2020 Annual Report

Better Business Bureau
Serving Southern Arizona

69 Years Celebrating Ethics
2020 EXCITING AND CHALLENGING

It would be an understatement to say 2020 was challenging. I can wholeheartedly say we continued our passion for building marketplace trust throughout the ups and downs of 2020. Our team was able to adapt themselves quickly, and our community stepped up in support of our BBB Serving Southern Arizona.

Within 24 hours of making the decision to close our office in the final week of March, we were able to transition our entire team to working 100% remotely. Our leadership team did an outstanding job quickly equipping and troubleshooting our processes and metrics to be valid and supportive of our mission. Proudly I can say we did not miss a beat.

Judging by the 35% increase in volume for our services throughout 2020, it clearly states that Southern Arizona sees our relevance helping our communities’ consumers and businesses. We added more Accredited Businesses to our membership than the year before and our web traffic was up 27% all further signs of relevancy.

In 2020 we took great efforts to get the correct and helpful information to our members as they were working through this pandemic. We sent out over 200,000 emails, and even more important, our open rates for our emails exceeded industry standards. Additionally, via our social media accounts, we were able to reach over 76,000 people on Facebook and received more than 138,000 twitter impressions. Our follower count on Instagram has doubled and represents a younger audience that has been one of our main focuses.

The results of our operations team cannot be left out as our core services increased by 35%, answering over 2,700 complaints, publishing 5,149 Customer Reviews, 1,473 Scam Tracker reports, and in total, responding to over 790,000 inquiries from consumers and businesses.

We continued our Hispanic outreach as well as our outreach to outlying areas including Nogales and Sierra Vista, this can be evidenced by our increase in inquiries and web traffic from these populations.

We decided last spring that it was imperative to have our Torch Awards for Ethics. Our businesses owners and non-profit leaders, and their staff needed something positive to celebrate. And celebrate we did! We are grateful to all of our sponsors who stayed with us when we decided to switch to a virtual event. It was a wonderful evening of celebrating Ethics, and our keynote speaker, Dr Paul Melendez from the Eller Center for Leadership Ethics, hit it out of the park. We were the first organization to pull off a major ceremony in our community virtually. We did not have a lot of runway to get it off the ground and appreciated the support and feedback from those who enjoyed the evening which even included the ability to network virtually.

As we move forward to 2021 our team is excited to keep progressing. New ideas of membership communication links, streamlining our operations to best meet the needs of our community and to bring educational and networking to our community in this new world.
A different year called for a new innovative format. We were able to switch our awards ceremony to an all online format. Working with our sponsors and partners we were able to recognize both for-profit and non-profit organizations that are committed to Exceptional Standards for ethical business practices and service to their customers, employees, suppliers, and communities safely via the internet. Each of our incredible finalists are always organizations that others want to emulate.

**WHO WERE THE FINALISTS?**

A-Authentic Garage Door Service Co.- Tucson  
S.W.A.T. Glass, Inc  
Air Tropics, LLC  
DeMont Family Swim School LLC  
Paul Ash Management Company, LLC  
West Coast Roofing, LLC  
Marana Schools’ 2340 Foundation  
Cochise Family Advocacy Center  
Mobile Meals of Southern Arizona  
Girl Scouts of Southern Arizona  
Literacy Connects  
JKaiser Workspaces  
The Divine Sophia, LLC
LOCAL
2020 STATS

- **CONSUMER INQUIRIES**: 79,2015
- **CONSUMER COMPLAINTS CLOSED**: 2,702
- **CUSTOMER REVIEWS**: 5,140
- **SCAM TRACKER REPORTS PUBLISHED**: 1,473

WEBSITE STATISTICS

- **WEBSITE PAGEVIEWS**: 1,518,568 (+21%)
- **SEARCH ENGINE PERFORMANCE**: 459,180 (+20%)
- **TOB SEARCHES**: 63,410 (+11%)
- **TOB SEARCH BY CATEGORY**: 35,129 (+26%)
- **SOCIAL MEDIA TRAFFIC**: 5,366 (+143%)
Value of BBB Accreditation

Build trust and credibility with customers as an Accredited Business

BBB surveyed Accredited Businesses across the U.S. and Canada to find out why BBB accreditation is important to them and how it impacts their business. Here is what we learned:

73% Increases credibility of my business
72% Builds trust with customers
43% Shows that we care about our customers
28% Adds prestige to my business
25% Supports BBB’s mission of advancing marketplace trust

Visit WHYBBB.org to learn more about BBB accreditation.

Source: CBBB Research, 2016
BBB SPANISH OUTREACH

Strategic communication is essential to an organization’s ability to advance its mission and its capacity to serve the community. Reaching and engaging with our Hispanic Community remained a focus for 2020.

Like most businesses and non-profits; BBB Serving Southern Arizona had to shift our outreach efforts during the pandemic. Instead of monthly radio interviews, BBB continued to promote scam tips through the air waves with four 60-second spots with Maxima 99.1 in Nogales, AZ.

Our bilingual editorials and ads reached new readership with our Nogales International newspaper partnership alongside with our dedicated editorials with Arizona Bilingual Newspaper distributed throughout Southern Arizona and Sonora.

Your BBB was not only on radio, television and print. With the shift of the digital media universe and the Hispanic Community leading the way as the most digitally savvy, we supplemented our communication initiatives with a bilingual digital campaign that resulted in over 500,000 impressions across Nogales and Douglas, AZ. Our efforts have allowed us to maintain a 91% retention rate with our Nogales, Rio Rico and Douglas Accredited Businesses.
2020 OUTREACH

Customer Review APP

276
+45%

Television Exposure

715,120

Emails Sent

201,110
21%
Email Open Rate

E-Quotes

11,078
+60%
2020 OUTREACH

CORONAVIRUS COMMUNICATION

In March the world was hit with a viral pandemic that changed the course of business for the year. The BBB was able to adapt its messaging to provide valuable information for consumers, and its member ABs.

Through email, social media, and its website, the BBB was able to share vital information regarding Small Business Loans, Community Resources, and vital COVID-19 related information to the public.

The BBB was also able to promote livestreams and webinars to offer help to our member ABs navigate through this difficult time.
2020 CAMPAIGNS

![Image of a truck with boxes being loaded]

![Image with text: “THIS IS WHY WE ARE HERE”]

![Image of a coffee shop with a person walking by]
CHARITY REVIEW PROGRAM

The Charity Review Program started in 2018 helps donors evaluate local charitable organizations according to the BBB Wise Giving Alliance’s 20 Standards for Charitable Accountability.

Visit www.give.org for more information on those standards.

2020 ACCREDITED CHARITIES

Animal League Of Green Valley
Arizona Youth Partnership
Arizona’s Children Association
Arizona-Sonora Desert Museum, Inc.
Assistance League of Tucson
Ben’s Bells Project
Big Brothers Big Sisters of Southern Arizona, Inc.
Boys & Girls Clubs of Tucson
Casa De Los Ninos, Inc.
Catholic Community Services of Southern Arizona, Inc.
Community Food Bank
Emerge! Center Against Domestic Abuse
Girl Scouts of Southern Arizona
Handi-Dogs, Inc.
Literacy Connects
Lupus Foundation of Southern Arizona, Inc.
Old Pueblo Community Services
Parent Aid
Southern Arizona AIDS Foundation
St. Luke’s Home
Teen Challenge of Arizona, Inc.
The Humane Society of Southern Arizona, Inc.
The Shyann Kindness Project
Tu Nidito Children and Family Services
Tucson Botanical Gardens
Tucson Children’s Museum
Tucson Museum of Art & Historic Block, Inc.
Tucson Symphony Orchestra
World Care
Youth On Their Own

Interested in becoming an Accredited Charity?
Contact dalvarez@tucson.bbb.org
OFFICERS
Fred Knapp, Chair - CORE Construction
Mary Keyser, Vice-Chair - Assured Partners of Arizona, LLC
Robert Janus, Treasurer - Ultra Air Conditioning, Inc.
Carrie Hamilton, Secretary - Nextrio
John Decker, Past Chair - Anchorwave Internet Solutions

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Dori Stolmaker - Distinctive Cleaning & Maintenance
Jeremy Thompson - Cox Communications
Marissa Mitchell - Challenge Communication & Management
Stacy Fowler - Nova Home Loans
Tim Bee - Arizona Builders Alliance

BOARD COUNSEL
Sara Derrick - Farhang & Medcoff
The BBB Standards for Trust are eight principles that summarize important elements of creating and maintaining trust in business. Our BBB Code of Business Practices is built on these standards.

**Build Trust**
Establish and maintain a positive track record in the marketplace.

**Advertise Honestly**
Adhere to established standards of advertising and selling.

**Tell the Truth**
Honestly represent products and services, including clear and adequate disclosures of all material terms.

**Be Transparent**
Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer’s decision to buy.

**Honor Promises**
Abide by all written agreements and verbal representations.

**Be Responsive**
Address marketplace disputes quickly, professionally, and in good faith.

**Safeguard Privacy**
Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

**Embody Integrity**
Approach all business dealings, marketplace transactions and commitments with integrity.