



JACKSON HOLE
CHAMBER
OF COMMERCE

2019-2020 ANNUAL REPORT

260A W Broadway // PO Box 550
 Jackson, WY 83001
 307.733.3316 // jacksonholechamber.com



OUR MISSION

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.

2019-20 BOARD OF DIRECTORS

CHAIR

Kris Shean
Haagan Dazs
 Executive
 Board Member Since 2014

VICE CHAIR

Adam Meyer
Teton Media Works, Inc.
 Executive
 Board Member Since 2014

TREASURER

Jason Williams
Jackson Hole Wildlife Safaris, Gallery WILD
 Executive, Website
 Board Member Since 2016

SECRETARY

Richard Uhl
First Interstate Bank
 Executive, Government & Community Affairs
 Board Member Since 2014

PAST CHAIR

TIM HARLAND
Berkshire Hathaway, Fire/EMS, Grand Teton Distillery
 Executive, Special Events
 Board Member Since 2010

BOARD MEMBERS

Alex Lemieux
The Wort Hotel
 Special Events, Young Professionals of the Tetons, Website
 Board Member Since 2015

Fernando Ramos
White Buffalo Club
 Business Development
 Board Member Since 2018

John Frechette
MADE, Mountain Dandy, M, Mursell's Sweet Shop
 Business Development
 Board Member Since 2015

Karen Connelly
St. John's Health
 Destination Global Sales
 Board Member Since 2015

Martha Bancroft
First Western Trust
 Membership
 Board Member Since 2016

Ned Wonson
Jackson Hole Mountain Resort
 Destination Global Sales, Website
 Board Member Since 2015

Stephan Abrams
The Liquor Store, Jackson Hole Marketplace
 Government & Community Affairs
 Board Member Since 2010

Carrie Boynton*
Animal Adoption Center
 Special Events
 Board Member Since 2018

Julie Calder
Jackson Hole Resort Lodging
 Destination Global Sales
 Board Member Since 2018

Zachariah Turpin
Jackson Hole Jewelry
 Business Development
 Board Member Since 2018

Danny Shervin
Painting with Gunpowder
 Special Events
 Board Member Since 2019

Ariel Koerber
Snow King Hotel
 Young Professionals of the Tetons, Website
 Board Member Since 2019

*Fulfilling a term for board member resignation.

STANDING COMMITTEES - 50+ VOLUNTEERS

Executive // Special Events // Fall Arts Festival // Annual Awards Celebration // Destination Sales & Marketing
 Business Development // Young Professionals of the Tetons // Membership // Government & Community Affairs
 Old West Days // Elk Fest

AD HOC COMMITTEES

Downtown Vision // Website

HELLO JACKSON HOLE CHAMBER MEMBERS,

It has been an honor serving as Board Chair for the 2019-2020 term, one that will be recorded in history for the social and economic devastation caused by the COVID 19 Pandemic.

We started the year with a record-breaking summer season, a very successful Fall Arts Festival, and a strong winter season that delivered 500 inches and lots of skiers and snowboarders. Then, in the course of a few days, two major events announced cancellation, ski resorts closed overnight, non-essential services closed, and businesses faced a very uncertain future.



Despite these obstacles, and perhaps, in part, due to them, Chamber staff forged ahead and let nothing get in the way. Anna Olson, CEO and President, Rick Howe, Vice President, and the staff took on the new challenge of responding to COVID and supporting the membership in the face of unprecedented challenges. By starting with the mantra of relevant, reliable, and timely delivery of information, the Chamber launched a comprehensive web resource for members and visitors. Staff then proceeded to call every member to inform them of tools available, including the following (though there were many more!):

- Virtual Business over Breakfasts set record attendance levels – (how many of you joined in your PJ's?)
- Expert Webinars to help navigate financial programs available
- Economic Recovery Task Force formed to help the Town and County work with the business community, creating a vision of what reopening the Valley looks like (Special thanks to all who participated).
- 22Local.com, a web platform for businesses to generate much-needed revenue in May.
- Dedicated seven-day-a-week Visitor Service Commitment: The Chamber has been the only resource for visitors, and a committed Visitor's Services operated from Home Ranch, West Broadway, and a Town Square Pop-Up to provide much-needed information to those coming to Jackson.
- Free masks - The Chamber has resourced and distributed over 600,00 masks to date.

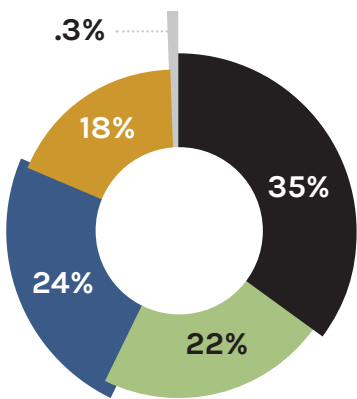
I am optimistic this town will emerge stronger from this crisis, partly thanks to the Chamber. The Chamber staff have been working relentlessly for us, the membership, to succeed during these difficult times. Please give a cheer to them.

The following quote sums up my year as Board Chair: *"Surround yourself with people that inspire you and you will not only grow - you will soar."* –Mimi Ikonn

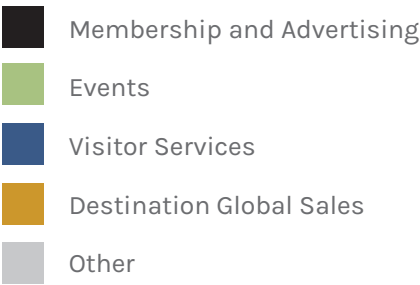
Sincerely,

A handwritten signature in cursive script that reads "Kris Shean".

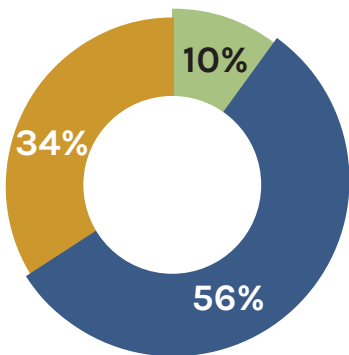
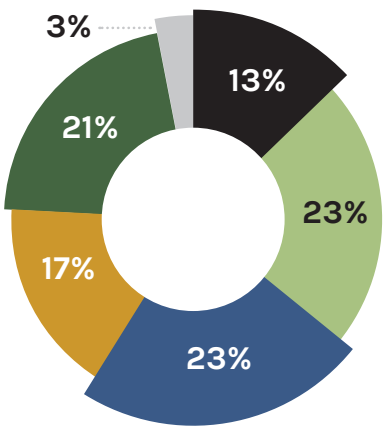
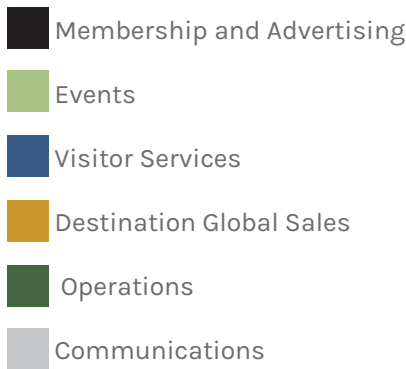
Kris Shean, Haagen-Dazs
Jackson Hole Chamber of Commerce Board Chair, 2019-2020



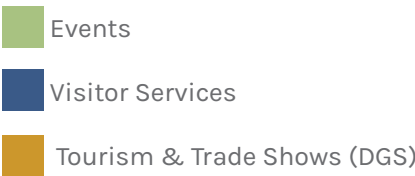
TOTAL REVENUE \$1,970,176



TOTAL EXPENSES \$1,978,806



REVENUE FROM JACKSON HOLE TRAVEL & TOURISM \$816,480



Kelly Becker

A NEW FINANCE FACE FOR THE CHAMBER

Christie Maurais, Finance Manager, retired at the end of FY 19-20 after 13 incredible years of service to the Chamber. She was a tremendous asset, and her knowledge and member insight will be missed dearly by us all. Kelly Becker joined us mid-March and has tirelessly steered us through COVID with new reports, a new online payment portal, weekly cashflow reviews, budget analysis, and three budget scenarios for FY 20-21. We feel fortunate to have Kelly on the team, and wish Christie good luck in all her next endeavors, including a little more golf hopefully!



DEVELOP SUSTAINABLE ECONOMY



BE THE VOICE OF ECONOMIC WELL-BEING



DELIVER VALUE TO MEMBERS



ADVANCE COMMUNITY EXCELLENCE

KEY OBJECTIVES

Expand Community Funding Sources

Increase Economic Activity in Spring, Fall and Winter

Protect and Share the Power of Place

Inform Membership and Community on Economic Matters that Impact them

Represent and Engage Membership and Community on Economic Matters that Impact them

Grow Membership

Increase Membership Engagement

Establish New Brand Identity

Honor and Preserve Unique Community Assets and Heritage

Ensure Jackson Hole retains Quality of Life for All Who call JH Home

KEY ACHIEVEMENTS

1. Advocated for 5% Statewide Lodging Tax (passed)
2. Winter Windfall Promotion Success – 30% increase in participation (26 businesses)
3. Buy Local messaging – increased significantly with blog posts and weekly reasons to shop locally.
4. Built Online Activity Calendar for shoulder seasons – improved visitor service accessibility
5. COVID Response* Partnered with TTB, WOT and federal partners for visitor messaging

1. Be a trusted and familiar resource for Town and County data needs (member surveys, meetings)
2. Attended 90% of Town/County meetings; focus on housing, transportation, and economic development.
3. COVID Response* Created Economic Recovery Task Force and Focus Group Action Committees
4. COVID Response* Resource for millions of grant \$\$ WBC and CARES Act Funding
5. COVID Response* Launched 22Local.com generating investment in small business

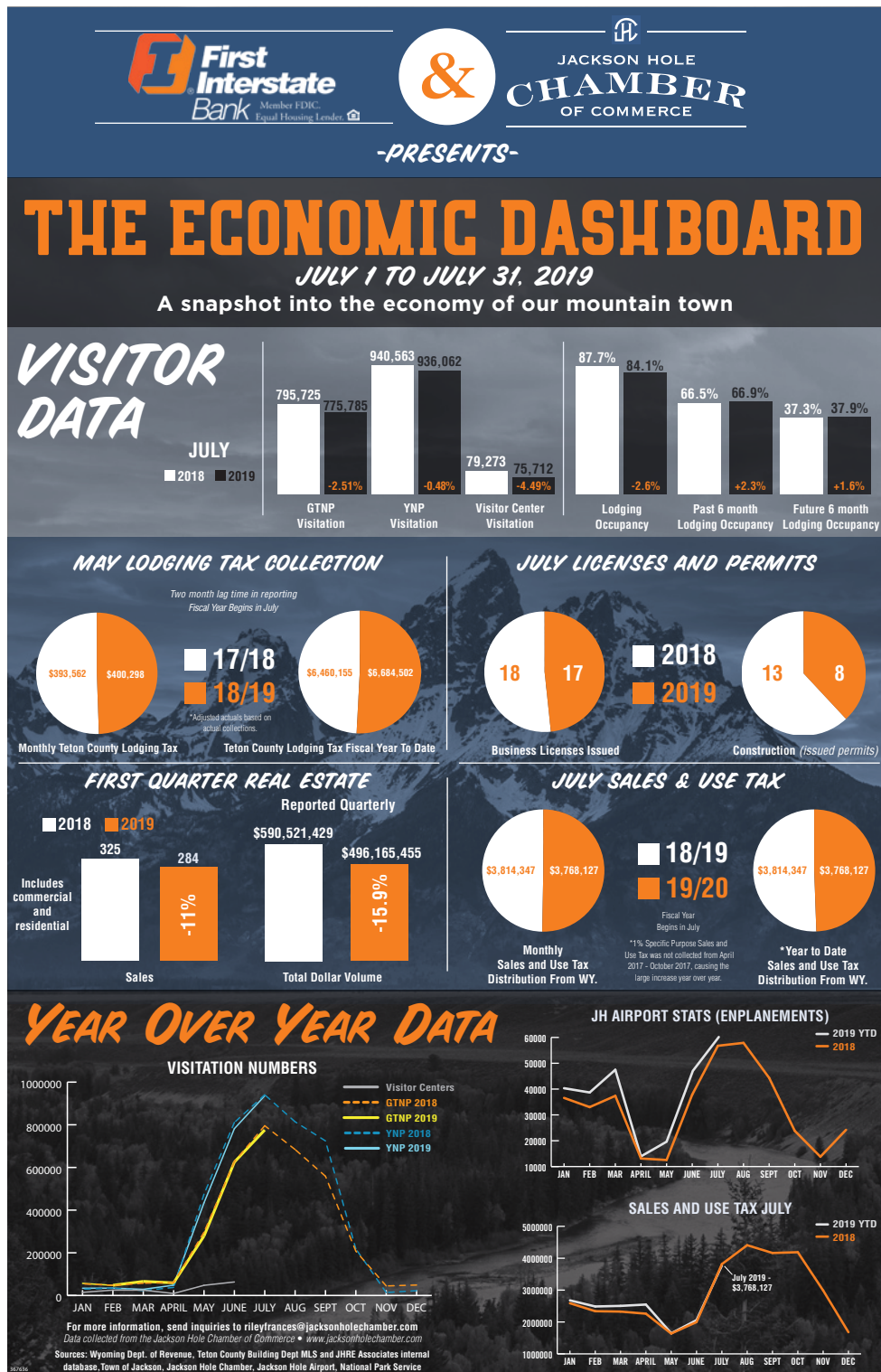
1. Enhance Economic Dashboard to include business highlights, i.e. new members, new indicators,
2. Produced Explorer Magazine, critical information source for visitors for 2020
3. COVID Response* Launched Strawpoll for weekly insights to business levels
4. COVID Response* Sourced and delivered over 600K masks
5. COVID Response* Operated the only JH Visitor Centers from March to Date
6. Operated the only Visitor Centers 7 days a week from March to Date

1. Produced successful Annual Awards Celebration
2. Curated and delivered private training courses for members
3. Elevated Young Professionals of the Tetons Committee, created sponsorship opportunities with various businesses and provided seminars
4. Continued to be a sustainability resource for businesses through BEST Certification
5. COVID Response* Webinars and Business Over Breakfast topics: Mental Health, Employee Support and Funding

*New tactics and goals were created in response to our memberships changing needs due to COVID-19.

Each month the Chamber works with numerous *partners to gather insightful information specific to our Teton County economy. The purpose of this one-pager is to provide visitors, business owners, and community members with a digestible dashboard to better understand the overall health of Teton County on a monthly basis.

*Partners include JH Airport, Wyoming Department of Workforce Services, Grand Teton National Park, Yellowstone National Park, Teton County and Wyoming Department of Revenue, DestiMetrics, Jackson Hole Greater Yellowstone Visitor Center, Jackson Hole News & Guide, First Interstate Bank



FY July 1, 2019 - June 30, 2020

\$35,845,547

Total Sales & Use Tax Collected

\$7,700,190

Total Lodging Tax Collected



The JHCC contracts with the Travel and Tourism Board to provide year round visitor services

VISITATION

FY July 1, 2019 - June 30, 2020



367,351

Enplanements at the JH Airport



19,418

Hotel Referrals

Summer 42% / Shoulder Seasons 58%

Referrals are tallied via phone, email and walk-in requests, based upon numbers of inquiries for hotels.



22,260

E-mails

info@jacksonholechamber.com



5,536

Phone calls

See our COVID response tactics on pages 14 -18

As COVID began to negatively impact business the Chamber board, committee members, and staff personally called our 900 members to understand specifically how COVID was influencing their operations. These conversations shaped the Chamber's strategy through spring, summer, and now fall. These interactions allowed the Chamber to

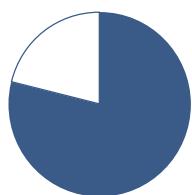
craft a strategy through which the Chamber could support them, including creating the Economic Recovery Task Force. Concurrently we worked with our local government and the Travel and Tourism Board to create and disburse the Clean, Careful, Connected campaign.

ACTIONS

**1,200 calls
to members**

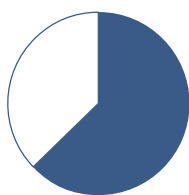
**376 surveys
completed** by CEOs/Directors

FINDINGS



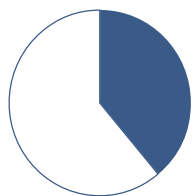
79%

applied for PPP CARES ACT
funding grants



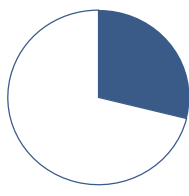
63%

did not eliminate permanent
positions, however 23%
eliminated 1-5 year-round
positions permanently.



39%

project a decreased revenue
of 26-49%, followed by 22%
projecting a 11-25% decrease YOY



29%

applied for the Wyoming
Business Council Business
Stipend Grant.

TOP MEMBER CONCERNS PRE-COVID

#1

Finding/Retaining
Qualified
Employees

#2

Lack of
organizations
awareness

#3

Lack of
Workforce
Housing

#4

Government
taxes and
regulations



MEMBERSHIP BENEFITS



We advocate for our members



We amplify your outreach



We create networking opportunities



We have a "seat at the table"



We ride for the brand

THE EXPLORER

The Explorer: The Official Guide for Grand Teton, Yellowstone and Jackson Hole: 60,000 travel planner magazines printed and distributed locally in Visitor Centers, regionally, nationally and internationally.



#SHOPLOCALJH

The Chamber Launched [#shoplocaljh](#) in support of our local businesses and economy. The message was supported through advocating the benefit keeping 10% or \$100 home has on our local economic climate. This message was shared through holidays, events and adjusted to COVID by encouraging creative ways to support local business from a distance with [#22local](#).

Chamber Membership 2019-2020

901 Total Members

at time of print

Activities : 121

Arts : 41

Construction : 14

Dining : 78

Event Planning & Services : 12

Financial : 25

Government : 7

Health & Wellness : 37

Individual Members : 8

Lodging : 121

Non-Profit : 98

Professional Services : 168

Real Estate : 20

Recycling & Waste Management : 5

Religious Centers : 7

Retail : 112

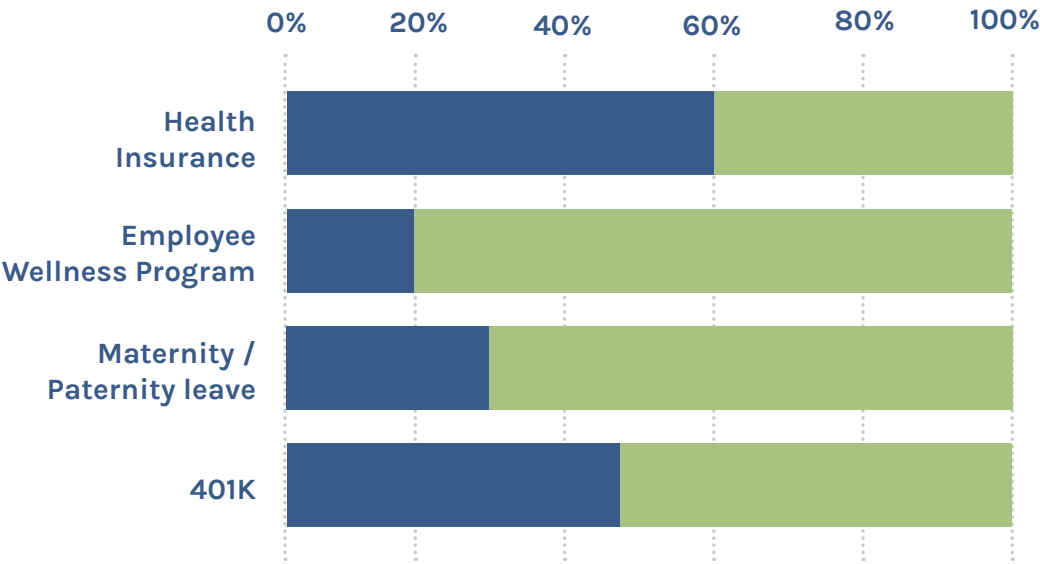
Transportation : 10

Vacation Services : 16

LET US HELP YOU

Pre-COVID survey shows that "Finding and retaining qualifies employees" was businesses' greatest concern. Read about benefits that other businesses provide, as well as what employees would like.

Of the 283 responses, their employers provide (BLUE = yes, GREEN = no):



INSIGHT INTO ENRICHMENT PROGRAMS

What Employers Provide:

Professional Development

PTO

Housing Allowance

Flexible work environment

Ski Pass Discounts

Bonuses
Subsidized Fitness
Benefits

What Employees Would Like:

Maternity / Paternity Leave

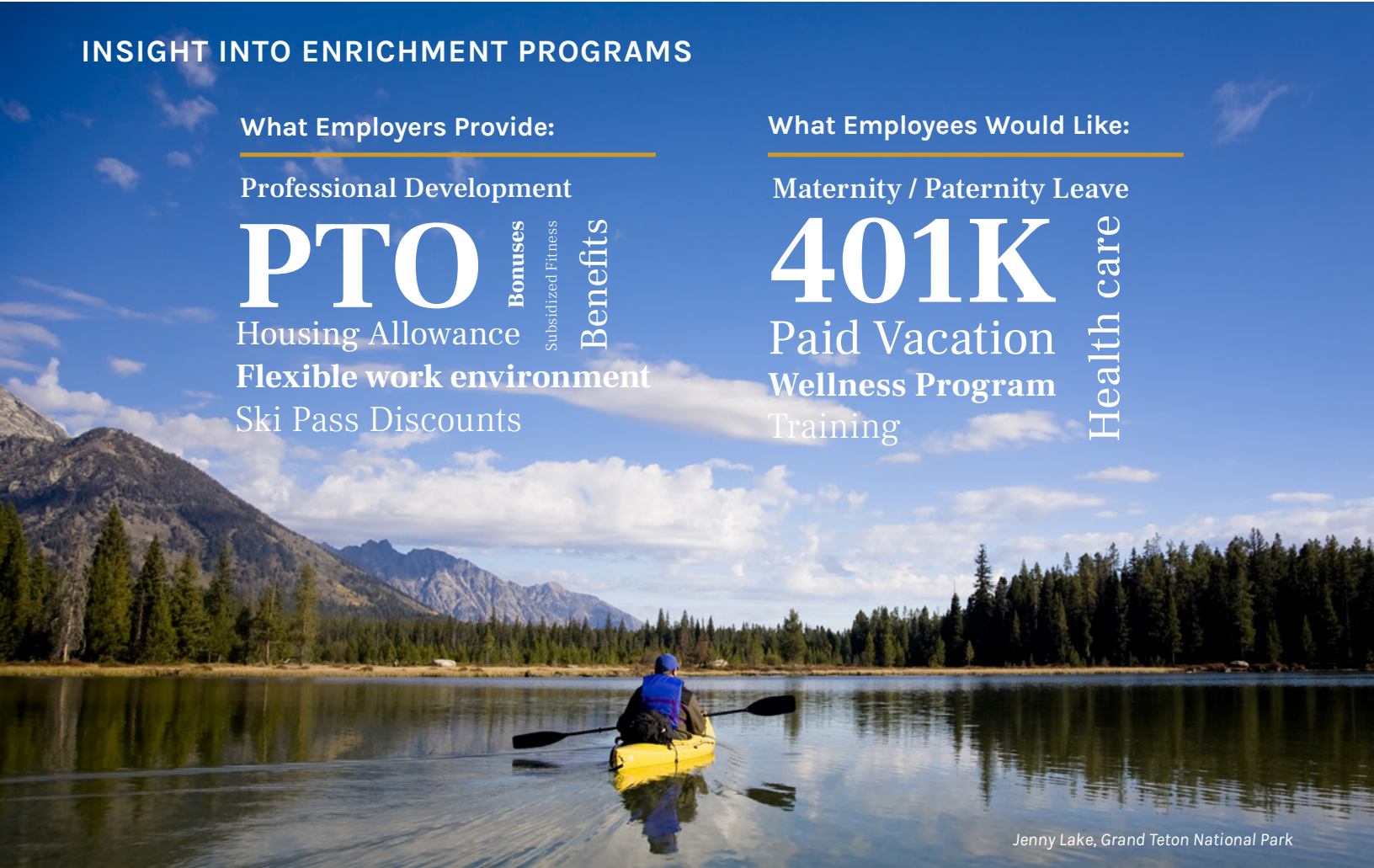
401K

Paid Vacation

Wellness Program

Training

Health care



Jenny Lake, Grand Teton National Park

54TH ANNUAL CHAMBER MEMBER AWARD WINNERS!

One evening to honor the best of our business community, Chamber members who are making an impact in Jackson Hole. The Review Committee is composed of the Executive Committee as well as members of the Young Professionals of the Tetons, Membership and Business Development Committees.



Citizen of the Year winners Save the Block Contributors

AWARD WINNERS:

Citizen of the Year // Save the Block Contributors
Ride for the Brand // Bar J Chuckwagon/Wranglers
Rising Star // Shelby Read
G2G: Green to Green // The Riverwind Foundation
Large Business of the Year // Jackson Hole Airport
Small Business of the Year // Valley Bookstore

Thanks to our 2019 sponsors:

Rocky Mountain Bank
Riverwind Foundation
The Wort Hotel
Million Dollar Cowboy Bar
Hotel Jackson
Haagen-Dazs

*Signal Mountain boat ramp, Jackson Lake Grand Teton National Park.
Photography courtesy of Andi Golliwitzer*



Clarene Law, photograph by Lindsay Linton

WOMEN IN BUSINESS BOB

A discussion with six of Jackson's Most Influential Women

On a crisp January morning, 2020, businessmen and women gathered for the Chamber's first, Business Over Breakfast, networking series of the year. With a few of Jackson's most influential women to grace the stage, this one felt slightly different. Men and women from all industries and all ages assembled seeking inspiration, motivation, and insight. Inspiration is just what they got with speakers including, **Ruth Ann Petroff** (Snake River Roasting), **Julie Guttormson** (VIM), **Monay Olson** (The Shine Group), **Ali Cohane** (Persephone & Picnic), **Nicole Garret**, (PRESeNT), and **Kris Shean** (Haagen-Dazs).

2019 EVENTS SUMMARY

50,000 people nationwide were exposed to the 35th Anniversary of Fall Arts Festival. An overall, record-breaking year with the featured painting going for \$60,000

6,800 locals supported Chamber community events, including Halloween, Town Square Lighting, and Santa on the Square.

2,500 Business Members attended Chamber Networking Events including Mixers, Celebrations, and BOBs hosted at over 25 member locations.

13 BOB's held from July, 2019 to July 2020 including the following topics: State of the U.S., Jackson Hole Airport Speaker, WYDOT, SPET, Ski Resorts Winter Preview, Leadership & Professional Development Opportunities, Women in Business, Legislative Preview, St. John's on Rural Health Care, Legislative Address, Value of Tourism, Special Legislative Session, and Town & County Budgets.

Photograph by Tony Cross

TETON TALES

INSPIRATION FROM JACKSON HOLE

The Chamber's Communication Manager Andi Gollwitzer crafted a destination email campaign, Teton Tales, a monthly newsletter that reaches 50K globally (and climbing). The campaign features Jackson as a tourist destination highlighting events, activities, dining and many of our amazing members.

50k

EMAILABLE HOUSEHOLDS

15k

UNIQUE IMPRESSIONS

22%

AVERAGE OPEN RATE

7%

AVERAGE CLICK THROUGH

Get updates on events, things to do and inside advice from our locals.



Want to reach visitors?
Buy an ad in
Teton Tales

Teton Tales: Inspiration from Jackson Hole

Subscribe today at jacksonholechamber.com

#HUMANS OF JACKSON HOLE CHAMBER

What do you want the world to know about you and your business?



GAVIN FINE

Owner,
Fine Dining Restaurant Group

"Rendezvous Bistro was my first restaurant. We transformed it from a Denny's in 2001. Existing in such a small community and for so long, we've been lucky enough to get to know and build relationships with people. We have a few people on staff who have been part of Fine Dining since it started."



JOHN FRECHETTE

Owner of MADE and
Chamber board member

"In the summer of 2010, the little space that was originally MADE opened up. I signed the lease and the store opened seven days later. Seven years later, our store has over 350 artists from all over the country. The products we offer are all made in the USA, which is harder and harder to come by these days and more and more important."



LEXEY WAUTERS

Jackson Hole Mountain Resort Mountain Sports School Assistant Director

"I'm super lucky that I get to work with instructors and skiers from all over this region. I've spent time at a lot of the great ski areas, you know some of the really great, fantastic skier-oriented resorts. However, while there I never met skiers that are as passionate about their ski area as they are here, about JHMR"

READ
MORE
ON OUR
BLOG!

*** 1100+** Consumers touched

*** 575+** Appointments with Tour Operators & Meeting Planners

53 Local Businesses requested featured representation.

52 signed up for shows that were cancelled/rescheduled

14 Local Businesses attended Tradeshows/Missions

An additional 14 businesses signed up for shows that were cancelled/rescheduled due to COVID

- International Tourism Bureau (International Tradeshaw)
- ISE – Salt Lake City (International Sportsman Exhibition)
- GoWest – Tour Operators – Western States Focus
- Great American West (GAW) – International Trade show
- GMITE, Incentive Travel Exchange
- SnoTravel Exposition & Events
- IPW (International Tradeshaw)

9 Total Tradeshows/Missions attended (see map below)



* conservative estimates - lower than year past due to cancelled shows in FY19-20 Q3 & Q4 in response to COVID-19.



38
Assisted
RFP's

16
Media familiarization (FAM)
trips hosted in Jackson

RESOURCES



Photograph by Jay Kazen

COVID BUSINESS RESOURCES & VISITOR RESPONSE PAGES

The Chamber has distributed over

600,000 MASKS
to date to business for free



Visits to our COVID- response pages (Apr - June):

15,000 IMPRESSIONS

Real-time operations status Page (Apr - June):

10,000 IMPRESSIONS

(Chamber created documents detailing the operational status of hotels, restaurants, and activity providers in the area)

7 DAYS A WEEK

Visitor Services provided face to face, phone and email visitor support via Broadway Office, Home Ranch and Town Square Pop Up Booth

EVENTS

Chamber events pivot to accommodate needs of the business community

MORE THAN 35K

have watched our virtual events or accessed resources from them.

15 HOSTED WEBINAR SERIES

Including topics like COVID Relief Funds and how to get funding, Public Health updates, State, County, and Town orders, even marketing your business online.

5 VIRTUAL BOBs

With relevant topics and convenient ways to participate, BOBs have seen more viewers than ever before. More than 250 have joined live.

MASKS/TOWN SQUARE POP-UP

The Chamber of Commerce operated a pop-up on Jackson's Town Square to help spread awareness on safe COVID practices, advocate for businesses, and provide PPE to visitors and people in town. The Chamber worked with the Travel and Tourism Board to support the message of "The Three C's:" Clean, Careful, Connected, all while distributing masks and educating visitors on our mask-wearing policies.



**SHOW
SUPPORT
FOR YOUR
HARD-
WORKING
EMPLOYEES**

**WHILE SUPPORTING
LOCAL BUSINESS.**



22LOCAL.COM

During the most challenging season our business community has ever faced, the Chamber partnered with the Travel and Tourism Board to encourage a solution to the sudden halt in business due to Covid-19- 22Local. 22Local became an online shopping platform allowing customers to support their favorite businesses by purchasing discounted gift certificate bonds safely from their home during the global pandemic lockdown.

4 weeks

DEVELOPMENT TIME

11 weeks

ON THE MARKET

159 visitors

FROM DIFFERENT COUNTRIES
AROUND THE WORLD

66

PARTICIPATING BUSINESS VENDORS

\$40,000

GENERATED

\$282.94

AVERAGE
ORDER VALUE

144

TOTAL ORDERS

30,217

ONLINE STORE SESSIONS

26,528

VISITORS TO THE SITE

14.4%

RETURNING CUSTOMERS

ADVOCACY & COMMUNICATION

The Chamber quickly pivoted to provide COVID updates to the entire membership daily. These updates were ripe with information and updates regarding health orders, Paycheck Protection Program, Economic Injury Disaster Loans, Wyoming Business Council funding, educations webinars (and much more!)

From March-June 2020

THE CHAMBER SENT OUT	WITH A TOTAL OF	AVERAGE OPEN RATE	AVERAGE CLICK THROUGH
90	44k	40%	10%
COVID-19 ADVOCACY CAMPAIGNS	IMPRESSIONS		

Additional campaigns were segmented by industry like lodging, retail, and tour providers with COVID-19 updates that specifically affected/concerned their business.

THE CHAMBER SENT OUT	WITH A TOTAL OF	AVERAGE OPEN RATE	AVERAGE CLICK THROUGH
65	34k	41%	9%
INDUSTRY-SPECIFIC EMAILS	IMPRESSIONS		

PPP LOAN APPLICATIONS FOR TETON COUNTY
(>\$150K) = 1305* businesses

Source: Treasury.gov/SBA



WYOMING BUSINESS COUNCIL FUNDING

In May 2020, the Wyoming Legislature passed a bill to distribute \$325 million in federal CARES Act funding to Wyoming businesses and nonprofits that have experienced hardship related to the COVID-19 crisis. Josh Dorrell CEO Wyoming Business Council, who were charged with funding distribution, spoke to the JH Chamber via Business Over Breakfast in June and July.

(3) Rounds of Funding for ongoing pandemic response and reimbursement for related expenses:



#1

Business Interruption Fund

Businesses with
<50 employees

Total Allocated Dollars

\$100M



#2

Relief Fund

Businesses & non-profits with
<100 employees

Total Allocated Dollars

\$185M



#3

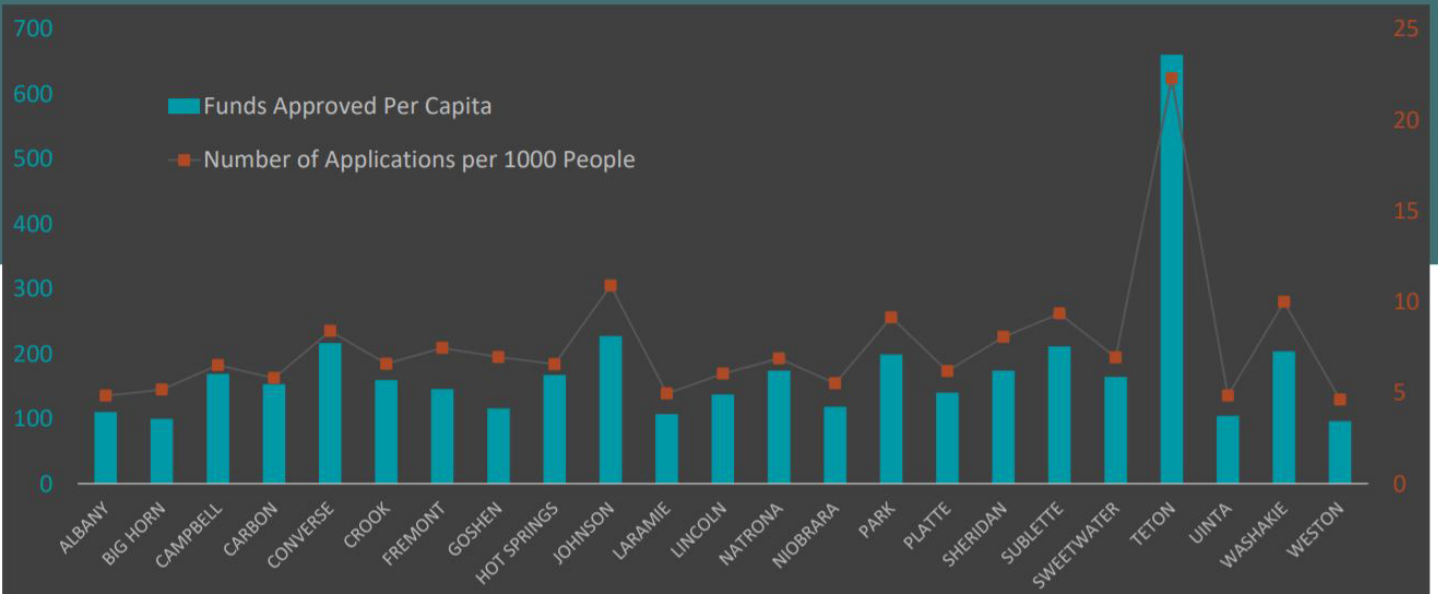
Mitigation Fund

Businesses & non-profits with
<100 employees

Total Allocated Dollars

\$40M

INTERRUPTION FUND DISTRIBUTION BY COUNTY



*Program data not final

ECONOMIC RECOVERY TASK FORCE

Implementing a Return to Work Plan

The Economic Recovery Task Force (ERTF), in tandem with Teton County Public Health, worked to establish a system to monitor COVID related situations as they arose. The group worked to create and develop reaction plans to support our economy and community in reopening safely.



Photograph by Jay Kazen

136

 partners

made up of businesses, federal partners, state and local officials, and the health professionals from St. Johns health & Teton County Public Health

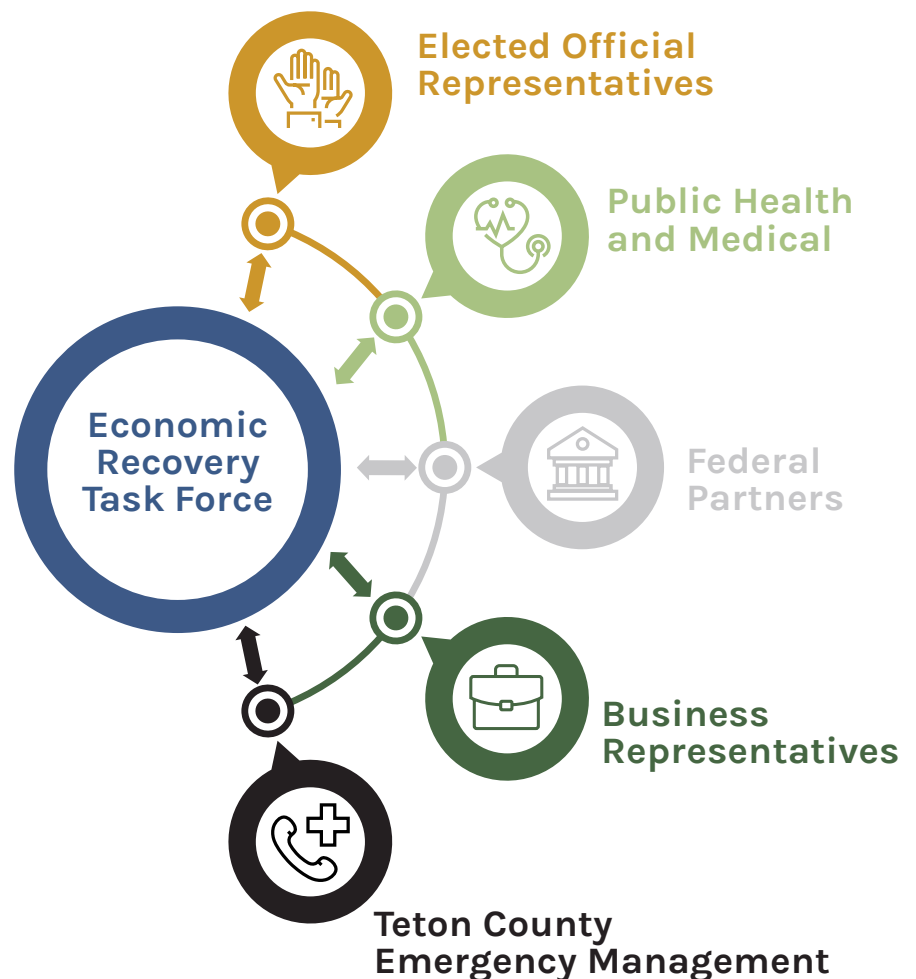
16

 ERTF meetings
and nine individual sector meetings.

33

 focus group meetings

segmented by industry including lodging, restaurants, downtown business, tour companies, and retail to understand the needs of different business types.





CHAMBER HEALTH DURING COVID

The Chamber had to release two full-time employees (FTE) from visitor services and one part-time Chamber employee. One FTE position has not been refilled.

The Executive Committee met weekly in March, April, and May while the full Board met bi-weekly.

Chamber staff have met via zoom every morning at 8am since Mar 13. It has become an integral part of our success with collaborative and constructive conversation each day.

All expenses were thoroughly monitored.

The Chamber applied for funding in Round 2 of the Wyoming Business Council funding when 501c6 was allowed.

CHAMBER STAFF *Pictured Left to Right, Top to Bottom*

Anna Olson
with dog Waffle
President/CEO

Kent Elliott
Director of Destination
Global Sales

Riley Frances Harris
Operations Manager

Britney Magleby
Special Events Manager

Kelly Becker
Finance Manager

Diane Mahin
Visitor Services Agent

Elisabeth Rohrbach
with dog Carl
Director of Membership

Rick Howe, IOM
Vice President

Justin Walters
Lead Visitor Services Agent

Ben Prochnow
Visitor Services

Andi Gollwitzer
Communications Manager



Mo Murphy 10 years Special Events Director, resigned in June 2020

We cannot thank Mo Murphy the face of Chamber Special Events enough for a decade of commitment, hard work and joy that she brought to events in our town. The Chamber team and membership will miss her kindness, knowledge and laugh enormously, but we know she is just down the road. On her behalf Go Vote!

COMMUNICATE WITH US!



@jhchamber
#jhchamber #rideforthebrandjh

Become a Member:

www.jacksonholechamber.com/business-membership/

