

BETTER BUSINESS BUREAU®
SERVING THE PACIFIC SOUTHWEST



20 ANNUAL
21 REVIEW





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MISSION & VISION

mission: to be the leader in advancing marketplace trust

vision: an ethical marketplace where buyers and sellers trust each other

BBB STANDARDS FOR TRUST

BUILD TRUST ADVERTISE HONESTLY **TELL THE TRUTH**
BE TRANSPARENT HONOR PROMISES **BE RESPONSIVE**
SAFEGUARD PRIVACY EMBODY INTEGRITY

standards.bbbcommunity.org

PRESIDENT'S LETTER

Dear Community of Trustworthy Businesses,

Another year has drawn to a close, and on behalf of the BBB Serving the Pacific Southwest team, we hope 2021 has presented you with good health and prosperity. Your loyalty to ethical operations motivates us, and I offer my sincere gratitude for leading with integrity.

Our Standards for Trust are the cornerstone of what we do. Through a careful vetting process and commitment to these standards, you're among 20,000+ businesses throughout the Pacific Southwest who have earned BBB Accreditation. This exemplary achievement displays your dedication to driving our mission forward.

This annual review highlights BBB's impact in 2021 as we continued to lead the nation in innovation to exceed our brand promise to you. I am immensely proud of what we've accomplished and the resources made available to assist your business.

Support for entrepreneurs continues to grow with our **Empower by GoDaddy and BBB Main St. Accelerator**, which provides mentorship and tools to help small businesses thrive. GoDaddy's award-winning docu-series, **Made in America**, featured BBB and the in-depth stories of resilience of two recent Empower graduates.

The hustle and bustle at **ignite sparked by BBB** in San Diego, a modern coworking and meeting destination, is a refreshing sound. This space, along with our Business and Community Center in Phoenix, is ideal for Accredited Businesses and community partners to utilize for meetings, connections and business empowerment. We continued to celebrate and recognize community role models at our annual Torch Award for Ethics.

With the success of our **Phoenix Kiva Hub's** zero-interest small business loan program, we are expanding our reach into Northern AZ. Additionally, we awarded high school students with scholarships for



Matthew Fehling,
BBB President & CEO

demonstrating good morals and **grants** to nonprofit organizations to continue their service to entrepreneurs. To honor young business owners, we launched the **BBB Spark Award** and recognized future "Trustmakers" in the marketplace.

Consumers continued to turn to us for trustworthy information and peace of mind. Your support helps create a more honest marketplace, and we value your partnership as we amplify BBB's brand in the communities we serve. We encourage you to visit us at one of our six BBB campuses located throughout Arizona and Southern California.

It's rewarding to work for something bigger than ourselves and to do our best to help businesses and consumers **be better**.

Sincerely,

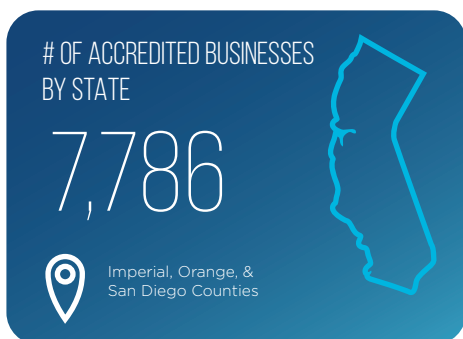
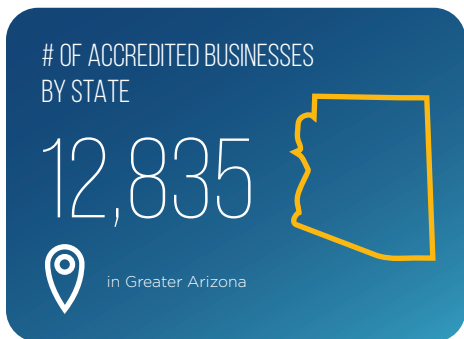
A handwritten signature in black ink, appearing to read 'Matt Fehling'. The signature is fluid and stylized, with a long horizontal line extending to the right.

BBB ACCREDITED BUSINESSES



NUMBER OF BUSINESSES ACCREDITED FOR...

● 1-5 Years	12,234
● 6-10 Years	3,715
● 11-20 Years	3,541
● 21+ Years	1,125



458,791

BBB TRUST SEAL
FOR WEBSITES CLICKS

7,560

AB BENEFITS
PAGE VIEWS

72,076

LOGINS TO
AB PORTAL



BBB IMPACT

BBB.ORG TRAFFIC

8,154,958
UNIQUE USERS

23,854
REQUESTS FOR QUOTES

11,731,980
BUSINESS PROFILE REQUESTS



PERCENT OF BBB.ORG AUDIENCE BY GENDER*



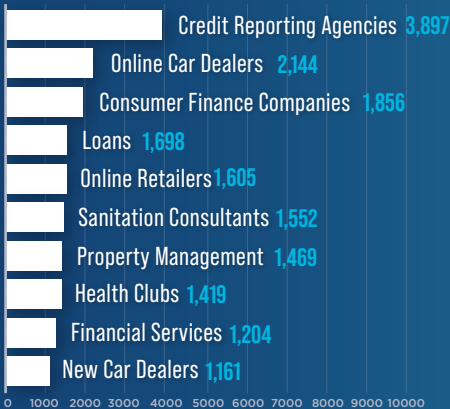
PERCENT OF BBB.ORG AUDIENCE BY AGE*

- Age 18-24 12%
- Age 25-34 22%
- Age 35-44 19%
- Age 45-54 18%
- Age 55-64 16%
- Age 65+ 13%

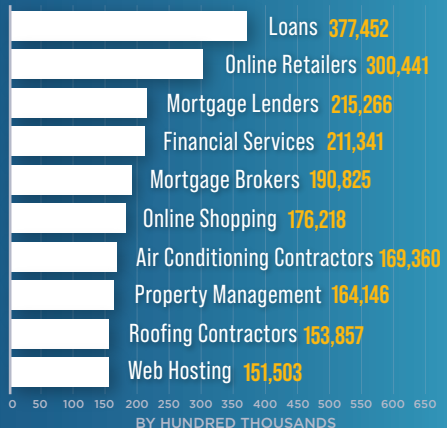


*AS REPORTED THROUGH GOOGLE ANALYTICS.

TOP 10 BY INDUSTRY COMPLAINTS



TOP 10 BY INDUSTRY INQUIRIES



BBB SOLUTIONS

COMPLAINTS
CLOSED
72,075



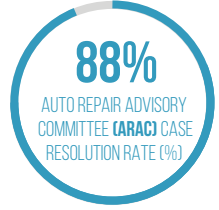
OF SCAMS REPORTED
TO BBB'S SCAM TRACKER

3,987



OF GOVERNMENT
ACTIONS ENTERED

424



OF GOVERNMENT
AGENCY REQUESTS

98

OF CUSTOMER
REVIEWS POSTED

69,443

OF MARKETPLACE
PRACTICE AD REVIEWS

286

OF MARKETPLACE
PRACTICE INVESTIGATIONS

97

OF CLOSED LOGO
MISUSE CASES

241

OUTREACH & PR

162

OF MEDIA
INTERVIEWS
GIVEN

203

OF NEWS ARTICLES
PUBLISHED

466

OF PARTNER
COLLABORATION
INSTANCES

9,200

OF MEDIA
MENTIONS

**\$8.6
MILLION**

ESTIMATED VALUE
OF MEDIA MENTIONS

797

OF PRESENTATION &
NETWORKING
EVENT ATTENDEES

40

OF SCHOLARSHIPS
AWARDED

\$35K

AMOUNT OF SCHOLARSHIP
MONEY AWARDED

DIGITAL MARKETING

OF CONSUMER
NEWSLETTER SUBSCRIBERS

29,482

BBB'S SOCIAL MEDIA PRESENCE

3,553,448

TOTAL PAID AND ORGANIC IMPRESSIONS



BBB BUSINESS DEVELOPMENT

10

OF SUMMITS/AB EVENTS

18

OF SUBGRANTS AWARDED TO NONPROFITS

625

OF AB EVENT ATTENDEES

\$55K

AMOUNT OF SUBGRANT FUNDS AWARDED TO NONPROFITS

40

OF EMPOWER BY GODADDY ACCELERATOR GRADUATES

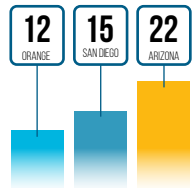
\$56K+

PRIZE MONEY AWARDED TO BUSINESSES UPON EMPOWER GRADUATION

 **Torch**
BBB AWARDS 2021™

49

TORCH AWARD FINALISTS



14

TORCH AWARD WINNERS



MADE IN AMERICA STATS

In 2021, BBB collaborated with GoDaddy on season 3 of their docu-series Made in America. The series shows how local entrepreneurs learned from Empower by GoDaddy and BBB Main St. Accelerator and turned their struggles into triumphs.

94,468

OF VIDEO VIEWS (EPISODES 1 - 4)

11,219

OF SOCIAL MEDIA IMPRESSIONS

2X

FULL PAGE ADS FEATURED IN THE NEW YORK TIMES*

*THE NEW YORK TIMES IS AVAILABLE TO OVER 8 MILLION SUBSCRIBERS

BBB SERVING THE PACIFIC SOUTHWEST

OUR CAMPUSES

BBB Pacific Southwest maintains a presence throughout Arizona and California with campuses in Phoenix, Prescott, Lake Havasu City, Yuma, San Diego, and Newport Beach. For information about meeting, event, and/or coworking space, please visit spaces.bbbcommunity.org.

1. Phoenix Campus

1010 E. Missouri Avenue
Phoenix, AZ 85014
877.291.6222

2. Prescott Campus

213 Grove Avenue
Prescott, AZ 86301
928.772.3410

3. Lake Havasu City Campus

1100 London Bridge Road, Suite F106
Lake Havasu City, AZ 86404
928.302.3701

4. Yuma Campus

350 W. 16th Street, Suite 205
Yuma, AZ 85364
928.919.7940

5. San Diego Campus

4747 Viewridge Avenue #200
San Diego, CA 92123
858.496.2131

6. Newport Beach Campus

120 Newport Center Drive
Newport Beach, CA 92660
949.269.3255

