



Jackson Hole Chamber of Commerce members - we asked & you replied. We're listening.

The mission of the Jackson Hole Chamber of Commerce is to champion the interests of local businesses, enhance their prosperity, and strengthen the economic climate of Teton County.

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. Over 250 of you replied, representing businesses of all sizes and sectors. The following is an overview of your feedback, as well as our response.

The valley's 3 main challenges



79% identified affordable housing as the most significant challenge, followed by transportation and traffic, and then staffing. Solving the housing crisis is no easy task. If it were, it would be solved by now. Though the Chamber does not have a magic potion, we have a "seat the table," and are speaking on your behalf.

We are part of The Collaborative Group along with Jackson Hole Community Housing Trust, Habitat for Humanity, Jackson Hole Conservation Alliance, Friends of Pathways, Jackson Hole Working, and Shelter JH. Together we are seeking common areas of alignment in support of the Engage 2017 process to advance a wide variety of community priorities, of which housing mitigation is one of the main focuses.

We speak on behalf of and represent the business community when appropriate. For instance, our CEO Anna Olson sits on Snow King Mountain Resort's Stakeholder Group. Another example is that we made public comment when the approval of the SnoCross National Competition coming to Jackson Hole was in front of the town council. Please visit the "advocacy and education" page on our website to see more of our stances.

Our members' top 3 concerns for THEIR BUSINESSES Presented with thirteen options, responses were rated as "major," "moderate," "low," and "not concerned." The following are the top four rated "major concerns."



Unsurprisingly, your business concerns echoed the challenges that you identified for the valley, specifically in the cases of workforce housing and employees.

We asked you, “how we can help?” We provided an empty field for text so you could be as creative as you’d like. Training was the most identified service you and your fellow members identified. These requests for training included focuses on customer service, marketing, and how to hire and retain employees.

Here you go! In response to your feedback, we invite you to attend our Peak Performance Guest Service Trainings, where you will learn how to exceed your leadership goals, how to maneuver staffing challenges, and gain resources to create the culture your business deserves.



Please also join us for our biannual Business Development Luncheon on May 16 from 12-2pm at the Ranch Inn. Speakers include:

<p>JHCC Young Professionals</p> <p>Shelby Read: “Connect your business to these professional assets to inspire your workplace”</p>	<p>Community Safety Network</p> <p>Shannon Nichols: “Preventing workplace sexual harassment”</p>
<p>Jackson Police Department</p> <p>CSO Jerad Weston: “Shoplifting and Theft Prevention”</p>	<p>JH Historical Society & Museum</p> <p>Morgan Jaouen: “Resources for business to connect to our valley’s history”</p>

We are exploring partnering with other local groups to provide additional trainings. Visit our website for more information and please RSVP to events@jacksonholechamber.com to attend the above workshops.

Why are you a member? We asked you to check all of the 10 options we provided that apply to your business. The following five were the most selected.

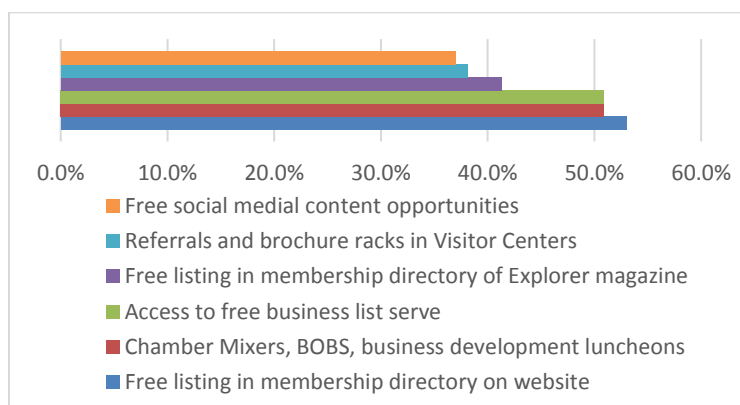


We are dedicated to help you grow your visibility to better promote your services/products. In addition to our networking events, the Chamber offers several outlets to further feature your business. The more well-known being our Business List Serve B2B email tool and our displaying your business’ brochures at our visitor centers that saw 500,000 people last year. Less known include our high-trafficked website and widely-distributed Explorer Magazine travel planner. They each have an international, targeted reach and provide exposure to almost 1,000,000 people.

In regards to advocacy, we know you don’t have time to attend every Town Council and County Commissioner meeting, so we do on your behalf. Our Executive Committee and Government and Community Affairs Committee speak weekly, often more, to discuss relevant issues that affect the business community and what stance the Chamber should take. We formally outline our stances in letters to the town, county, and state. For example, we submitted a letter to Wyoming’s national legislative delegation and Governor Matt Mead to oppose any possible restrictions to the Summer Work Travel and J-1 Visa Programs that were proposed the summer of 2017 under the Buy America, Hire American Executive Order.

In addition to writing, we meet personally with our local and state elected officials regularly and are happy to meet with any of you whenever you’d like. We welcome your feedback.

How are our programs? Provided with 14 Chamber services, you rated their value based on a scale of “high,” “moderate,” “low or no,” and “not aware.” The following are the 6 most valuable, per your ratings.



Our Business List Serve B2B email tool, weekly LowDown email, and social media channels have a combined reach of almost 20,000 people. If you've yet to read our popular #humansofjhcchamber spotlights, visit our Facebook page or Instagram photos to learn about your fellow members, their businesses, and their personal stories. It would be our pleasure to interview you and your business.

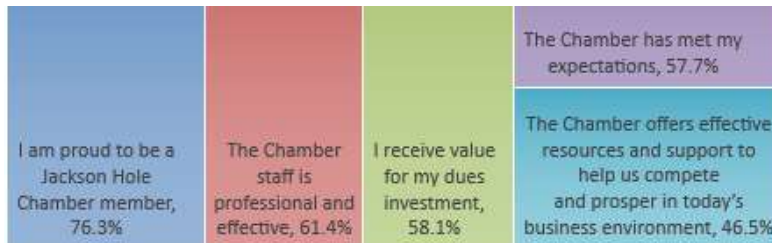
And our festivals & events? You identified our events that draw thousands of people to the valley and Town Square as those of greatest value – Fall Arts Festival, Old West Days (spring), and the 4th of July Parade. These festivals and events are tangible efforts we make to contribute to having a more sustainable economy during the fall and spring.



Thirty-three years ago the Chamber founded the Fall Arts Festival, which is now widely recognized as one of the premier cultural events in the Rocky Mountain West. In the Spring, ElkFest and Old West Days celebrate Jackson Hole's heritage through art, food, music, and dance. Some favorite events within these festivals include the Antler Auction, the Chili Cook-off, the Brew Fest, Taste of the Tetons, and the Memorial Day Parade. Stay tuned for a new event on Sunday, May 27th during Old West Days that interweaves Jackson today with our history, the concept of "Where Old West Meets New West."

And our holiday events add a special feel to the community's festivities, including the Town Square Lighting of the Christmas Tree, Santa on the Square, the Easter Egg Hunt and Trick or Treat on Town Square.

Our takeaways



We are glad that most of you are proud to be chamber members and view our staff positively. That being said, we want to better meet and exceed your expectations. Based on your feedback we especially aspire to offer additional resources to help your businesses prosper. Part of this requires understanding what it is you seek, so thank you to the hundreds of you who provided feedback.

One of our takeaways is that you are seeking opportunities to provide your businesses more visibility and in doing so, gaining clients. You want to be aware of political, legislative, and other community-related issues that will impact your business. And, your being a member is a gesture of your support of the local business community and your position in it as a leader. We appreciate your substantive feedback and invite you to provide additional comments whenever you would like.

Our board of directors have reviewed the survey results in great detail and have explored how we can be responsive. While at our staff retreat in early May and we will continue to focus on you 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.