




# ANNUAL REPORT



 [www.terrelltexas.com](http://www.terrelltexas.com)

 1314 W. Moore Ave.  
Terrell, Texas 75160

# MESSAGE FROM THE PRESIDENT

The Terrell Chamber of Commerce and the Terrell Economic Development Corporation can track its history back to the original founders of our community that donated land for the railroad to ensure that primary rail service from Dallas came through the City of Terrell. As Terrell celebrates its 150th birthday in 2023, what will the next 150 years bring? Unprecedented growth for Terrell and all of Kaufman County. As community leaders, we work to plan for this growth and not be directed by it. This is as important now as it was in 1909 when the Terrell Chamber was formed.

Kaufman County has been ranked the fastest growing county in the nation by percentage according to the U.S. Census Bureau. Healthcare, housing starts, and transportation expansions will all play essential roles in this fast-paced growth.

In the area of retail development, the Crossroads at Terrell and Terrell Market Center continue to expand with the opening of many new stores. Terrell has successfully positioned itself as the major retail hub east of Dallas.

Historic downtown Terrell is home to several small businesses including merchants and restaurants. These businesses offer a unique shopping and eating experience. There are major improvements planned over the next several years and these changes will make Historic Downtown Terrell a destination location.

Terrell ISD continues to experience record growth and successes. In 2022, the district earned a B accountability rating. Superintendent, Dr. Georgeanne Warnock, and her team of administrators have successfully instituted policies to ensure our students have the best resources available. TISD's partnership with Trinity Valley Community College allows Terrell High graduates to get a head start on their college education or earn a trade certification to help them successfully enter the workforce.

We, along with our city leaders, elected officials, and the school district strive to make Terrell a place where residents can have quality of life. Terrell is evolving and is not the same it was 10 years ago. We look forward to the continued growth and development in our community and stand ready to be the relevant center of community influence.



## **Carlton Tidwell**

Carlton Tidwell, IOM, CEcD  
President & CEO

Terrell Chamber of Commerce and Convention & Visitors Bureau  
Terrell Economic Development Corporation

# OUR MISSION

The Terrell Chamber of Commerce/CVB mission is to build the prosperity of businesses and industries through economic development and improve the quality of life in our community.

## STAFF



Carlton Tidwell  
President/CEO  
Terrell Chamber of Commerce/CVB  
Terrell Economic Development Corp.



Ray Dunlap  
President  
Terrell Economic Development Corp.



Angie Cooper  
Vice President of Operations  
Terrell Chamber of Commerce/CVB  
Terrell Economic Development Corp.



Sharon Harper  
Director of Marketing & Events  
Terrell Chamber of Commerce/CVB  
Terrell Economic Development Corp.



Amy Muller  
Economic Specialist  
Terrell Economic Development Corp.



Saydee Gutierrez  
Events Coordinator  
Terrell Chamber of Commerce/CVB



# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE



Jeff Smith  
Chairman  
Chambers Bay Insurance



Allison Walker  
VC Legislative Advocacy  
Chair Elect  
City of Terrell



Chad McFarlane  
Treasurer  
Two Guys Promotional Products



Clint Howie  
VC Internal Operations  
Individual



Alison Schmidt  
VC Community & Tourism  
Cruise Planners



Adam Vincze  
VC Economic Development  
Platinum Collection



Marsha Henderson  
Past Chair  
U Rent It Sales & Service



Carlton Tidwell  
President/CEO  
Terrell Chamber of Commerce

## BOARD OF DIRECTORS



Luke Hurst  
Terrell ISD



Rodney Lawson  
Tiger Roofing



Geron Bryon  
Edward Jones



Bill Huthmacher  
No. 1 British Flying  
Training Museum



Christina McDaniel  
The French Soiree Studios



Diana Roman  
Kaufman County  
Community United



Cynthia Pina  
Accent Commercial  
Real Estate



Tonya Dean  
Creative Ujima2



Matthew Baker  
American National Bank  
of Texas

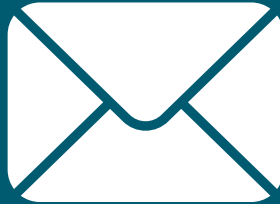
# 2023 NUMBERS



FACEBOOK  
**6,971**  
followers



INSTAGRAM  
**1,064**  
followers



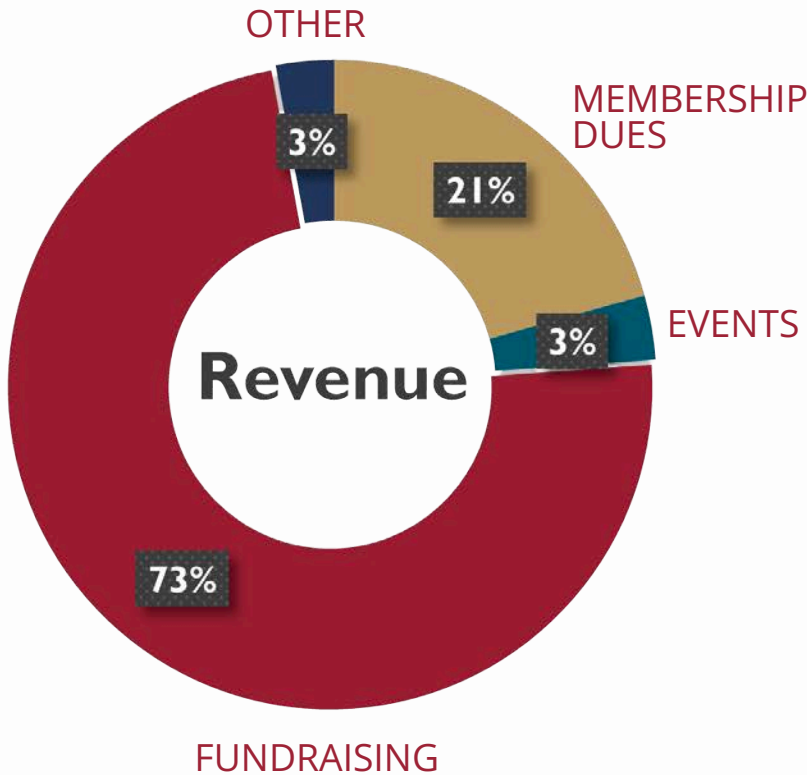
E-NEWSLETTER  
**1,683**  
subscribers



YOUTUBE  
**23**  
subscribers

## CHAMBER MEMBERS AS OF DECEMBER 31, 2023

# 489



# 29

RIBBON-CUTTING CEREMONIES

# 25

CHAMBER NETWORKING EVENTS

# 12

SIGNATURE EVENTS

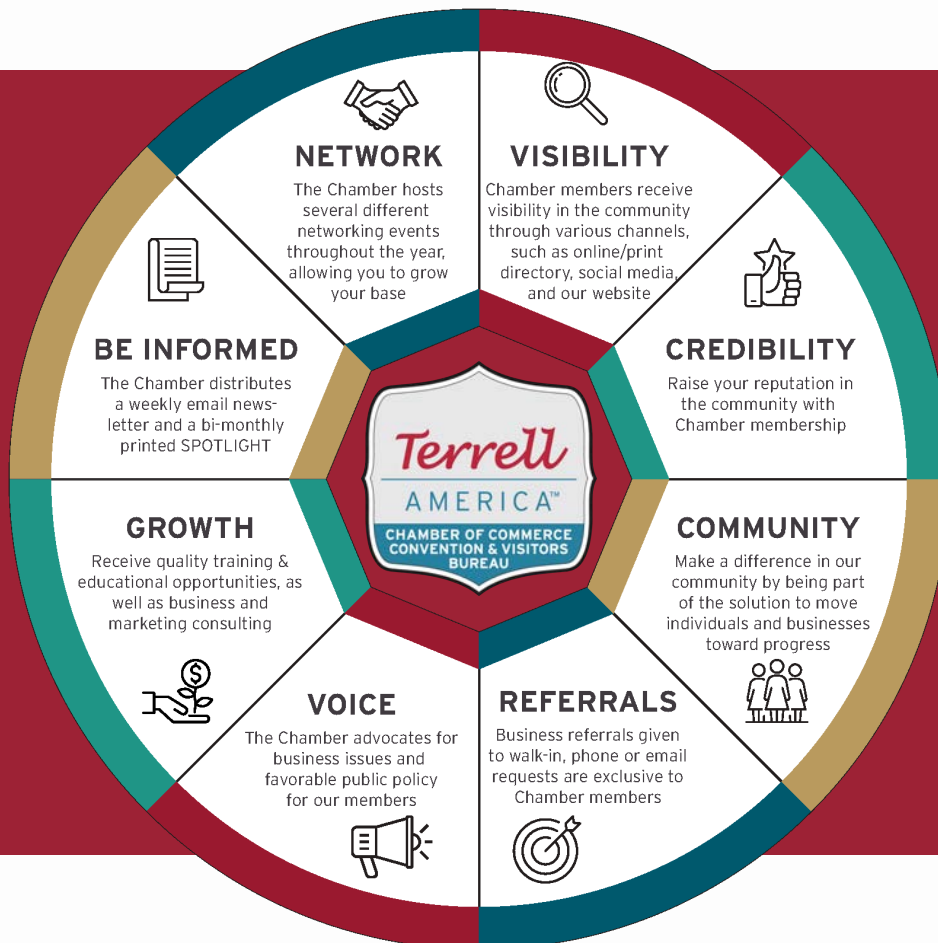
# MEMBERSHIP BENEFITS



## RIBBON CUTTING CEREMONIES

A ribbon cutting is a ceremonial opening of a brand-new business, new chamber member, newly renovated business, relocation, groundbreaking, or other major milestones for a business. Benefits of ribbon cuttings are numerous.

- Introduce the public & chamber members to your business.
- Begin building a customer base.
- Familiarize the community with your product or service
- Free listing in the Terrell Tribune, Spotlight & social media





# CHAMBER PROGRAMS



## LEGISLATIVE ADVOCACY

**GOAL:** Develop and promote an inclusive approach to providing a voice, services, and sense of belonging to all potential business members in the region.

## INTERNAL OPERATIONS

**GOAL:** Promote an affirmative and interactive membership program. Develop and maintain programs that generate sources of funding. Achieve effective and efficient internal chamber operations.



## ECONOMIC DEVELOPMENT

**GOAL:** Enhance and improve the economic environment in Terrell by assisting and promoting the development of new business, industry, and housing, while remaining responsive to the need of existing retail, commercial, industrial, and housing-related entities.



## COMMUNITY & TOURISM

**GOAL:** Implement activities, encourage participation, and increase promotion of tourism in the Terrell area.







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