

ANNUAL REPORT

2025

Catalyst, Community, and Connector!

The Carefree Cave Creek Chamber of Commerce is the premier connector, voice, and advocate for our diverse members and community, driving collaboration for the economic success of the Desert Foothills Region.

Carefree Cave Creek Chamber of Commerce

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- carefreecavecreek.org
- 748 Easy St | PO Box 734
- Carefree, AZ 85377





Steve Feld
President/CEO

Dear Members, Carefree, Cave Creek, and Desert Foothills region friends of the Carefree Cave Creek Chamber of Commerce,

2025 was a year of connection, momentum, and meaningful impact for the Carefree Cave Creek Chamber of Commerce. In an ever-changing business environment, the Chamber focused on what matters most to our members: visibility, relationships, and opportunities to grow.

Throughout the year, we brought the business community together through well-attended networking events, mixers, and signature programs that reinforced the Chamber as the hub of business activity in Carefree, Cave Creek, and the Desert Foothills region. These gatherings fostered collaboration, built lasting relationships, and created real opportunities for our members to connect with customers, partners, and one another.

Our marketing and promotional efforts continued to deliver measurable value. The Chamber's website now attracts more than 9,700 visitors each month, with page views increasing consistently month after month, providing ongoing exposure for our members and their businesses. Through our website, newsletters, social media, community guide, and event promotions, we amplified member stories and showcased the vibrant local economy that makes our foothills region so special.

Leadership development and community engagement remained key priorities. The Desert Foothills Leadership Academy continued to grow and thrive, cultivating informed, connected leaders who are invested in the future of our region. Our Celebration of Excellence and other signature events recognized the innovation, resilience, and dedication of our business community while strengthening the connections that unite us.

None of these accomplishments would have been possible without the leadership of our Board of Directors, the dedication of our ambassadors, and, most importantly, the continued support and engagement of our members. Your participation fuels our work and shapes our success.

As we look ahead to 2026, the Chamber is focused on increasing member visibility, building networking opportunities, growing our online presence, supporting both towns' candidate forums, and continuing to deliver clear, tangible value. With strong momentum and a shared commitment to our community, I am confident the Carefree Cave Creek Chamber of Commerce is well-positioned for another successful year.

It is an honor to serve this remarkable business community, and I look forward to what we will accomplish together.

Steve Feld
President & CEO
Carefree Cave Creek Chamber of Commerce

Meet our Board



Top Row: Mel Fonseca (Chair), Ronda Ebert (Treasurer), Rebecca Niessink (Secretary),
Leigh Zydronik (Past Chair)

Middle Row: Dawn Blanton, Bill Dolezal, Jennifer Grubbs

Bottom Row: Gary Neiss, Grady Miller, Danny Piacquadio

Ambassadors

Ambassadors strengthen the Chamber's relationship with our Members, the business community, and the community at large. Because all Ambassadors are active Members of the Chamber, they provide an important Member-to-Member link, understanding and responding to Member needs as only another Member can.

Ambassadors encourage Members to become involved and help them learn more about Chamber programs and initiatives. Ambassadors take new Members under their wing, foster communication between the Chamber staff and Members, and generally act as the eyes and ears of the Chamber in the community.

WHY PARTNER WITH THE CHAMBER?

01

NETWORKING

The Chamber assists and educates local businesses on ways to explore and implement sound business practices that benefit the community

03

CONNECTIONS

The Chamber initiates more business-to-business commerce and more opportunities for connecting local professionals than is available through most other local organizations.

01

CREDIBILITY

Increase positive perception of your business among community and business members when you're identified as an active member of the Carefree Cave Creek Chamber

05

COMMUNITY SUPPORT

The Chamber assists and educates local businesses on ways to explore and implement sound business practices that benefit the community

04

EVENTS

Innovative and fun chamber events and programs help our members meet potential customers, gather leads and meet new vendors.

06

VISIBILITY

Raise your visibility with a listing on the chamber website. Grow your exposure by advertising with the Chamber by sponsoring events, and placing ads in the community guide.

07

REFERRALS

The Chamber recommends its members first and provides information to thousands of people every year; through the visitor center, phone calls, sport & travel shows and business inquiries.

08

MARKETING

Our marketing focuses on boosting local business visibility and attracting visitors, investors, and new opportunities to the Desert Foothills region.

09

IN THE LOOP

Sign up for the e-mail updates and receive the latest news on Chamber events, community happenings and member announcements.

10

ADVOCACY

Our advocacy is focused on championing the interests of local businesses and ensuring a strong voice in shaping policies that support growth and success in the Desert Foothills region.

BY THE NUMBERS

Newsletters:

	<u>Sent</u>	<u>Open Rate</u>
Monday:	101,082	50%
Biz Bits (started in April):	4,109	50%
Advocacy (started in March):	4,564	54%
Celebration:	24,400	47%
Breakfast (started in March):	18,858	44%
Other:	20,616	50%
Total:	174,349	49%

Membership:

304

Member Retention:

80%

New Members:

89

Ribbon Cuttings

1,109 Attendees | 30 Ribbon Cuttings = Ave. 37

Monthly Breakfasts:

899 Attendees = Ave. 75

Networking Mixers:

540 Attendees | 12 Mixers = Ave. 45

Over 80 prizes won

Breakfast Table Sponsors:

40 Sponsors (Started in March)

Coffee at the Chamber:

11 Coffees = Ave. 5 (lowest 1, highest 29)

BY THE NUMBERS

Desert Foothills Leadership Academy:

5th Class: 24 graduates (over 120 alumni)

2nd year in a row selling out



Biz Expo:

The Chamber's annual Business Expo for non-brick-and-mortar businesses was a fantastic showcase of local talent and innovation, featuring 15 outstanding businesses and drawing more than 60 attendees. The event created valuable opportunities for connection, visibility, and collaboration, highlighting the strength and diversity of our entrepreneurial community.



Breakfast Speakers:

Robert Theobald, ACA

John Crane, Mayor of Carefreee

Robert Morris, Mayor of Cave Creek

The Dorn Policy Group

Adrian Fontes, Secretary of the State

Bill Dolezal, CCUSD Superintendent

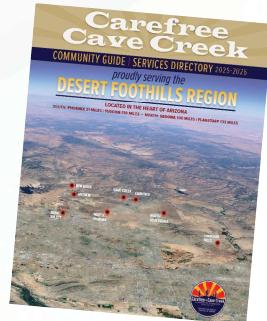
Michelle, Yee, Arizona State Treasuer

Board of Directors



Community Guide:

Printed 22,000. 18,500 mailed to targeted households, with the remainder distributed in both towns' visitor centers, the Chamber visitors center, and various businesses in the community.



E.V.C.C.A.

Breakfast with the Governor

The Carefree Cave Creek Chamber of Commerce was proud to participate in the East Valley Chamber of Commerce Alliance's Annual Breakfast with the Governor, a premier regional event that brings together business and civic leaders from across Arizona. The Chamber hosted a table of 10, including the mayors of Carefree and Cave Creek, reinforcing the strong partnership between our local business community and municipal leadership. The event provided valuable insights into the state's economic outlook and policy priorities while strengthening relationships that support advocacy, collaboration, and continued prosperity for our region.

E.V.C.C.A. Mayors Luncheon

The Chamber hosted the East Valley Chamber of Commerce Alliance (EVCCA) annual Mayor Luncheon, hosting leaders from eight cities for a collaborative roundtable discussion. The gathering brought together mayors, town managers, Chamber CEOs, and Chamber board chairs to share insights, discuss regional priorities, and explore opportunities for cross-community collaboration. This meaningful exchange strengthened relationships across municipal and business leadership while advancing a unified approach to economic growth and advocacy throughout the region.

E.V.C.C.A. Legislative Breakfast

The East Valley Chamber of Commerce Alliance's Legislative Breakfast brought together multiple state legislators and regional business leaders for a meaningful dialogue on shared priorities. Legislators discussed how the EVCCA's legislative agenda aligns with their own policy goals, reinforcing a strong partnership between the business community and state leadership. The event provided an important forum for collaboration, ensuring that the collective voice of the East Valley chambers is heard and reflected in policy decisions that impact economic vitality across the region.

A.C.E. Award

The Carefree Cave Creek Chamber of Commerce was honored to receive the Community Collaboration Award from the Arizona Chamber Executives, recognizing its strong partnership with the Towns of Carefree and Cave Creek. This award highlights the Chamber's commitment to working collaboratively with both municipalities through legislative efforts and community-focused events that strengthen the local economy. The recognition reflects the power of collaboration in advancing shared goals and fostering a connected, thriving business community.

WEBSITE

Tracking started in February

	Total	Ave. per month	Highest
Views:	114,180	10,380	16,675
Visits:	69,590	6,326	9,743
Visitors:	54,750	4,977	10,096

Top 10 Pages

Events
Things to do
Living in Carefree/Cave Creek
Visiting Carefree/Cave Creek
Business Directory
Help Wanted
Membership
Biz Expo
Member Resources
Community Guide

Top 10 Sources

Direct
Google.com
DuckDuckGo.com
Bing.com
Yahoo.com
Facebook.com
VisitArizona.com
Github.com
ChatGPT.com
CaveCreekaz.gov

Pages added

Business Development
Visiting Here
Coloring Book
Dining Guide
Carefree/Cave Creek History
Volunteering Opportunities
Community Brew Podcast
Chamber Media Kit
Business Tip newsletter
Advocacy Newsletter
Things to do
Chamber Committees
Community Guide Bundle

Social Media

Followers:	6,925	+0.87%
Impressions:	26,750	+35.79%
Post Interactions:	1,736	+81.97%
Posts:	263	+39.12%

Facebook
Instagram
Threads
LinkedIn
Pinterest
Google Business Profile
YouTube

EVENTS

Chamber's 60th Anniversary:

We proudly celebrated the Chamber's 60th anniversary with an unforgettable evening of celebration and festivities, welcoming nearly 100 community members, partners, and friends. The milestone event was made even more special by the attendance of Representative Schewickert, whose support underscored the Chamber's long-standing impact and continued leadership in our region. It was a night filled with connection, gratitude, and excitement as we honored six decades of service to our business community and looked ahead to a bright future together.



Celebration of Excellence:

With a glitzy Disco theme, attendees were transported back to the glamorous 1970s for an evening of fun, food, and festivities.

The event recognized outstanding achievements in the community and celebrated the incredible contributions of local businesses, organizations, and individuals.

This year's awards celebrated excellence across several categories:

- Small Business of the Year: Pure Desert Organic Pest Control
- Medium-Sized Business of the Year: Oasis Pilates
- Large Business of the Year: Stumblina's Cantina
- Small Non-Profit of the Year: Purse Impressions
- Large Non-Profit of the Year: Foothills Food Bank
- New Business of the Year: Shelby Purdy with Coldwell Banker Realty
- Mick Ennis-Ambassador of the Year: Lee Perry with Allstate-Atkinson Agency
- Chamber Champion: Leigh Zydronik with the Foothills Food Bank

FOUNDATION

This 501c3 was established in 2020 and is dedicated to advancing the quality of life in the Desert Foothills Region through education, leadership, workforce development, and scholarships. It is funded through donations, raffles, grants, and annual fundraising events.

Scholarships:

The Carefree Cave Creek Chamber Foundation was proud to present two scholastic scholarship awards, recognizing outstanding students for their hard work, dedication, and commitment to learning. Congratulations to Kaden Thomas and Aveeva Mirchandani, whose achievements and passion for education truly stood out. We are honored to support them as they take the next step in their educational journeys and look forward to seeing the bright futures they will undoubtedly create.



Raffle:



The Foundation's 50/50 raffle was a big success, with 600 tickets sold and a total of \$6,000 raised. Thanks to the incredible support of our community, \$3,000 went directly to the Foundation to support its mission, while one lucky winner walked away with \$3,000 in prize money—making it a win-win for everyone involved.

Casino Night

The Chamber's annual Casino Night was another standout success, raising \$8,200 through a combination of ticket sales, raffle tickets, and a lively silent auction. The event brought the community together for an evening of fun while generating meaningful support for the Chamber's programs and initiatives, proving once again that when our community comes together, great things happen.



LOOKING AHEAD

Like many other Chambers, we faced membership challenges due to economic uncertainty, with a decline from the previous year. However, we used this as an opportunity to strengthen our value proposition and better serve our core membership base.

We refined our membership model to better serve local businesses, resulting in adding "Community membership" where 3 community members joined.

We will be looking to bring on a Business Development staff member in 2026.

The Chamber will be hosting/facilitating Carefree and Cave Creek's Town Council Candidate forums in 2026. The Chamber of Commerce is a-political and per our by-laws we cannot endorse or support any candidates.

The Chamber is always seeking out great members to be on the Board of Directors or as an Ambassador.

Members that have a Nexus in the immediate area

Chamber Members by Area

- Anthem - 3
- Carefree - 68
- Cave Creek - 122
- Flagstaff - 1
- Fountain Hills - 1
- Gilbert - 1
- Glendale - 1

- Litchfield Park - 1
- New River - 3
- Phoenix - 38
- Scottsdale - 60
- Sun City - 1
- Surprise - 1
- Tempe - 1



Local Chamber Members in the Area:

Connecting Business & Community

Chamber Members by Home Base

- Anthem - 9
- Black Canyon City - 1
- Carbondale, CO - 1
- Carefree - 49
- Cave Creek - 122
- Flagstaff - 2
- Fountain Hills - 2
- Gilbert - 2
- Glendale - 3
- Houston, TX - 2
- Las Cruces, NM - 1
- Litchfield Park - 1

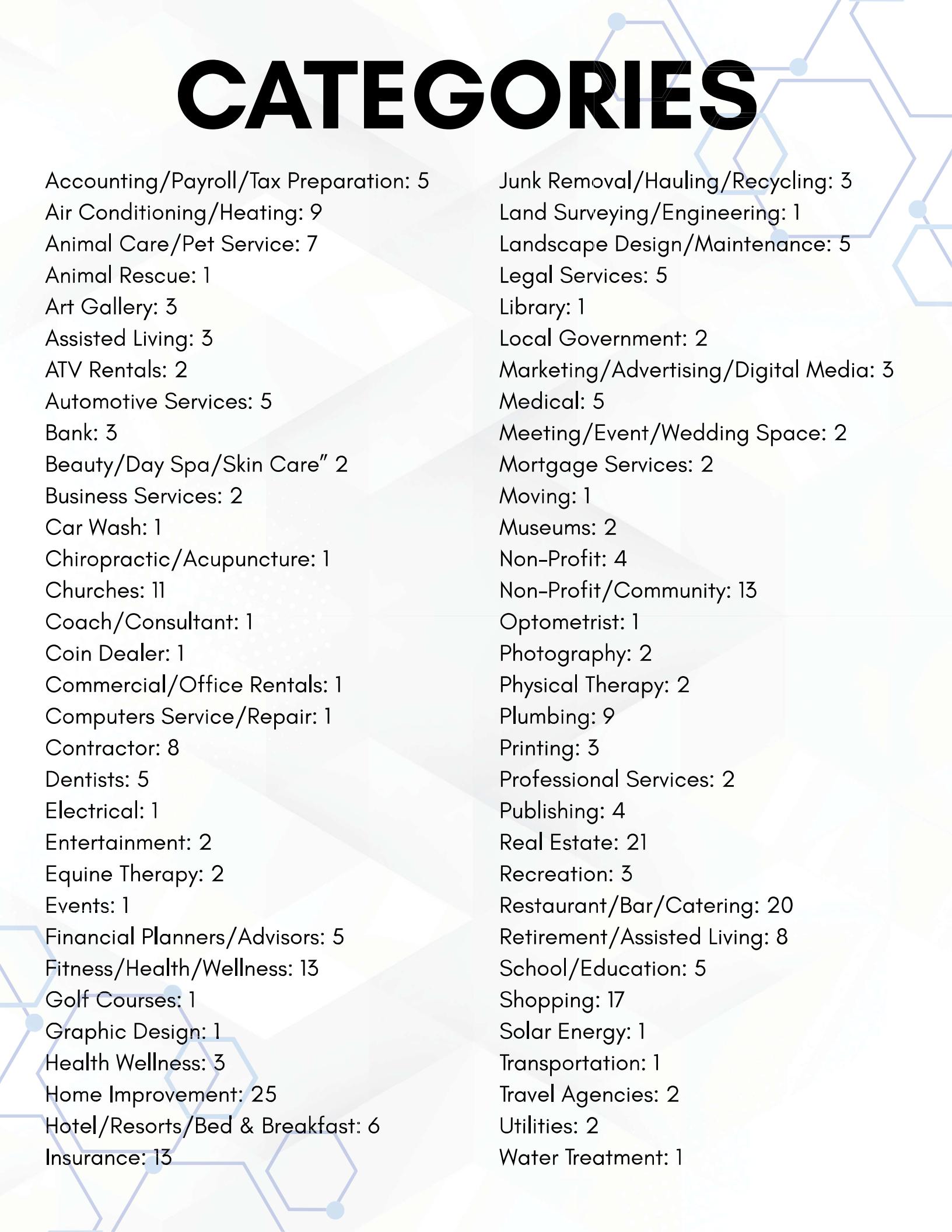
- Los Angeles, CA - 1
- Manchester, NH - 1
- Monroe, WA - 1
- New River - 3
- Nyack, NY - 1
- Peoria - 1
- Phoenix - 43
- Scottsdale - 52
- Skokie, IL - 1
- Sun City - 1
- Surprise - 2
- Tempe - 1



Chamber Members Based Here & Beyond

Connecting Business & Community

CATEGORIES



Accounting/Payroll/Tax Preparation: 5	Junk Removal/Hauling/Recycling: 3
Air Conditioning/Heating: 9	Land Surveying/Engineering: 1
Animal Care/Pet Service: 7	Landscape Design/Maintenance: 5
Animal Rescue: 1	Legal Services: 5
Art Gallery: 3	Library: 1
Assisted Living: 3	Local Government: 2
ATV Rentals: 2	Marketing/Advertising/Digital Media: 3
Automotive Services: 5	Medical: 5
Bank: 3	Meeting/Event/Wedding Space: 2
Beauty/Day Spa/Skin Care" 2	Mortgage Services: 2
Business Services: 2	Moving: 1
Car Wash: 1	Museums: 2
Chiropractic/Acupuncture: 1	Non-Profit: 4
Churches: 11	Non-Profit/Community: 13
Coach/Consultant: 1	Optometrist: 1
Coin Dealer: 1	Photography: 2
Commercial/Office Rentals: 1	Physical Therapy: 2
Computers Service/Repair: 1	Plumbing: 9
Contractor: 8	Printing: 3
Dentists: 5	Professional Services: 2
Electrical: 1	Publishing: 4
Entertainment: 2	Real Estate: 21
Equine Therapy: 2	Recreation: 3
Events: 1	Restaurant/Bar/Catering: 20
Financial Planners/Advisors: 5	Retirement/Assisted Living: 8
Fitness/Health/Wellness: 13	School/Education: 5
Golf Courses: 1	Shopping: 17
Graphic Design: 1	Solar Energy: 1
Health Wellness: 3	Transportation: 1
Home Improvement: 25	Travel Agencies: 2
Hotel/Resorts/Bed & Breakfast: 6	Utilities: 2
Insurance: 13	Water Treatment: 1





CarefreeCaveCreekChamberofCommerce



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