



We asked & you replied

We are committed to our 900 members who embody Jackson Hole's business community. We exist to serve you by providing personalized support to help your business thrive. In March, we asked for your feedback to shape our focus moving forward. The following is an overview of your comments, as well as our response.

Community and business challenges

We asked our members to identify the three main challenges Jackson Hole faces, which are reflected in this word cloud:



We asked what their business' three main challenges are. Responses echo what were identified as community challenges (above): workforce housing and staffing. However, exposure to the community is the main challenge. More specifically:

1. Community awareness of your business
2. Finding qualified part-time/ full-time employees
3. Lack of availability of workforce housing
4. Retaining qualified part-time/full-time employees

Why are you a member?

Presented with 9 options, you identified your top three reasons, the most identified are:

1. Increase our visibility to generate new business
2. To contribute to & elevate community excellence
3. Access to other business leaders/owners
4. Position our organization as a community leader
5. To give small business a voice through advocacy

And you told us that the most valuable services we offer are:

1. Networking Events
2. Access to free business list serve
3. Government and Community Advocacy
4. Referrals and brochure racks in Visitor Centers
5. Advertising on jacksonholechamber.com

Our takeaways

We hear that you want to make your business more visible. You want to be aware of political, legislative, and other community-related issues that will impact your business. You want us to give small business a stronger voice, to advocate for your needs.

In addition to being supported by the Chamber, we hear that some of you are members to support the community, to contribute to and elevate community excellence, and to position your organization as a community leader.

Our response

Our staff and board of directors have reviewed every response to determine how we can serve our membership to the best of our ability.

We will continue to have a “seat at the table” in conversations and collaborations working to ease our community challenges. We will continue attending every Town Council, County Commissioner, and JIM meeting on your behalf. We will continue advocating for the interest of local business. Visit the [Advocacy & Education page](#) on our website to see some of the stances we have outlined formally in letters to the town, county, and state.

We are dedicated to help you grow your business’ visibility. Chamber Mixers - on most Thursday evenings - are our most well-known networking event that are hosted by members. We hope you will join us for our Business Over Breakfasts - the first Thursday of every month - that feature presentations on current affairs. Please join us for our biannual Business Development Luncheon on April 22nd from 12-2pm at the Ranch Inn to hear the latest from leading businesses. And send your staff to our Peak Performance Guest Service Trainings.

In addition to networking, educational, and training events the Chamber offers several outlets to increase your business’ visibility. The more well-known is our Business List Serve B2B email tool, as well as displaying your business’ rack cards at our visitor centers - hosted 515,000 people last year. Less known avenues include our high-trafficked website and widely-distributed Explorer Magazine travel planner. They each have an international, targeted reach providing exposure to approximately 1,000,000 people a year.

At our staff retreat in early May we will continue to focus on your business and what you’ve relayed through the survey. Keep your eyes open for our annual report and for updates as to what we are doing to support you and your business. Again, please contact us for any reason. Our Director of Membership Elisabeth Rohrbach would be pleased to hear from you - (307) 201-2301 and elisabeth@jacksonholechamber.com.