

YPWeek and YP Summit Impact

July 1, 2016



Overview

At a time when Coastal YPN was restructuring and rebranding, YPWeek 2015 gave it the platform to catapult its initiatives. The group saw a surge in membership of 42 new members during the months surrounding YPWeek 2015 - March, April and May – this occurring while the typical average at that time was 6 new members per month.

Building on this momentum, Coastal YPN then applied the philosophy and methodology learned at the YP Summit and from other YP organizations across the state. Coastal YPN changed its mission and developed an action plan for 2016, which focused on quality programming and building community partnerships.

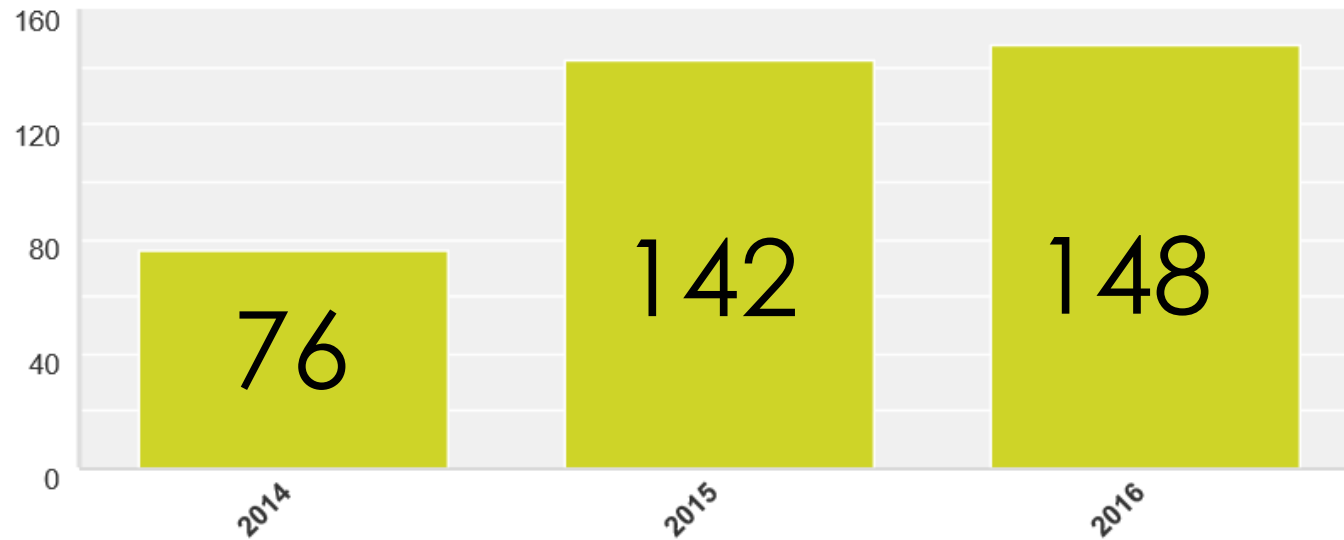
By the time YPWeek 2016 took place, the group's leaders were in high gear, its mission was solidified, regular event attendance had nearly tripled, membership was growing at an average of 26 new members per month, employers were engaging and promoting Coastal, while sponsorships doubled.

The speed of growth and success that Coastal experienced in 2015 and 2016, together with the increased network and relationships gained throughout the state, were a direct result of Coastal's involvement with YPWeek and the YP Summit. In addition, the best practices so generously shared between the YP organizations helped Coastal provide relevant programming, raise the bar for the future and produce value worthy of employer investment. Finally, Coastal YPN is so proud to be a part of this collective and most important statewide initiative, if only we could quantify the spirit and passion that fuels us.

Membership Growth: 2014-2016 *(as of July 1, 2016)*

522

Total
Members



41 young professionals joined Coastal during **YPWeek 2016**.

Growth: Event Attendance

**Attendance at Coastal events during
YPWeek 2016 grew by 100 from 2015!**

2015 = 149

2016 = 249

And...

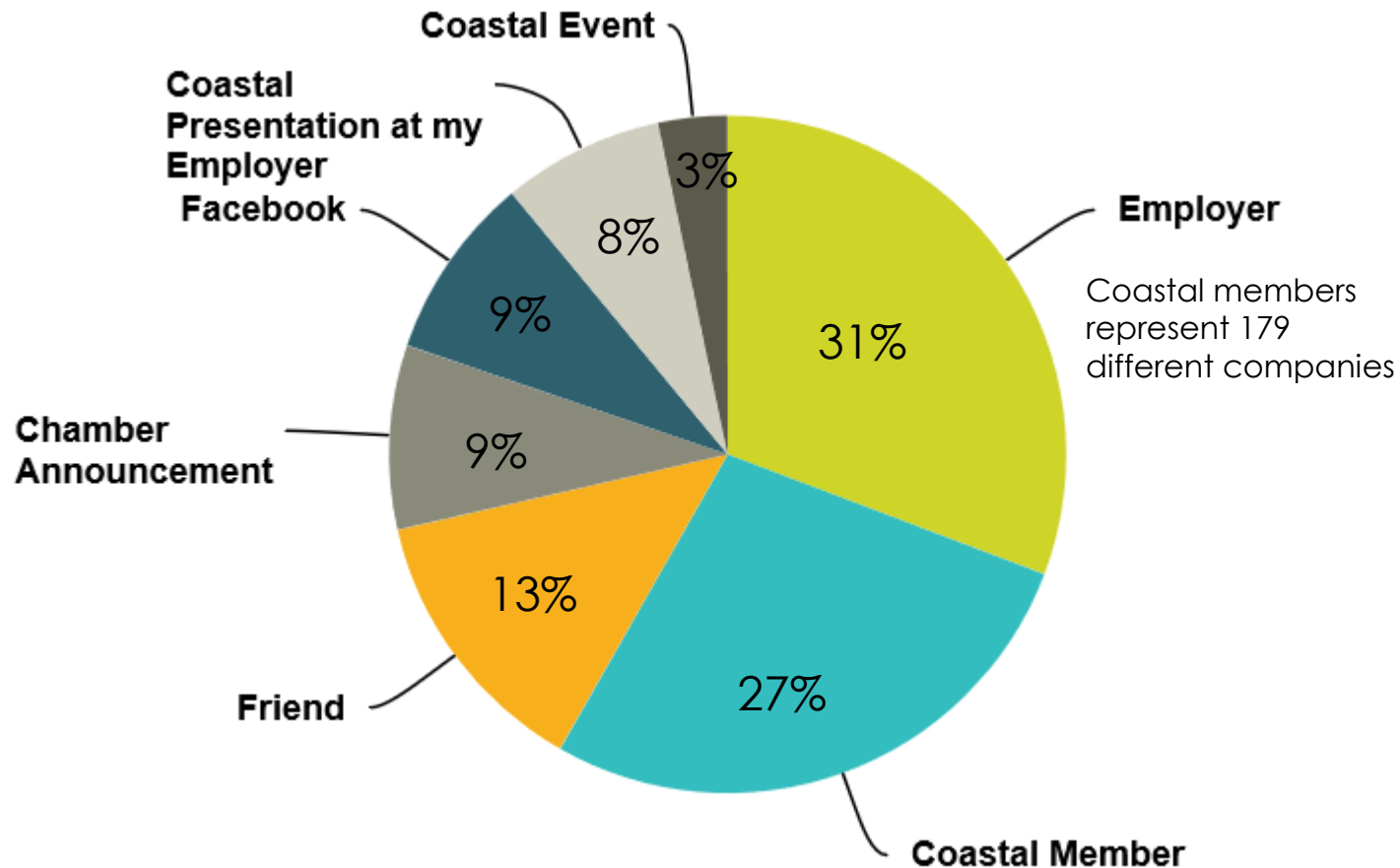
**93 non-members attended YPWeek
events with their Coastal friends.**

**Average attendance at regular Coastal
events throughout the year has nearly
tripled.**

2015 = 9

2016 = 24

Growth: Employer Engagement



We have experienced a rise in employer interest, engagement and promotion since YPWeek 2015, particularly from the finance, insurance and non-profit sectors.

Employers are hosting on-site lunch n' learns to introduce Coastal to their yp's, and several companies are now including Coastal as part of their onboarding process for new hires. Sponsorships are on the rise as well.

Coastal is also engaging interns from six of our major companies at the request of their HR leaders. These companies include Kohler Co., Sargento, Johnsonville Sausage, Bemis Mfg., Rockline Industries and Vollrath Co.

Growth: Sponsorships

- 2015 = 8 sponsors (for all of 2015)
- 2016 = 18 sponsors (as of July 1, 2016)

Coastal also received its first sustaining partner in 2016.
\$5,000 annual

KOHLER®

Growth: Community Partnerships

2015:

Jake's Cafe
John Michael Kohler Arts Center
Stefanie H. Weill Center for the Performing Arts

Added Partnerships in 2016:

Bookworm Gardens
Meals on Wheels
Nourish: Farm to Table
Making Spirits Bright
SEAS (Sailing Education & Assn. of Sheboygan)
Sheboygan A's
Sheboygan Area School District

Cost Impact

The cost incurred by the Sheboygan County Chamber to coordinate and promote YPWeek 2016 was nearly \$34,000.

This calculation was based on a combination of staff time and usual overhead costs in the amount of \$80 per hour, per person. It does not include the value of volunteer time.

This is a significant dollar amount, so it's not hard to see resources may be limited for smaller chambers or young professional organizations.

Despite the cost, the Sheboygan County Chamber and Coastal YPN remain committed and are looking forward to YPWeek 2017!