray Physical Therapy - Norwell, Crossroads, Davin Tech Group, Four Core Valuations, Fred Astaire Dance Studio Hanover, Fuel America, Gibbs Software Solutions, Glow Beauty Boutique, GrayMatter Agency, Harper Financial Associates, Harting Studio, HD Sheldon & Company, Hingham Lifestyle Publications, Home Helpers of South Shore, HopeHealth Massachusetts, J Hook Clothing Company, JCO Group Of Services, Jennifer L Powell RN, Joyce Consulting Group, KLP Specialties, Liv Creative Cuisine, Menemsha Solutions, Merchant Cost Consulting, Modera Marshfield, My Brother's Keeper, Nantasket Flatts, Nisse Designs, Northwestern Mutual, Patrick J. Kelleher & Associates, PiNZ Kingston, Planned Lifetime Assistance Network (PLAN), Pop-A-Lock Locksmith of Southeastern MA, PozerskiHatch & Company, Production Resources, Quinnovative Marketing, REVERED METAL ROOFING, RND Consultants, Inc, Robert Christian, CPA, School on Wheels of Massachusetts, SGD Accounting, Silver Fern Landscaping, Sit-a-Bit, Sourcenet Investment Services, South Shore Retirement Services, South Shore Select, SteinbergHR, Swell Marketing Group, Symbiotic Growth Advisors, Talking Information Center Network, Tb Services Painting, The Collision Center, The Whitney Gordons, Turf Media Billboards, U.S. Small Business Administration, VenueX Media, Villain Branding, Wells Fargo Commercial Banking, Wheelhouse Diner, WorkBar, Your CBD Store, Zef Cicchetti & Raw Bar



Damion Outar

JCO Group of Services

"Joining South Shore Chamber of Commerce during the pandemic made the perfect next step in my mission of connecting with the broader community. My company's mission is to strengthen and build people and communities using a Health and Wellness model in a world that's rapidly changing. The Chamber connects different businesses on one common platform where we can 'take a village' approach toward growth and development. The Chamber is in the unique position to influence positive growth and change throughout the region and even outside its borders in this ever-changing business atmosphere."

New Member Trends



Restaurants



Financial Services



Retail

229

Members Celebrating 20+ Years with us!

Virtual Events

We continued to be a CONVENER offering programming and webinars virtually. Our first Zoom was held on March 27th, 3 days after the stay-at-home advisory went into effect.

87 SSCC events

90 % of events were FREE

2,963 attendees



Ray Belanger
Bay Copy

"Amazing job with the Zoom meeting! Such a powerful way to bring South Shore Leaders together and develop our sense of community. Right in your 'sweet spot' facilitating the conversation. Congrats! That will be a powerful tool for the Chamber!"

Top Events

Economic Forecast
South of Boston Summit
:40 with Forman Series
Webinar with Eric Rosengren
Women in Local Leadership Speaker Series
Housing on the South Shore Series

Website & Directory

CHAMBER WEBSITE VIEWS

104,275

MEMBER WEBSITE CLICK-THROUGHS

19,174

MEMBER SOCIAL MEDIA CLICK-THROUGHS

16,820

SPONSOR LOGO CLICK-THROUGHS

32,993

Referrals track ALL activity and are usually higher than other statistical tracking software such as Google Analytics for a variety of reasons. 7 million referrals is inclusive of all referrals and searches across all websites, including affiliates & 2030.

Top Searched Categories in Member Directory

- Consultants
- Art/Museums
- Contractors
- Non-Profits
- Attorneys
- Restaurants

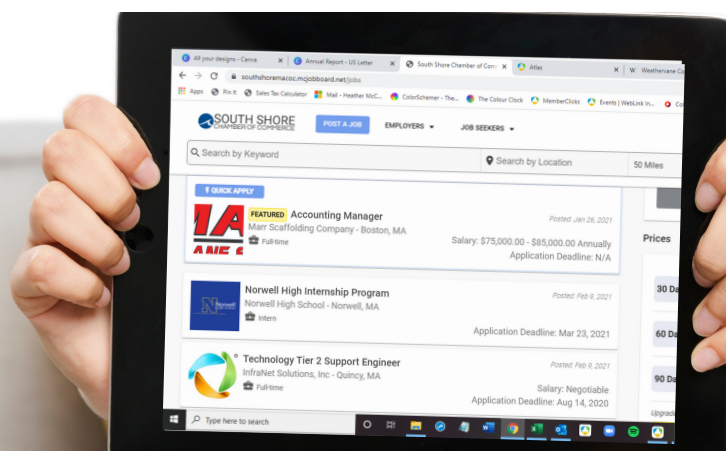
Top Viewed Pages on Website

- Directory
- Events calendar
- Chamber staff
- COVID-19 Resources

Job Board

- 86 Jobs Posted
- 6,418 views

- **44** member news releases posted to website
- **75** blog posts



Social Media



FACEBOOK FOLLOWERS:
+27%

We shared your news, stories, and content over **770** times.



INSTAGRAM FOLLOWERS:
+39%

Using Stories we shared **112** member updates, gave over **100** member renewal shout-outs, mentioned **210** members in posts, and featured over **129 front doors** (send us yours!).



LINKEDIN FOLLOWERS:
+29%

We gained **386** new followers to our LinkedIn page and shared **240** updates with an average 6.6% engagement rate (0.54% is industry average!)



We saw an overall growth over the majority of our social media platforms, averaging 72% for EAT South Shore.

EAT South Shore, our restaurant initiative that we launched in 2018, shared important and timely information for restaurants and breweries. During the stay-at-home advisory, we shared updates from both members and non-members, helping out **138 establishments** and equaling over **2,000 updates**.

For our member restaurants and breweries, we **shared 1,888** member posts to our Stories; mentioned or shared our members **404** times on Instagram and **677** on Facebook.

We also welcomed **7 new member restaurants** in 2020!

New Program!



Open to all to attend, we used this program to raise awareness for one of the hardest hit industries during COVID-19. Launched in the Fall, we featured two restaurants, providing not only a platform for attendees to get to know our local chefs but also an opportunity to show monetary support to those featured. Proceeds went directly to the restaurant to purchase a \$10 gift card which was returned to the attendee for them to use at a future date!

**"Such a great program!
It's really fun to attend."**

Barbara Wahlstrom,
Friends of South Shore Health



Businesses are drawn to communities where there is interesting, diverse, and attractive places for their talent to live and work. That is why our 2030 plan includes initiatives focused on creating a strong environment to grow existing businesses and attract new businesses.

Our 2020 highlights:

- Housing Committee launched municipal engagement program
- Launch of Transportation Advisory Group
- Advocated to preserve the ferry and bus services (and it worked!)
- Held a *Housing on the South Shore* 3-part series with over 225 attendees
- Held focus groups on pandemic impact across sectors of housing industry
- Supported various development projects across the region
- Teamed up with Metropolitan Area Planning Council (MAPC) to study how limits on water and wastewater capacity may be preventing economic opportunity in the area



Chris Oddleifson
Rockland Trust Bank

"The lack of an adequate housing supply inhibits businesses and other organizations from attracting the families and skilled workforce we need to keep our economy strong. We employ more than 1,400 people throughout eastern Mass. and believe this issue needs to be addressed. With the South Shore Chamber of Commerce, we are working towards ensuring there are affordable options for people who will help keep our local communities healthy and sustainable over time."

Our Funders





Partners & Funders

We could not do it alone. We are grateful to our community partners who allow us to do what we do best - connect, convene, and be a voice for the business community. Thank you.

New Chamber Partners:

Atlantic Mechanical, Brigham Health, Cape Cod 5, Ruberto, Israel, & Weiner, PC.

New 2030 Funders:

A.W. Perry, Eastern Bank, Jack Conway & Company, P&B Bus, South Shore Bank, Weathervane Companies



4 NEW CHAMBER PARTNERS

6 NEW 2030 FUNDERS

4 RENEWED 2030 FUNDERS



Joseph Gratta
Atlantic Mechanical
Contractors

"As a Director for the past couple years, I've seen the accomplishments and thus the necessity for the Chamber firsthand. This year has been exceptionally taxing for so many businesses, and early on it became immediately clear that the information and the leadership the Chamber provided was a source of reassurance. It was an easy decision to help to further their cause as a Partner."

2020 Partners

Mission



A · W · P E R R Y



Eastern Bank

JOIN US FOR GOOD®

**ROCKLAND
TRUST
BANK**

Where Each Relationship Matters®



**SOUTH SHORE
BANK**

Sharing Success

Chairman's



MASSACHUSETTS



Fireking
Baking Company

The Patriot Ledger



**South Shore
Health**

SULLIVAN TIRE
AND AUTO SERVICE

President's

**Bank of America
Merrill Lynch**

Beth Israel Lahey Health
Beth Israel Deaconess Milton



Cambridge
SAVINGS BANK



**COASTAL
HERITAGE
BANK**
GROWING TOGETHER

CURRY COLLEGE
Excellence in Education

**EMD
SERONO**

**envision
BANK**

**EYE HEALTH
SERVICES**

MountainOne
BANK INSURANCE INVESTMENTS

**MH MURPHY HESSE
TL TOOMEY & LEHANE LLP**
Attorneys at Law

pb
plymouth & brockton



QUINCY MUTUAL GROUP



Bank

**Weathervane
COMPANIES**
responsible development

Director's

Abington Bank
Atlantic Mechanical Contractors
Bay Copy
Brigham Health
Campanelli
Cape Cod 5
Citrin Cooperman
CLA
Corcoran Management

Derby Street Shoppes
Drohan, Tocchio & Morgan
Electro Switch
FoxRock Properties
George Washington Toma & Appliance
Jack Conway & Company
Massasoit Community College
National Fire Protection Agency
National Grid

NVNA and Hospice
O'Connor & Drew, P.C.
Perry CRE
RogersGray
Ruberto, Israel & Weiner
South Shore Staffing
South Shore YMCA
Stop & Shop
Unicorn Realty

2020 Board of Directors



Renee McInnes
Chair
NVNA and Hospice



Deirdre Savage
Vice Chair
Blue Cross/Blue Shield of MA



Michelle Hatch
Treasurer
PozerskiHatch & Company



James Dunphy
Immediate Past Chair
South Shore Bank



Cate Adams
Eastern Bank



Joseph Gratta
Atlantic Mechanical Contractors



Darlene Hollywood
Hollywood Agency



Brian Molisse
Molisse Realty Group



Dave Robinson
Ruberto, Israel, & Weiner, P.C.

Stan Blackmur
South Shore Magazine

Ryan Bristol
Weathervane Companies

Russel Chin
Chin Law Firm

Kaitlin Clifford
Jack Conway & Company

Jeff Cronin
Brewster Ambulance

Nancy Curry
Envision Bank

Susan Daileader
Rockland Trust Bank

Mark D'Onofrio
Coastal Heritage Bank

Mark Dow
O'Connor & Drew, P.C.

Rich Fernandez
BID - Milton

Dr. Gena Glickman
Massasoit

John Keohane
Keohane Funeral Home

Shawn King
Eye Health Services

Kathryn Murphy
Murphy, Hesse, Toomey & Lehane

Linda McDaid
South Shore Staffing

David Nichols
EMD Serono

Chris O'Connor
South Shore Health

Dr. Ebi Okara
Metis Psychological Assoc.

Mark Olivieri
The Patriot Ledger

Jenifer Pinkham
Phifer Pinkham LLC

Andrea Pyke
Friendship Home

Bonnie Simmons
Citrin Cooperman

Lynn Sullivan
MountainOne Bank

Patrick Waters
Abington Bank

Gavin Williams
Williams Energy

Frank Zona
Zona Salons

Affiliates



SUPPORTING LOCAL.



Soon after the Governor issued the “stay-at-home” order in March, the South Shore Chamber quickly organized the first of several key conference calls with the heads of ALL local Chambers across the South Shore region. This was an important time for all Chambers to check-in with each other, share fast-evolving information, voice frustrations, and to begin exploring new “best practices”.

All local Chamber affiliates quickly began hosting Zoom meetings between the business community and state and local government. In addition to these regular updates:

- **Braintree Chamber** launched a Facebook page and a blog. These efforts saw a 99% increase in website visitors.
- **Rockland Chamber** Chair, Jeff Phelps, attended a ribbon cutting at the newly renovated Dunkin Donuts located on Hingham Street in Rockland
- **Weymouth Chamber** held a "Music Trivia Night" with Mayor Hedlund
- **SSYP's** held a successfully socially distanced Golf Tournament raising funds towards their 2021 Grant
- **Weymouth Chamber** Chair, Dennis Keohane, also safely attended a ribbon cutting ceremony for a redevelopment project at 1055 Main Street which will see mixed use redevelopment project on the site that housed the Colonial Bowl and John's Liquors
- **Hanover Chamber** has new officers: President Erin Richardson, VP Scott Clifford, and Treasurer Dan Berry
- **Marshfield Chamber** raised 35K for the Marshfield Community Fund
- **Marshfield** welcomed 25 new members and hosted 28 Zoom events / 8 specifically COVID-19 related
- Executive Director appointed to **Marshfield's** "COVID-19 Reopening Task Force"



Our Team

Peter Forman,
President & CEO

Tom Kelly
Chief Financial Officer

Jill Donovan
Director of Development

Eric Dykeman
Director of Community Development

Julie Williams
Director of Membership & Member Services

Courtney Bjorgaard
Housing Initiative Lead

Heather McCall
Marketing & Communications Lead



Lynn Sullivan
MountainOne Bank

"As challenging as 2020 was, I was very impressed with the chamber and how you embraced the challenges head on and found unique ways to continue to provide valuable outreach and services in the community!"

Great job to you and your team!"



1050 Hingham Street
Rockland, MA 02370

781.421.3900
info@southshorechamber.org

Visit:

SouthShoreChamber.org
SouthShore2030.org
EatSouthShore.com
BraintreeChamber.org
HanoverMaChamber.com
MarshfieldChamber.org
RocklandChamber.com
WeymouthChamber.org
SouthShoreYoungProfessionals.org

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