



JACKSON HOLE
CHAMBER
OF COMMERCE

RIDE FOR THE BRAND

ANNUAL REPORT 2022-23





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



2022-23 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR

Richard Uhl
First Interstate Bank
 Executive
 Board Member Since 2014

VICE CHAIR

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

TREASURER

Karen Connelly
St John's Health
 Executive
 Board Member Since 2015

SECRETARY

Alex Lemieux
The Wort Hotel
 Executive
 Board Member Since 2015

PAST CHAIR

Jason Williams
Gallery Wild
 Executive
 Board Member Since 2016

BOARD OF DIRECTORS

Fernando Ramos
Rendezvous Mountain Rentals
 Business Development
 Board Member Since 2019

Zachariah Turpin
Jackson Hole Jewelry Company
 Business Development
 Board Member Since 2019

Ariel Korber
Tambourine
 Young Professionals of the Tetons
 Board Member Since 2019

Danny Shervin
Paint with Gunpowder
 Special Events
 Board Member Since 2019

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

Morgan Albertson Jaouen
Jackson Hole Historical Society
 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

Wendy Martinez
The Community Foundation
 Young Professionals of the Tetons
 Board member Since 2022

Steve Seamons
National Museum of Wildlife Art
 Business Development Committee
 Board Member Since 2022

Doug Lowham
Jackson Hole Mountain Resort
 Business Development Committee
 Board Member Since 2022

Bomber Bryan
Compass Real Estate
 Government & Community Affairs
 Board Member Since 2022

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 2022



Wendy Martinez



Steve Seamons



JACKSON HOLE CHAMBER MEMBERS,

Serving the Jackson Hole Chamber of Commerce as board chair and working with talented board and staff is truly an honor. The Chamber has a strong membership, is financially sound, and we are looking into the future for ways to better serve our businesses and grow community involvement.

My three predecessors had the challenge of dealing with the Covid pandemic, Zoom meetings, and limited personal interaction with members. During my tenure, we were beyond pandemic restrictions and following more normal meeting schedules and in-person formats for most meetings and events. However, it was major changes in staff that challenged our team this past year. Our CEO, Anna Olson, moved on to a new role with St. John's Health Foundation. But we suffered no lapse in leadership or mission as the board promoted Rick Howe from within. A Wyoming resident for 40 years and stocked with a backpack of talents and experience, Rick caught the baton and has been hard at work attracting excellent candidates and filling the remaining vacated positions while carrying on strong administrative management.

This past year the board developed and implemented a forward-looking strategic plan that will take board meetings to a new level of transparency and decision-making. Introducing a new format for our board meetings will help us to better

engage staff, hear committee reports efficiently, and utilize community partners more effectively. And, adding an executive session at the end of every board meeting compels our board to be more informed and ready to make decisions affecting our membership and business community. Our goals are to educate and advocate and initiate and to strike while the iron is hot.

The 2023-24 Chamber board will be tasked with new challenges as we look toward the upcoming fiscal year. We will be researching a move and more permanent solution for our office space. The Chamber as a profit center is another area of exploration. And we will look at novel business opportunities that will enhance the services and successes of our membership. More to come as we explore and innovate.

We live, work, and play in a very special place. We have the responsibility to take care of our community, the place we call home. The Jackson Hole Chamber of Commerce recognizes and takes this responsibility very seriously. As my year closes, I will recollect on what a distinction and pleasure it has been to serve on this board and in a community like Jackson Hole.

Sincerely,

Richard Uhl
Board Chair

The Jackson Hole Chamber of Commerce is a catalyst for positive change. A convener of leaders and influencers, and a champion for our business community. This organization dedicates itself to achieving great things, and now with over 77 years of experience, we look to approach the next few years powering positive change. There is one thing we can be certain of, the world is changing around us, and this requires new approaches and innovation to match the needs of our ever-evolving environments. Economic viability is why we exist; creating a strong business environment that will support this community into the future does not just happen; it requires effort and passion. We are proud of the staff we have assembled at the Jackson Hole Chamber of Commerce to continue to drive the mission of the organization 365 days a year. Thank you to our members for providing us with the feedback that went into this new plan and for instilling the confidence in us to fight for what is right, so our businesses can grow and our community can thrive.

Our Compass

Mission

To champion the interests of local business, enhance their prosperity, and strengthen the economic climate of Teton County.

Collaboration

The Chamber understands the importance of collaborating and building coalitions. By working together, we can build a better tomorrow.

Culture

We are unwavering in our commitment to improving the health of the local economy and the community, and we see the two are inextricably linked.

Commitment

We have dedicated our lives and work to achieving great things, understanding this requires a very practical and pragmatic approach to this work.

Counsel

We bring unparalleled experience and insight to everything we do. We are a trusted guide for those working to make our communities stronger.

Connection

The Chamber excels at bringing together leaders and influencers from throughout the community to build the teams that make things happen.

Change

Creating new solutions and powering positive change for everyone in our community requires that we seek out new paths and new partnerships wherever we can.

Vision

To provide leadership in improving the quality of life in our world-class destination, renowned for our vibrant, dynamic, and welcoming community, and treasured environment.

Credibility

We enjoy a well-deserved reputation as a trusted pillar in the community, earned through years of consistent and reliable professional performance.

Current

For all the Chamber has accomplished in the past, our primary goals are on creating new opportunities for success today and a bright future tomorrow.

Courage

We stand up for what we believe in, are willing to fight for what's right, so our business can grow, and our community can thrive.

Community

We are devoted to making our community a great place to live, work, and raise families. Everything we are and everything we do is in the service of a stronger community.

Diversity, Equity and Inclusion

The Chamber does not tolerate racism, discrimination, or hatred and we will take proactive steps to make sure we are leading by example. Our business members and their employees come from all walks of life. The Chamber has a culture of inclusion, which empowers our members to connect, belong, and grow together.



DEVELOP SUSTAINABLE ECONOMY



BE THE VOICE OF ECONOMIC WELL-BEING



DELIVER VALUE TO MEMBERS



ADVANCE COMMUNITY EXCELLENCE

OUR ACTIONS

Follow through with SDMP/ DSC process to ensure economic viability.

Conduct chamber committee annual reviews for the best representation of members.

Continue to update events for relevance, success, and the goals of supporting and promoting business.

Increase our financial viability to support our membership.

Represent and advocate at the local, state, and national levels representing members and their needs.

Education of both visitors and residents on the importance of our events and programs.

Operate our Visitor Services Department in locations that give us the best opportunities to engage.

Improve communication of the tangible outcomes validating what we do as an organization to fulfill our mission, based upon the needs of our members and community.

Explore membership models that best reflect our organization, our community and its economic needs.

Improve board meetings & governance structure.

New website capacities through platforms, investments & functionality.

Activate surveys and communications that engage membership and help us be accountable in ever changing environments.

Attending travel & trade shows that highlight the values of our community, environment, and economy.

Execute communication campaign to highlight the importance of business contributions to the fabric of our community.

Maintain Chamber's Best Certification.

Work with our strategic partners across the valley to maintain recognition as one of the most attractive destinations in the world.

Maintain a strong position with the DSC/SDMP and related partners to build awareness with our visitors, businesses, and residents to connect and educate our community efforts in resource protection. This will be paramount for economic viability.

Creation of Finance/ Governance Committee to prepare the application to the US Chamber of Commerce Accreditation program and successful implementation of its objectives.

Fiscal Year 2023-2024 Highlights

US Chamber of Commerce Accreditation Prep

Improved Board Engagement/Committee System Improvement

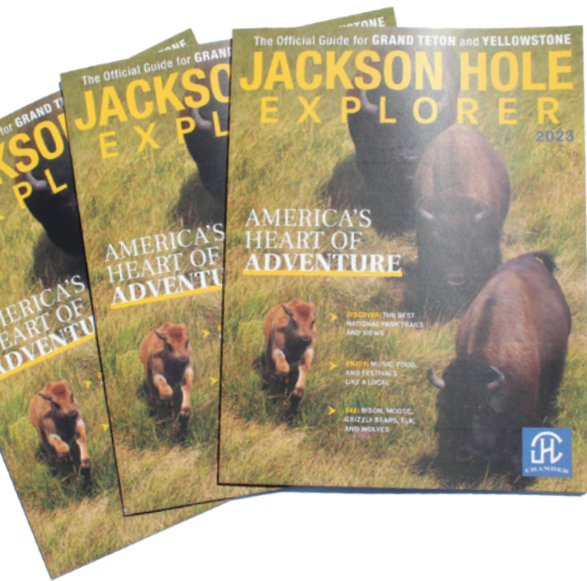
SDMP/DSC Process/Economic Viability

Chamber of Commerce Financial Stability

Rethinking Departmental Operations

The Explorer:

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



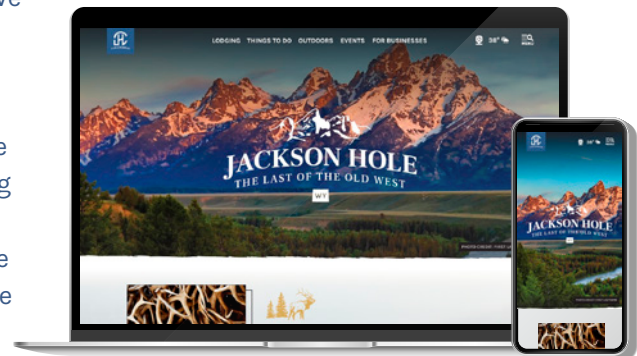
The Jackson Hole Explorer Magazine remains the premier travel guide for Jackson Hole, Grand Teton, and Yellowstone National Parks. With 50,000 of the Explorer distributed locally, nationally, and internationally by our visitor service agents and our Director of Global Sales, it is sure to get your business in front of the eyes of tens of thousands of people across the world. In addition to the 50,000 copies, we provide a digital version on the Chamber website. Our most recent issue was filled with beautiful photography provided by locals and highlighted our members' improvements and investments since the pandemic.

Don't hesitate to get in touch with us for your complimentary Explorer. Call: (307) 733-3316

www.jacksonholechamber.com

With nearly 1,000,000 visits to our website annually, the Chamber's website continues to be the go-to site for visitors worldwide looking to plan their getaway to Jackson Hole and the Greater Yellowstone Region. Our local community also trusts it to discover partner members who offer professional services, healthcare, and other business critical to everyday life in Jackson Hole. Our events calendar has proven to be an invaluable resource for visitors and locals alike, enabling the exploration of

a wide range of exciting events! We are so proud of the redesigned Chamber website and are excited to provide an excellent user experience to all those who utilize our site. Our members advertising placements have received over two million impressions since the website redesign. The new website provides many new advertising opportunities. The Chamber is committed to providing a first-rate experience to all visitors to our website, and the utmost value to our members and advertisers.



CHAMBER MEMBERSHIP 2022-2023

878

members at year-end

62

new members

93%

of members renewed

16.56
years

average length of membership

62 New Members

July 2022 - June 2023



Guides of Jackson Hole

Wind River Chalet and
Retreat House

Andrew Usuki Advisors

The Cote Agency

Amy Fulwyler Coaching
& Consulting

Thomas Grisell

Montana Heritage Commision

EMC Architecture

Renso Tamse

Walk the Wild!

Summit Insurance

Pangea Expeditions

Teton Lunch Counter

Integrity Travel & Cruise

Pedego Jackson Hole

Jackson Hole Television

Jackson Hole Adventure Rentals

Stripping for a Cure

GoMobile Tires & Lube JH

Targhee Village Golf Course

On Point Electric Jackson Hole

Willow Creek Horseback Rides

Crooked Creek Guest Ranch

Rifle Vintage Clothing Co.

TodoTV en Espanol Corp.

Teton Valley News

Ariel Koerber

Mobile Muse Tours & Events

Shannon A. Brennan
& Associates, LLC

The Car Wash at Jackson Hole, LLC

Snake River Sporting Club

Overland Sheepskin

Altitude Real Estate, LLC

Orange Theory Fitness

Teton Paint & Sip

Nida Risto LLC

B'spok LLC/Antelope Trails Ranch

Goosewing Ranch

Home Yoga Studio

Nora's Fish Creek Inn

Judge Roy Bean's Old Time
Photo Studio

Off Grid Experiences

Trinity Real Estate Group

Basin & Range Kitchen + Bath
Remodeling

Harris Media

MIXOLOSHE

Rob Woodson Insurance Services

JH Flower Boutique

Keller Williams - Triinu Hansen

Teton E-Bike Adventures

Weber Water & Well

Kemo Sabe

Advanced Behavior Change

KidVentures Early Learning

Willow Street

Chabad Jewish Center
of Jackson Hole

The Jackson SouthTown Motel

Laughing Earth Greenhouse, LLC

Edward Jones - Nick Koinis

Gateway Church

Million Dollar Cowboy Bar
Steakhouse

Phils Tours

Mixers & Celebrations

The Jackson Hole Chamber of Commerce hosts over 25 networking mixers and celebrations each year. Members report that these are the most valuable networking opportunities to connect, celebrate, and inform the local business community.



Community & Holiday Events

Throughout the year, the Chamber of Commerce manages dozens of community events that support our local businesses, including:

- 4th of July Parade
- Jackson Hole Marathon
- Trick or Treat on Town Square
- Town Square Holiday Lighting
- Santa on the Square
- Jackson Hole Shootout

Business Over Breakfast & Business Development Lunches



Our breakfast and luncheon events are designed to inform our business community on local, regional, and national issues that affect our economy. BOBs are held the first Thursday of each month and Business Development Lunches are held twice a year in the spring and fall.



Watch this year's BOB's

Award Winners

Small Business of the Year
CREEKSIDE MARKET

Large Business of the Year
PERSEPHONE & PICNIC

Citizen of the Year
CAM SHOLLY

Nonprofit of the Year
TETON COUNTY SEARCH & RESCUE

Green-to-Green
TETON SCIENCE SCHOOLS



Rising Star
ANDREW MUNZ



Photo Credit Diana Edlinger

Chamber Legacy Events



38th Annual Fall Arts Festival

September 7-18, 2022

- \$275,600 in fine art sold at Jackson Hole Quickdraw
- Over 40 internationally-recognized Western, wildlife and landscape artists
- Over 650 art collectors and spectators attended the festival



Old West Days

May 19-29, 2023

- Rebranded Best of the West Parade - Doubled the number of entries.
- Expanded celebration of history, recreation and culture for Jackson Hole
 - Wagons & Tales Living History - 1860s homesteading era
 - Mountain Man Rendezvous - 1820 - 1843 fur trade era
 - Teton Powwow - CWC & Native American Jumpstart
 - Elkfest - National Elk Refuge & Friends of Scouting

As contracted by the Jackson Hole Travel & Tourism Board, the Jackson Hole Chamber of Commerce operates three year-round visitor services locations and two seasonal programs. Our guiding principles during visitor contacts are education, access, information, sustainability, and management. By ensuring our visitors are properly educated when visiting Jackson Hole, we continue to sustain the natural beauty of our treasured environment and the prosperity of our community.



Visitors Served

187,935

Airport Greeting Program

155,730

Home Ranch Welcome Center

12,072

Broadway Office

267,598

Jackson Hole Greater Yellowstone Visitor Center

Funded by
JACKSON HOLE Travel & Tourism Board

28,834

Total Emails Answered

14,297

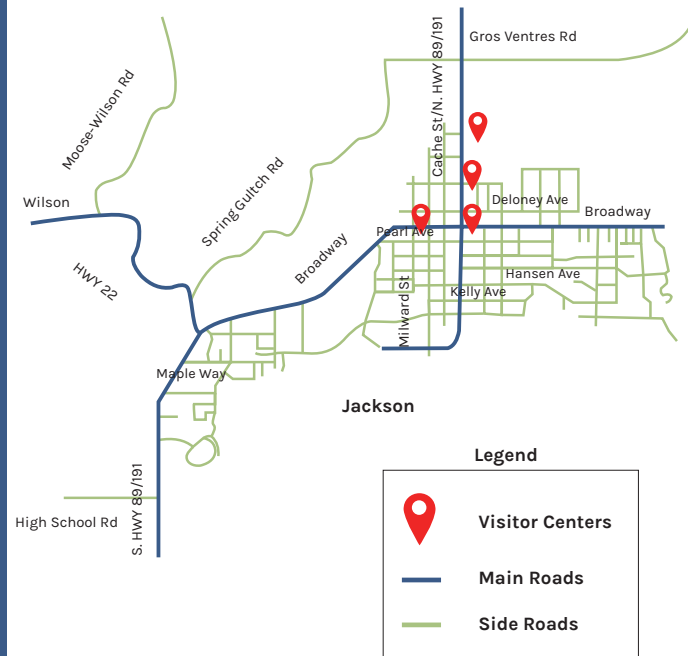
Total Phone Calls Fielded

Seasonal Visitor Services Programs

As funded by the Jackson Hole Travel & Tourism Board, the Jackson Hole Chamber of Commerce runs two seasonal visitors services programs in collaboration with our partners, the Town of Jackson, the Jackson Hole Airport, and Jedediah's.

- The Airport Greeting Program: Known for our famous mimosa service, the airport greeting program is a vital education point for close to 200,000 visitors in summer and winter.
- The Town Square Ambassador Program: Designed to educate visitors, maintain the Town Square space, and support local businesses.

Both programs are tremendous successes and provide vital touchpoints for visitor education, thus ensuring our community and ecosystem's continued prosperity and health.



Destination Global Sales continues to attend tradeshows and sales missions throughout international and domestic markets on behalf of the community. Tradeshows and sales missions continue to be vital to our primary industry, tourism. The purpose of these is to:

- Educate visitors on best practices when visiting Jackson Hole
- Inform tour operators and travel organizations on what to expect and appropriate times to visit
- Maintain sustainable levels of visitation

As the first contact for many potential visitors, The Destination Global Sales team supports efforts to make Jackson Hole a sustainable tourist destination.



17

partners attended shows

16

partners were represented at shows

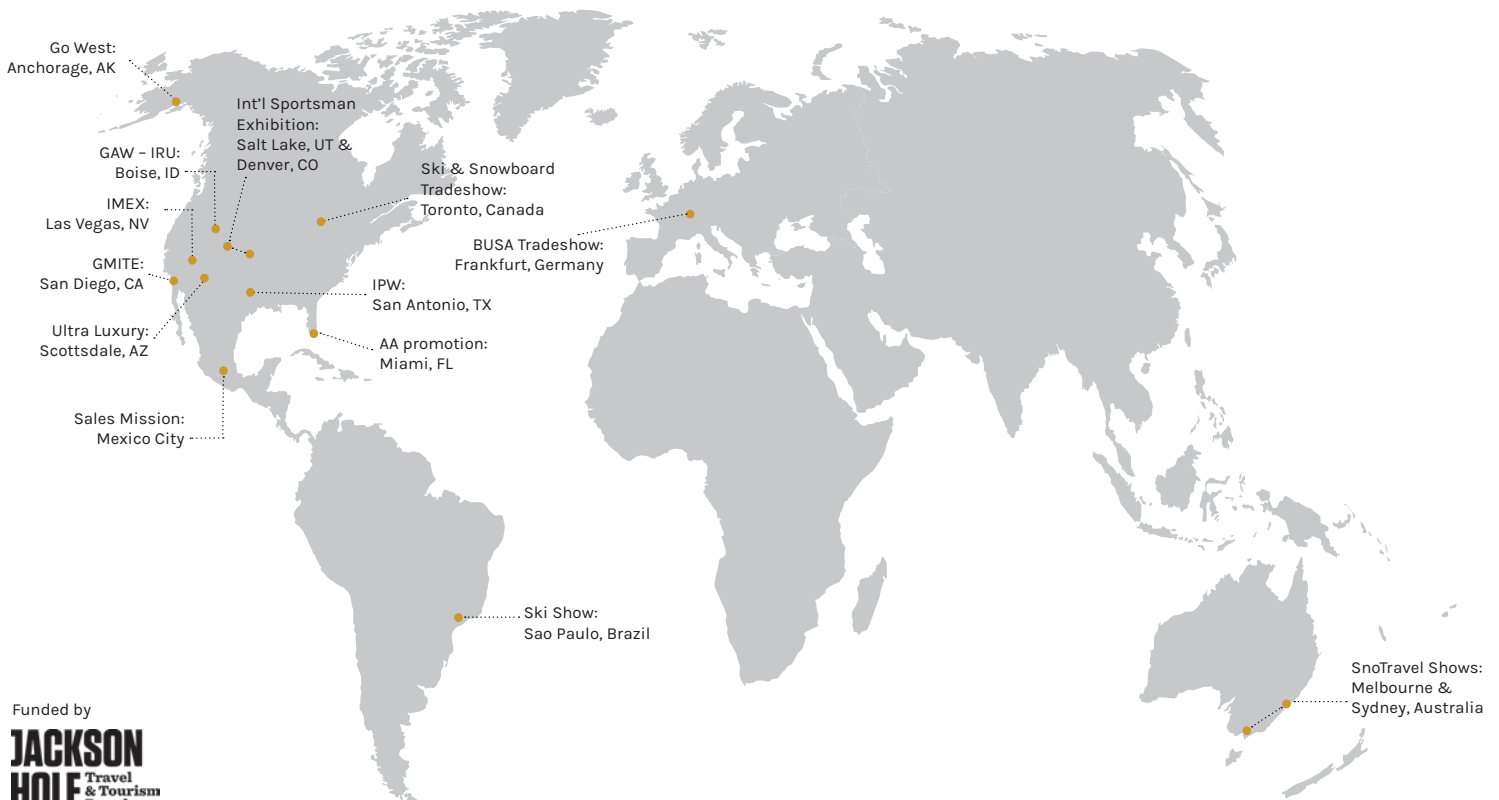
3

International FAM trips

7

Hosted Media FAM trips

Trade Shows/Sales Missions Attended in Person



Funded by
JACKSON HOLE
Travel & Tourism Board

Attended and served on numerous town, county, state, and WSCC meetings and committees devoted to:

- Taxes/Licensing
- Housing
- Transportation
- Healthcare

Commented and tracked numerous bills and committees in the 67th WY State Legislative Session.

The 2022/23 Committee Members Government & Community Affairs Committee

Adam Meyer // Teton Media Works

Audrey Cohen-Davis // Cohen-Davis Law

Bomber Bryan // Compass Real Estate

Dick Stout // DeFazio Law

Karen Connelly // St. John's Health

Melissa Turley // Teton Village Association

Robin Wells // Wells Fargo

Wendy Martinez // Community Foundation

Scott Anderson // Jackson Hole Radio

Ruth Ann Petroff // JH Working

Matt Scott // Jackson Hole Wildlife Safaris

2022/23 Advocacy Highlights

Economic Viability

- Attended Town & County meetings to reinforce the need to create a healthy environment for the success of the businesses that support this community year-round. If we do not create an environment that facilitates a healthy economy, our community will suffer from our lack of attention to the activities that provide for its wellbeing.
- Advocated for a commitment to improving the health of the business sector and the community, understanding that the two are directly linked.

Training

- Utilized Workforce Services Grants for the benefit of local businesses.
- Mitigated insurance costs to combat rising expenses.
- Used Destimetrics data to positively impact areas of need in our local economy.
- Identified how the Rocky Mountain Regions economies have been impacted over the past few years and what sectors of the economy need support.

Housing

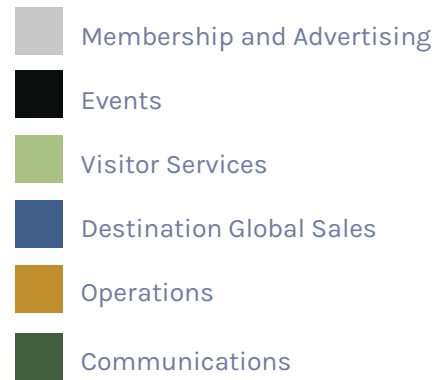
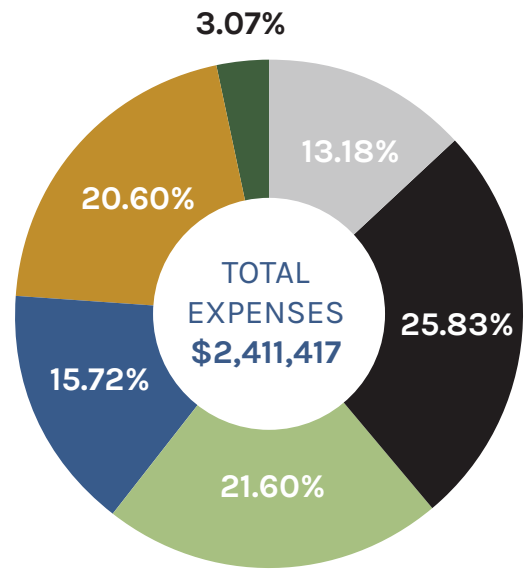
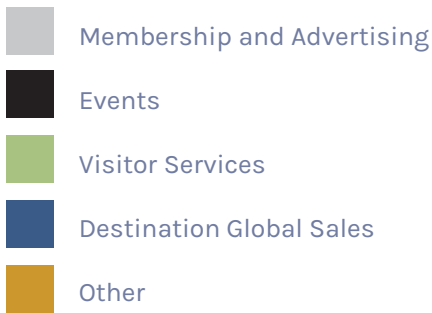
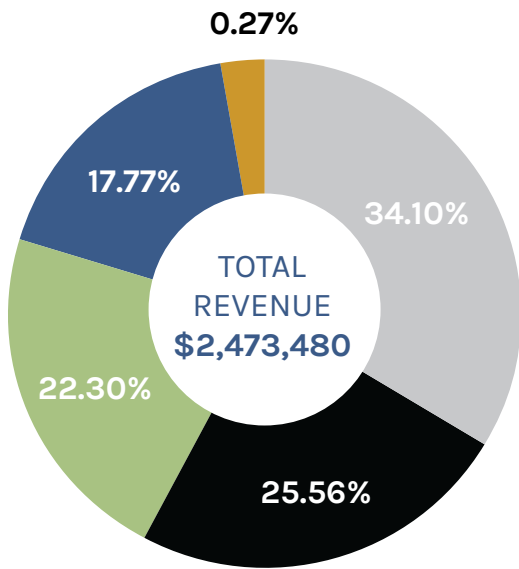
- Housing Policy Stakeholders Committee tasked with updating mitigation rates to positively affect our business needs.
- Developed policies that line up and match to provide resources that create necessary action.
- Attended and advocated for developments that create private enterprise opportunities for the sectors in the community that need it most.

Destination Stewardship Council

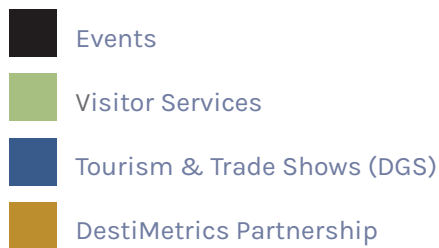
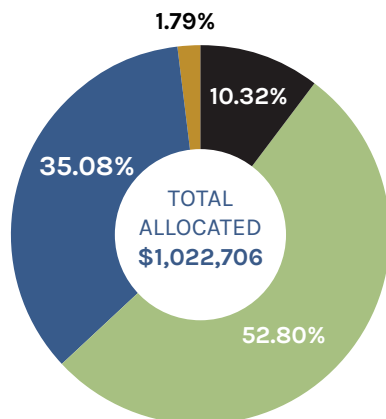
- Participated in all DSC meetings since its creation in January.
- Devoted attention to each of the 8 objective areas of the SDMP.
- Assisted in the goal of creating a future where economy, environment, and community needs are balanced, resulting in a thriving community.

US Chamber of Commerce

- Attended monthly meetings, crafting advocacy for areas of our economy that need the most attention.
- Assisted in national policy & decisions that affect employment status & business operations.
- Created necessary resources to assist businesses navigate real-time challenges.



Contracts Awarded from Jackson Hole Travel & Tourism Board



Act-On: A new look for Chamber communications

To coincide with the launch of our new website and in partnership with Simpleview, the Jackson Hole Chamber of Commerce implemented Act-On as our new email software. Act-On has allowed us to bring a fresh new look, more targeted emails, and an overall more precise impact to our Chamber communications.

CHAMBER WEEKLY NEWSLETTER

The Weekly Newsletter is for keeping our members up to date on all things happening in the business community. Whether for events, news, or resources, our newsletter is a vital tool for our members.

1,400

Subscribers

30-40%

Open rate

6-8%

Click through rate

CONTENT/BLOG

The Jackson Hole Chamber is always crafting content that highlights our members and our community as a destination. These are some of the highlights from this year.

36

Blogs

11+

Unique topics

168

Membership mentions

SOCIAL MEDIA

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

12,000+

Followers on Facebook

6,000+

Followers on Instagram

6,000+

Followers on Twitter



@jhchamber
#jhchamber #rideforthebrandjh



LODGING | THINGS TO DO | OUTDOORS | EVENTS



Photo Courtesy of the National Park Service

TETON TALES

Teton Tales is our monthly newsletter for informing visitors and media about the endless possibilities a Jackson Hole vacation can provide. It includes:

- Education resources
- Activities and things-to-do
- Lodging guides and places to stay
- Events and more

It is a must-see resource for those looking to visit Jackson Hole and includes exclusive advertising opportunities for our membership.

Over

10,000

Monthly views

41,000

Subscribers

20-30%

Open rate



CHAMBER OF COMMERCE MEMBERS OF STAFF 2022-2023



Rick Howe
President & CEO



John Morgan
Director of Events & Communications



Casey Cochran
Director of Membership



Kent Elliott
Director of Destination Global Sales



Kelly Becker
Director of Finance



Justin Walters
Director of Visitor Services



Rachel Smith
Membership & Database Coordinator



Navarre Heard
Special Events Coordinator



Andrew Kruger
Communications Manager



Diane Mahin
Lead Visitor Service Agent



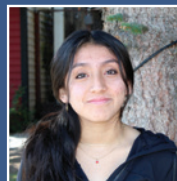
Joel Betts
Visitor Service Agent



Charlotte Shore
Visitor Service Agent



Will Cogle
Visitor Service Agent



Eveline Tzompa
Visitor Service Agent



Mckinzie Fink
Visitor Service Agent



PO Box 550
Jackson, WY 83001



WHY BECOME A MEMBER?



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"