

JACKSON HOLE
CHAMBER
75
1946 – 2021

ANNUAL REPORT 2021-22





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



OUR VISION

Celebrating our 75th anniversary, the Jackson Hole Chamber of Commerce continues the early efforts of our founders to provide leadership by improving the quality of life in a world-class destination renowned for its vibrant economy, dynamic and welcoming community, and treasured environment.

2021-22 BOARD OF DIRECTORS

CHAIR

Jason Williams
Gallery Wild
Executive
Board Member Since 2016

VICE CHAIR

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

TREASURER

Stephan Abrams
The Liquor Store, Jackson Hole Marketplace
Executive
Board Member Since 2010

SECRETARY

Karen Connelly
St John's Health
Executive, Government & Community Affairs
Board Member Since 2015

PAST CHAIR

Adam Meyer
Teton Media Works
Executive
Board Member Since 2014

Alex Lemieux
The Wort Hotel
Special Events, YPT
Board Member Since 2015

John Frechette
Made, Mountain Dandy, Murselles
Business Development
Board Member since 2015

Ned Wonson
Jackson Hole Mountain Resort
Destination Sales & Marketing
Board Member Since 2015

Julie Calder
Jackson Hole Mountain Resort
Destination Sales & Marketing
Board Member Since 2018

Zachariah Turpin
Jackson Hole Jewelry Company
Business Development
Board Member Since 2018

Fernando Ramos
Rendezvous Mountain Rentals
Business Development
Board Member Since 2019

Ariel Koerber
Tambourine
YPT
Board Member Since 2019

Danny Shervin
Paint with Gunpowder
Special Events
Board Member Since 2019

Morgan Jaouen
Jackson Hole Historical Society
Special Events
Board Member Since 2020

Kendra Alessandro
Fine Dining Restaurant Group
Special Events
Board Member Since 2020

Dick Stout
DeFazio Law Firm
Government & Community Affairs
Board Member Since 2021

Audrey Cohen-Davis
Cohen-Davis Law Firm
Government & Community Affairs
Board Member Since 2021

OVER 11 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

WELCOME TO OUR NEW BOARD MEMBERS July 2021



Audrey Cohen-Davis



Dick Stout

THANK YOU TO OUR OUTGOING BOARD MEMBERS June 2022



John Frechette



Ned Wonson



DEAR MEMBERS,

It is hard to believe another year has gone by – and what a year it has been! Last summer brought record visitation, unprecedented economic opportunity, and significant operational challenges due to the ongoing pandemic, staffing shortages, and global supply chain disruption. Fast forward to the following summer season. We are facing an economic downturn, high inflation, below-average visitation, and even a catastrophic flooding event in Northern Yellowstone for good measure.

As I reflect on the last 75 years of the Jackson Hole Chamber of Commerce, I am reminded that while our challenges today are real, our predecessors faced equal or even greater challenges. They stood up as individuals and as a community to face the problems of their day with courage, dedication, and faith in their ability to succeed. The formation of the Jackson Hole Chamber of Commerce was one such solution that continues to serve our community to this day, with a recognition that problems are best solved together.

Being the board chairman has given me a bird's eye view of this highly effective, multi-faceted organization staffed by dedicated professionals committed to making our community a better place to live, work, and play. Directed by our outstanding volunteer board of directors who give their time, expertise, and enthusiasm for Jackson Hole, the Chamber team goes to work every day with service in mind. From hiding Easter Eggs on the town square, greeting visitors at one of our visitor centers, or tackling challenging issues like workforce housing, mental health, and suicide prevention. Our staff and board are committed to improving the quality of life in our community – even if it's one candy-filled Easter Egg at a time.

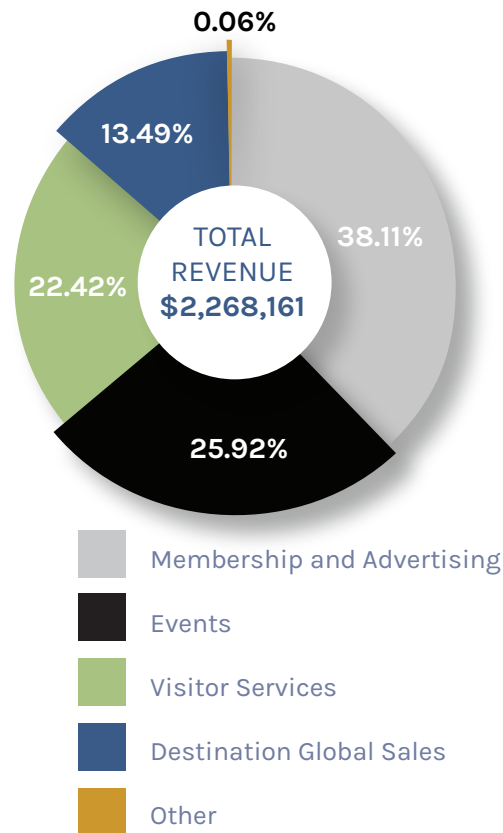
With challenge comes growth and the opportunity to succeed. We have brought back Chamber Mixers, are encouraged by record attendance on our new virtual format for Business Over Breakfast, and have forged even closer partnerships at all levels to be proactive in our mission to serve our 900 members and the Jackson Hole community as a whole. Our events have come back bigger and better, our visitor services team has shined through all of the challenges, and our business community continues to thrive.

I am proud of the great work the Jackson Hole Chamber of Commerce does every day and humbled to have been chosen to serve as board chair. Thank you to all our great members, volunteers, staff, and board for your outstanding service to our community!

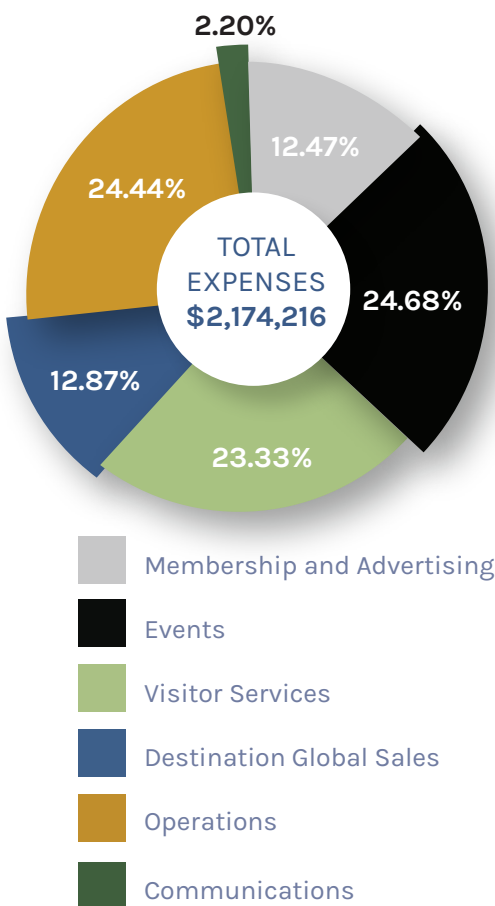
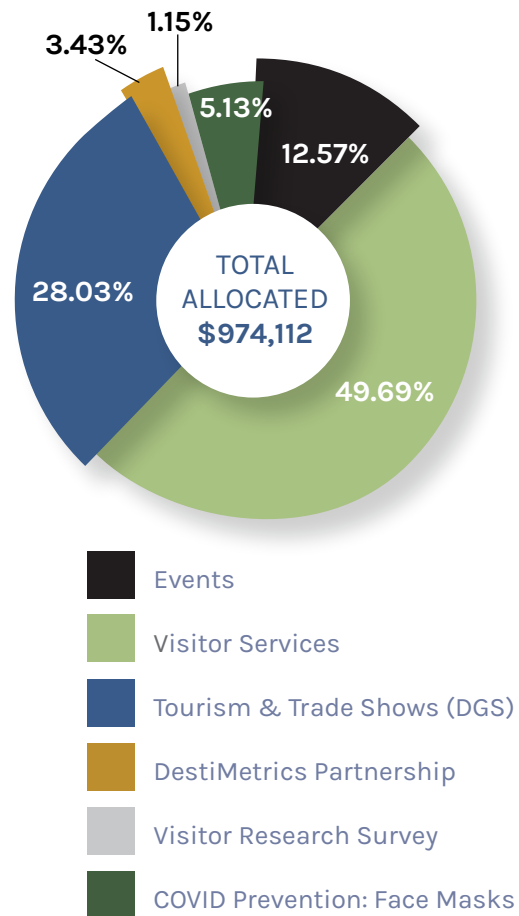
Sincerely,

Jason Williams, Board Chair 21-22

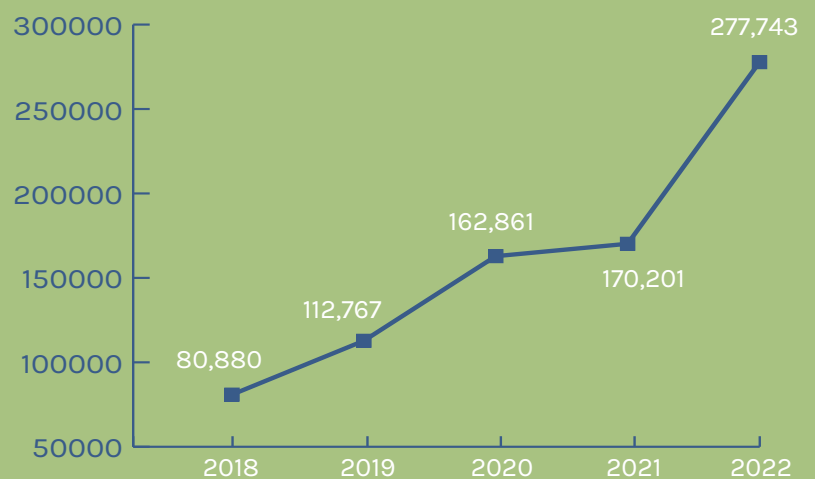




Contracts Awarded from Jackson Hole Travel & Tourism Board



5 Year History of Chamber Reserves





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 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

Honor and Preserve Unique Community Assets and Heritage

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

KEY ACHIEVEMENTS

1. Winter Windfall promotion success: 30% increase in participation

2. Buy local programming: Small Business Saturdays "new shop local campaign"

3. Fall Arts Festival produced new events, removed non-performing events, drove increased visitation and set financial records

4. Provide opportunity for member businesses/ organizations to have featured representation or participation at ten trade shows and sales missions

5. Launched JH Happening in response to new seasonal employee arrival needs

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. Assisted in coordination of State, Local, Federal, and private organizations to address workforce housing legislation and local policy

4. Teton Transportation Coalition key stakeholder in focused efforts to improve multimodal transit

1. 93% membership retention

2. Developed new CRM System and Website (launched September 1st)

3. Produced expanded Explorer Magazine, critical information source for visitors

4. Networking opportunities: Mixers returned Spring 2022, 12 Annual BOBs held online

5. New Visitor Services program on Town Square/expanded visitor services to coordinate Yellowstone flood response for visitors and business*

6. Delivered financial stability: Established \$277K in Chamber reserve account

1. Celebrated 75th anniversary. Honored members, previous leaders, and the community role of the Chamber

2. Produced successful Annual Awards Celebration, largest amount of nominees

3. Mental Health 2.0 key stakeholder in Teton County Behavioral Health Assessment

4. Strategic Destination Management Plan Key Stakeholder for plan development for destination development in partnership with the Jackson Hole travel & Tourism Board

5. Regional Housing Assessment + Housing Nexus. Stakeholder researching workforce housing.

*Fielded an additional 1,870 phone calls during this time and assisted an additional 6,300 visitors

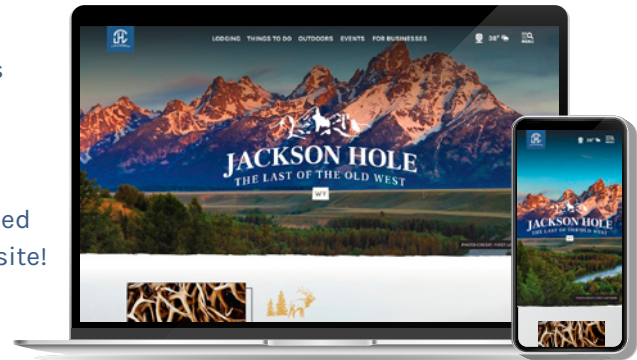
www.jacksonholechamber.com

Over the year, almost 1,000,000 people visited The Chamber's website to gain a trusted, local perspective on all things Jackson Hole. In addition to planning their trips from all over the world, many are on our site while they are here.

The site serves as a successful online visitor center and an excellent advertising platform for our members. As with everything the Chamber does, we are committed to excellence.

For that reason, thanks to the leadership of a volunteer committee, we began the process of creating a new website. Working with one of the leading experts in our field, Simpleview, jacksonholechamber.com launched in Fall 2022. Please visit the new site!

Thank you to our Website Committee: Jason Williams, Alex Lemieux, Ned Wonson, Ariel Koerber, Zachariah Turpin, Mary Bess, Karen Connelly, and Mekki Jaidi



CHAMBER MEMBERSHIP 2021-2022

877

members at
year-end

75

new
members

93%

of members
renewed

15.74
years

average length
of membership

The Explorer:

The Official Travel Guide for Grand Teton, Yellowstone and Jackson Hole

50,000 travel planner magazines printed and distributed. Everyday Explorer Magazines reach the hands of hundreds - and on some days, thousands - of visitors. They are delivered by staff directly to visitors seven days a week, at the Greater Yellowstone Visitor Center, the Home Ranch Welcome Center, the Jackson Hole Chamber, the Airport, visitor centers in the region, and trade shows (national and international).

We are happy to provide our members with complimentary Explorers.
Call: (307) 733-3316



75 New Members

July 2021 - June 2022

Advanced Dermatology and
Cosmetic Surgery

Airstream of Wyoming

Altitude Control Technology

AT&T

Austin O'Bryhim Insurance Agency

Backcountry Safaris, LLC

Bank of the West

Barry M. Corkern Co., Inc

Bona Furtuna

Booking.com

Bulley & Andrews

Chateaux Roche Jaune

Design Matters

Destination Connection

Enroll Wyoming

Enviromental Health Trust

Faherty Brand

Fjelltur LLC

Florence McCall Photography

Freeburg Law LLC

Grand Buffalo RV Resort

Granite Creek Valuation

Immigrant Hope -Wyoming/Idaho

Jackson Hole Grand Expeditions

Jackson Hole International
Film Festival

Jackson Hole Originals

Jackson Hole Report

Jackson Hole Therapy

Jackson Paddle Board Rentals

Jacques Marie Mage

Jenna Boshart Photography

Jumping Jackalope Studios

JW Bennett

Kampai

Law Offices of
Robert V. Cornish Jr. PC

Liz Park Studio

LOBA Events

Meridian Trust

Mill Iron Ranch

Moulton Barns Home

Mountain Mike's Tours

National Museum of
Military Vehicles

Pacaso

Pink Ribbon Riders

Podium

Prismatic Tours

Pristine Exteriors

Protect our Water Jackson Hole

REI

Satin N Sage Event Planning

Simpleview Inc.

Skin & Spa by Steph

Soluna Cafe

Somerville Consulting Firm

Sublette County Chamber of
Commerce

SUGA Properties LLC

Swiss Peak

Teri Moy Studio

Teton County Pet Partners

Teton Heating & Cooling

Teton Management Consultants, Inc

Teton Yoga Shala

The Center for Conscious
Communication

The Clutter Butler

The Grand Candle Company

Vylla Home Jackson Hole

Ward Immigration & Visa Law

Western Skies Fine Art

Wilsons Pizza

Wydaho Media

Wyoming Hemp Products

Wyoming Lottery Corporation

Wyoming Property Management

Yeah Buddy Pizza

Yellowstone Hot Springs



**We advocate for
our members**



**We create networking
opportunities**



We ride for the brand



**We amplify
your outreach**



**We have a
"seat at the table"**

JACKSON HOLE CHAMBER 75 1946 – 2021

75th Celebration

In 2021/22, the Jackson Hole Chamber of Commerce celebrated 75 years of working for the betterment of the Jackson Hole community. Founded in 1946 by a small group of business owners, the Chamber worked to develop our community and expand our local economy. Past and present Chamber Board members are responsible for some of our community's most celebrated accomplishments, like developing the first chairlift at Snow King, introducing and maintaining the local lodging tax, and expanding air service to and from the destination. All these steps, and many more, have helped build the world-renowned destination we know today.

Today, the Jackson Hole Chamber of Commerce continues those early efforts by working as a catalyst for year round business and improving the quality of life for residents through sustaining the treasured environment we enjoy every day. We would like to mark this occasion by extending gratitude to those who have helped realize this journey.

Special Thanks

To our
over 800 members
who have helped shape
our community

To our
**past and present
Board Chairs**
for their
insights and leadership

To our
past and present staff
for their tireless work



To hear about our 75th anniversary from the people who helped shape our organization along the way, scan the QR code.



Watch the 75th Video

56th Annual Awards Ceremony

In honor of individuals & businesses who are making a difference in our community, each year, The Jackson Hole Chamber of Commerce reviews nominations to select a small group of companies, individuals and nonprofits, leaving a lasting impact on Jackson WY.

Large Business of the Year
Fine Dining Restaurant Group



Award Winners

Citizen of the Year
DR. TRAVIS RIDDELL

Green to Green
CURBSIDE RECYCLING & KELLY FRENCH

Large Business of the Year
FINE DINING RESTAURANT GROUP

Small Business of the Year
VIM STRONG & OWNER JULIE GUTTORMSON

Non-Profit of the Year
MENTAL HEALTH JH

Rising Star and
New 2022 Board Member
Wendy Martinez



Chamber Legacy Events



37th Annual Fall Arts Festival

September 8-19, 2021

- Over 40 internationally-recognized Western, wildlife, and landscape artists
- Over 675 art collectors and spectators
- \$285,000 in fine art sold at The Jackson Hole QuickDraw



Old West Days

May 20-30, 2022

- Over 1,600 visitors
- Estimated \$375,000+ generated for the local economy
- A beautiful celebration of Jackson's history and culture

As contracted by the Jackson Hole Travel & Tourism Board, The Jackson Hole Chamber of Commerce operates four year-round Visitor Services locations and one seasonal Town Square program. The purpose of these visitor locations is to educate, manage, and direct the visitors who come to our valley, thus ensuring the continued prosperity of our community and natural environment.



Visitors Served

136,569

Jackson Hole Airport

* First year operating in both Summer and Winter

146,309

Home Ranch Welcome Center

12,360

Broadway Offices

121,728

Jackson Hole Greater Yellowstone Visitor Center

Funded by
JACKSON HOLE Travel & Tourism Board

23,312

Total Emails Answered

14,902

Total Phone Calls Fielded



Airport Greeting Program

- In partnership with the Jackson Hole Airport
- Crucial intersection for visitors coming to the valley in the Summer and Winter

New Town Square Ambassador Program

- In partnership with the Town of Jackson and Jackson Hole Travel & Tourism Board



Destination Global Sales continues to attend Destination Tradeshows and Sales mission throughout different markets domestically and internationally. Tradeshows and Sales Missions continue to be relevant for our main industry, Tourism. The goal is not to promote Jackson and bring more tourists here, but rather to educate potential visitors and those that send visitors to our area on when to come and what to expect during their time of interest. Destination Global Sales is just one of many facets in the overall scheme of educating potential visitors. All efforts are to continue to keep the "pipeline" of guests coming to our area adequate to maintain levels of visitation.

20

Local Businesses
Attending
Tradeshows/Missions

41

Local Businesses
Requesting Featured
Representation



Trade Shows/Sales Missions Attended in Person



The purpose of the Government and Community Affairs committee is to proactively track and recommend positions and action plans for legislative, government affairs and other issues of importance to the community. The committee meets monthly and all public comments either given in written or verbal format are tracked on our Advocacy Page. We frequently are asked to make comment or support, the committee reviews the details and makes a recommendation of a position. If deemed appropriate the full Board are involved.

The 2021/22 Committee Members

Kevin Olson // Teton Media Works
Melissa Turley // Teton Village Association
Alex Klein // Grand Teton Lodge Company
Karen Connelly // St Johns Health
Richard Uhl // First Interstate Bank
Dick Stout // Defazio Law
Audrey Cohen Davis // Cohen Davis Law
Scott Anderson // JH Radio
Jim Waldrop // Wort Hotel

2021/22 Advocacy Highlights

COVID Special Session comments
 (on bills being considered)



Participation and subsequent championing for training opportunities with the Teton County Behavioral Health Needs Assessment



Participation and multiple touchpoints with the Sustainability Destination Management Plan



Regional Housing Assessment and Nexus Stakeholder Group representation



Comments to Joint Corporation Committee and Revenue Committees supporting Real Estate Transfer Tax

Promoting Bill Tracking and Comments in the 66th WY State Legislation Session Including:

- WY HB 35: Real Estate Transfer Tax (for)– failed on introduction
- Medicaid Expansion 2022 (for) - Bill failed
- WY HB 25: Lodging Tax Sales Exemption (against) Bill failed
- WY SF 12: Airport Restaurant Liquor Licenses (for) Bill failed
- WY SF 19: County Optional Property Tax Refund Program (watch) Bill passed
- WY SF 42: Reporting on Business Franchise Tax (watch) Bill failed
- WY HB 14: Fuel Tax (for) Bill failed
- Tourism Improvement District –failed on introduction

Supporting Local Issues

Workforce Rental Restriction Program
 Workforce housing and transportation requests for SPET inclusion
 Rezoning Legacy Lodge for workforce housing
 BLM parcel transfer
 Deferral of managed parking topic in downtown Jackson to summer 2023
 Traffic Mitigation Measures for WYDOT
 Snake River Bridge Construction
 Workforce Development Training Fund
 Cat 1 Rental WCDA/TOJ Housing Development on West Snow King

Providing Education and Data

Town of Jackson on Short Term Rental Data and Lodging audit
 Airport Closure Blog, Regional Plan, Regional Map

BOB (Business over Breakfast) Topics: First Thursdays of Every Month

August 2021

Town & County Budgets

Members of Town and County Governments presented 2021-22 Town & County Budgets.

August 2021

Annual Economic Forum

Internationally recognized panelists Paul O'Brien, Ana Chapman, Bob Grady, and Kenneth Lay provided members and guests with an international perspective on Jackson's local economy.

October 2021

Redistricting in Wyoming

District lines are redrawn every 10 years following the completion of the US Census. County Clerk Mo Murphy explained the results of the census, redistricting, and how it will affect the region and state.

December 2021

Transportation part 1

Wyoming Department of Transportation presented plans for the new Snake River bridge and Junction 89/390 - their construction and traffic mitigation plans and long term improvements.

January 2022

Transportation part 2

Teton County staff presented details on BUILD grant and efforts to better connect Teton County, ID, Lincoln County WY, and Teton County, WY

February 2022

Housing Update

Teton County Affordable Housing Director April Norton and Teton County Building & Services Director Chris Neubecker presented an update on the current housing situation in Teton County and what housing project solutions are currently being considered.

March 2022

Jackson Hole Travel & Tourism Board & Strategic Destination Management Plan

JHTTB members and agencies presented on the community-focused initiatives centered around the commencement of the Sustainable Destination Management Planning Process.

April 2022

Legislative Wrap-up

Regional Senators and Representatives presented a recap of the February 14 - March 11, 2022, Wyoming Legislative Budget Session, what bills will impact Teton County, and what is currently still being worked on.

May 2022

Mental Health Awareness

The May BOB focused on Mental Health Awareness Month and what local businesses and organizations can do to ensure employee well-being, prevent staff burnout, and cultivate a culture of mental health support.

June 2022

Transportation Recap

The Chamber of Commerce, Town of Jackson, and Pathways presented tools, resources, and project updates on transportation and congestion for the 2022 summer season, including what is up-coming, new E-bike rules, road closures, bridge updates, and employee parking.

July 2022

Summer Season

Yellowstone Superintendent Cam Sholly, the Wyoming Office of Tourism, the JHTTB, and Director of Global Sales Kent Elliot shared resources for communicating with visitors for the summer, lodging and occupancy forecasts, and updates from the YNP floods.

New Workforce Housing Developments



Watch BOB videos



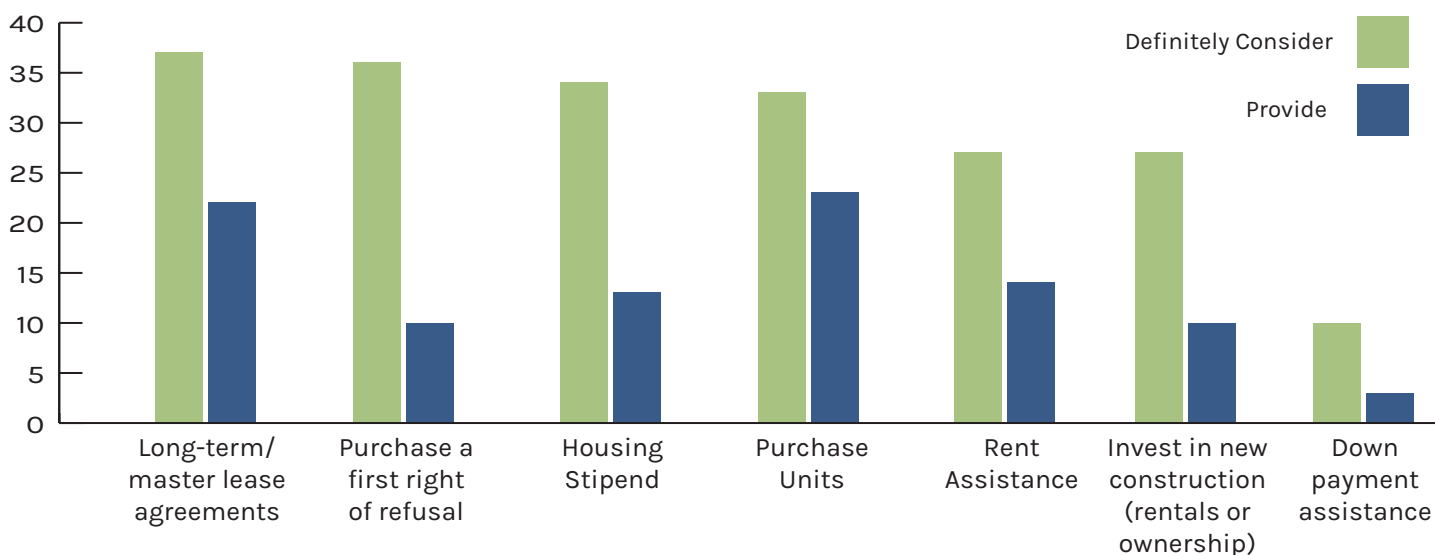
Building Community
Mental Well-Being

Housing

One of the strategic objectives of the chamber is to "represent and engage our membership and the community on economic matters that impact them." Aligned with that commitment, in May, the Chamber performed a survey – with input from the Teton County Housing Department – to shed light on how our members' staffing challenges might affect our community that summer. Of the ~250 members who participated, ~100 agreed to become further involved by creating the Business

Housing Roundtable. To dig deeper, Survey 2.0 was created. The survey was shaped with greater input from our local and state elected officials because it presented potential public investment funding mechanisms. In this survey, the 77 respondents reflect our valley: small, medium, and large businesses spanning all industries including resorts, lodging/vacation rentals, nonprofits, retail & restaurants, professional services, construction, financial services, health & wellness, and arts.

Responses



Based on the graph above, the most preferred housing solutions are those of less risk that require less capital.

Respondents were then presented with 8 mechanisms for public investment in workforce housing. Their interest is as follows:

Most Preferred:

- Local option Real Estate Transfer Tax
- Teton County SPET, 1% earmarked for housing capital investment
- Housing bonds

Least Preferred:

- Statewide Sales Tax on professional services
- Formation of a Commercial Improvement and Service District
- Statewide Investment Income Tax

Given these findings, The Chamber took the following steps:

- Share Data & findings with relevant stakeholders
 - Housing Authority
 - Housing Trust
 - Shelter JH
 - Elected officials
- Connected businesses who identified having complimentary assets
- Continued meeting with stakeholders

If you would like more information and/or to join our Business Housing Roundtable contact info@jacksonholechamber.com

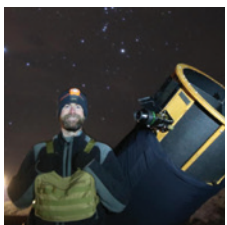
Humans of JH Chamber

The #humansofjhchamber project celebrates Jackson Hole Chamber of Commerce members by exploring their histories and missions in addition to showcasing the people behind each business. The purpose of this campaign is to feature Chamber members by sharing their stories and emphasizing the importance of local businesses in Jackson.



Flo of Florence McCall Photography

When Flo begins her process, it starts with a strategic plan to ensure her client's vision becomes a reality. She considers how and where her clients will use their photographs and whether they will become a cherished family gallery wall piece, a sharp and clean headshot for professional purposes, or an essential piece of branding. This process has led to a 27-year career as one of the greater Teton area's preeminent portrait photographers



Dr. Samuel Singer of Wyoming Stargazing

"My favorite thing about astronomy is when I get to see people have aha moments," Dr. Singer said. "When they see the rings of Saturn for the first time through a telescope, or when they make a connection between something they had read about a long time ago, and something they learned about on one of our stargazing programs, and they realize, 'Oh, I get it.'"



Stephan Abrams of Jackson Hole Connection

In getting to know Stephan, you may be lucky enough to hear stories about some of the almost 120 influential community members he has interviewed on his podcast, The Jackson Hole Connection. Or you might recognize him through his work as a local businessman, including being the owner of The Liquor Store and the JH Marketplace, or his work as a member of the Chamber's Executive Committee. You will not find a harder-working man in Jackson Hole.

Social Media

We promote the valley, events, local and visitor interest, and emergency communications.

10,000+

followers on
Facebook

5,000+

followers on
Instagram

6,000+

followers on
Twitter



@jhchamber
#jhchamber #rideforthebrandjh

CHAMBER WEEKLY NEWSLETTER

The Jackson Hole Chamber of Commerce's weekly newsletter is for members. It features news, events, and so much more!

1,798 Individual members
business &
organizations

40-50% Open rate

6-8% Click through rate



TETON TALES

Teton Tales is a monthly newsletter sent out to over 45,000 visitors and tourists alike! It features activity and lodging guides, events, and important information for those looking to visit Jackson Hole!

Reaches

45,000 Visitors or
potential visitors

20% open rate

9,000 potential customers
viewing your AD!

CHAMBER OF COMMERCE MEMBERS OF STAFF 2021-2022



Anna Olson
President & CEO



Rick Howe
Vice President, IOM



Britney Magleby
Director of Events



Elisabeth Rohrbach
Director of Membership



Kent Elliott
*Director of Destination
Global Sales*



Riley Frances Harris
Operations Manager



Kelly Becker
Finance Manager



Andrew Kruger
Communications Manager



Erin Farmer
Events Coordinator



Justin Walters
*Lead Visitor
Service Agent*



Diane Mahin
Visitor Service Agent



Ben Prochnow
Visitor Service Agent



Joel Betts
Visitor Service Agent



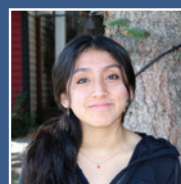
Mike Carmical
Visitor Service Agent



Tanya Mark
*Seasonal Visitor
Service Agent*



Nancy Peak
*Seasonal Visitor
Service Agent*



Eveline Tzompa
Summer Intern



Thaw Han
Summer Intern