



JACKSON HOLE
CHAMBER
OF COMMERCE

2020-2021 ANNUAL REPORT

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



2020-21 BOARD OF DIRECTORS

CHAIR

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

VICE CHAIR

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

TREASURER

Richard Uhl
First Interstate Bank,
Executive
Board Member Since 2014

SECRETARY

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

PAST CHAIR

KRIS SHEAN
Haagan Dazs,
Executive
Board Member Since 2014

BOARD MEMBERS

Martha Bancroft
First Western Trust
Membership
Board Member Since 2016

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

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

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

John Frechette
*MADE, Mountain Dandy,
M, Mursell's Sweet Shop*
Destination Global Sales
Board Member Since 2015

Danny Shervin
Painting with Gunpowder
Special Events

Board Member Since 2019

Fernando Ramos
White Buffalo Club
Business Development
Board Member Since 2018

Zachariah Turpin
Jackson Hole Jewelry
Business Development
Board Member Since 2018

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

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

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

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

OUR VISION

The Vision of the Jackson Hole Chamber of Commerce is to provide leadership by improving the quality of life in a world-class destination renown for our vibrant economy, dynamic and welcoming community, and treasured environment.

DEAR MEMBERS AND COMMUNITY,

The past year proved to be another whirlwind of challenges, surprises, and opportunities.

We learned to do almost everything virtually, and spent more time than ever imagined in video meetings. Every business adapted to new patterns of demand while our destination saw unexpectedly strong visitation among domestic destination travelers. I'm especially proud of our membership for reaching to new levels of creativity and problem solving under these business conditions.

We rose to the task of minimizing community spread of COVID-19 through messaging and distributing over 1.5m masks. We led policy discussions about best practices by industry with hundreds of members participating in the Economic Recovery Task Force. The business community planned and executed revised operations during a pandemic with many stories of phenomenal financial success and happy customers.

While the decades old themes of workforce housing and employee shortages continue, we ride for the brand of supporting business in Jackson Hole and the region. Our recent surveys have prioritized housing, finding and retaining quality employees, as businesses continue to identify these issues as their key challenge. We will keep advocating for solutions and policy around enhanced workforce housing opportunities.

Business is community, and without business, there is no community. We appreciate our members and their contribution to what makes Jackson Hole such a unique place to live, play and do business. The fabulous Chamber staff continues to shine through evolved programming and connection in support of our members. Every member of our small and mighty team is available to assist our members, so I hope you'll utilize the numerous resources available in building your business.

Please join me in celebrating the 75th anniversary of the Jackson Hole Chamber of Commerce this year, as we acknowledge a tremendous history of business in our valley. Many of our local leaders and longtime members are coming together to share their splendid stories of the past decades.

Get ready for some fun with the return of in-person events and networking opportunities. I hope to see you there!

Sincerely,

Adam Meyer, Teton Media Works
Jackson Hole Chamber of Commerce Board Chairman, 2020-2021

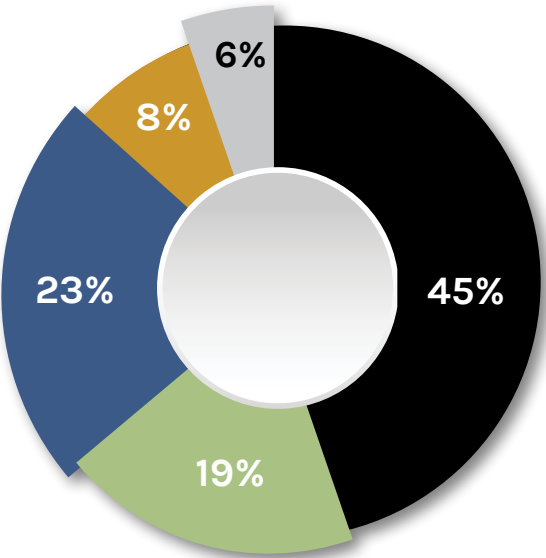


OVER 16 COMMITTEES - 50+ VOLUNTEERS

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 // New Website

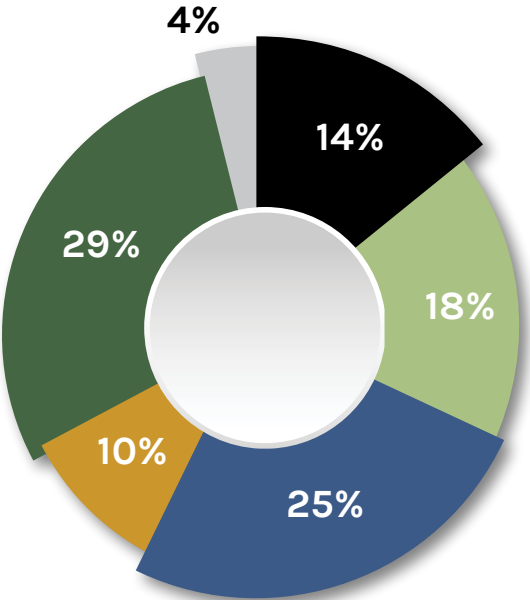


TOTAL REVENUE \$1,811,908

- Membership and Advertising
- Events
- Visitor Services
- Destination Global Sales
- Other

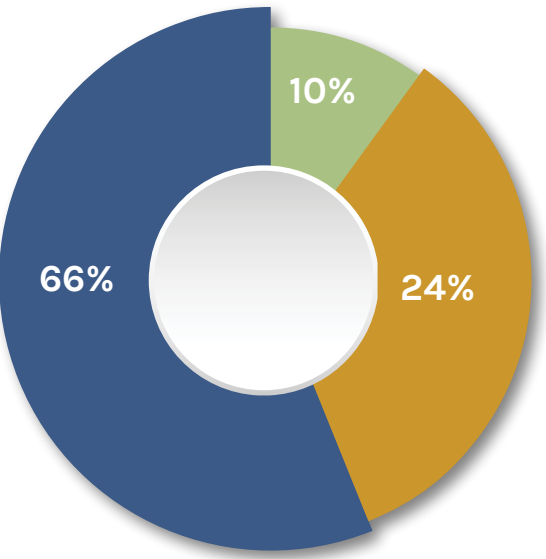
TOTAL EXPENSES \$1,633,843

- Membership and Advertising
- Events
- Visitor Services
- Destination Global Sales
- Operations
- Communications



REVENUE FROM JACKSON HOLE TRAVEL & TOURISM \$597,699

- Events
- Visitor Services
- Tourism & Trade Shows (DGS)



	<div>DEVELOP SUSTAINABLE ECONOMY</div>	<div>BE THE VOICE OF ECONOMIC WELL-BEING</div>	<div>DELIVER VALUE TO MEMBERS</div>	<div>ADVANCE COMMUNITY EXCELLENCE</div>
KEY OBJECTIVES	<div>Expand Community Funding Sources</div> <div>Increase Economic Activity in Spring, Fall and Winter</div> <div>Protect and Share the Power of Place</div>	<div>Inform Membership and Community on Economic Matters that Impact them</div> <div>Represent and Engage Membership and Community on Economic Matters that Impact them</div>	<div>Grow Membership</div> <div>Increase Membership Engagement</div>	<div>Honor and Preserve Unique Community Assets and Heritage</div> <div>Ensure Jackson Hole retains Quality of Life for All Who call JH Home</div>
KEY ACHIEVEMENTS	<div>1. Winter Windfall Promotion Success – 30% increase in participation (26 businesses)</div> <div>2. Buy Local messaging – increased significantly with blog posts and weekly reasons to shop locally.</div> <div>3. Built Online Activity Calendar for shoulder seasons – improved visitor service accessibility</div> <div>4. COVID Response* Partnered with TTB, WOT and federal partners for visitor messaging</div>	<div>1. Be a trusted and familiar resource for Town and County data needs (member surveys, meetings)</div> <div>2. Attended 90% of Town/County meetings; focus on housing, transportation, and economic development.</div> <div>3. COVID Response* Created Economic Recovery Task Force and Focus Group Action Committees</div> <div>4. COVID Response* Resource for millions of grant \$\$ WBC and CARES Act Funding</div> <div>5. COVID Response* Launched 22Local.com generating investment in small business</div>	<div>1. Enhance Economic Dashboard to include business highlights, i.e. new members, new indicators,</div> <div>2. Produced Explorer Magazine, critical information source for visitors for 2020</div> <div>3. COVID Response* Launched Strawpoll for weekly insights to business levels</div> <div>4. COVID Response* Sourced and delivered over 1 M masks</div> <div>5. COVID Response* Operated the only JH Visitor Centers from March to Date</div>	<div>1. Produced successful Annual Awards Celebration</div> <div>2. Curated and delivered private training courses for members</div> <div>3. Elevated Young Professionals of the Tetons Committee, created sponsorship opportunities with various businesses and provided seminars</div> <div>4. Continued to be a sustainability resource for businesses through BEST Certification</div> <div>5. COVID Response* Webinars and Business Over Breakfast topics: Mental Health, Employee Support and Funding</div>

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

VISITATION & DATA/ENGAGEMENT

FY July 1, 2020 - June 30, 2021

1.3 MILLION MASKS 56 CASES OF SANITIZER

Over 1.3 million masks and over 56 cases of sanitizer were provided and distributed through our 260A West Broadway location, which remained open 7 days a week the entire year.



300k

Over 300K Masks distributed at the Town Square Booth. The Chambers presence at the Town Square location ran June to mid September.

“

The Chamber was extremely helpful during our trip to Jackson Hole. Contact them for recommendations on dining, lodging, activities and more! Get great rec’s from the town’s locals.

- Anonymous review, Google My Business.

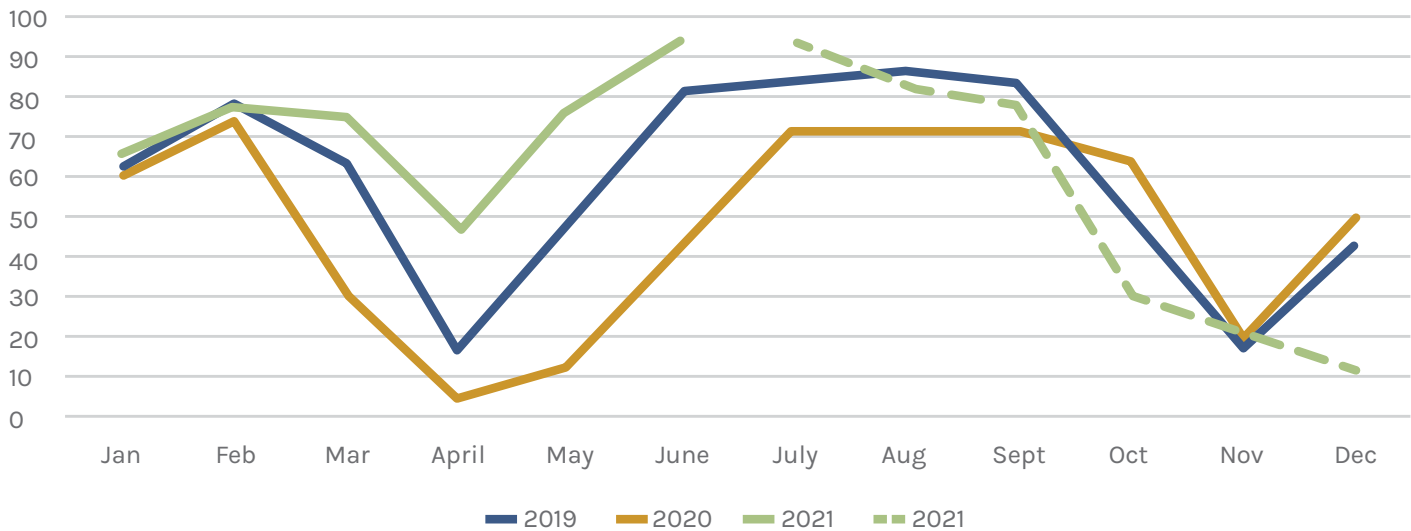
THE WEEKEND OCCUPANCY STRAW POLL:

The Jackson Hole Chamber, with support from the Jackson Hole Travel & Tourism Board (JHTTB), looked for new ways to support the

business community and prepare them for short term (weekend ahead) occupancy levels. Composed of data collected from local hotel

and short term rental companies, the Straw Poll.

2019 - 2021 Actual Lodging Occupancies | ALL JACKSON HOLE



2021 Occupancy data (through June 2021) showed increased visitation over 2019. The data for future months in 2021 (shown in the green dashed line) reveals advanced reservations or "occupancies on the books" reported on June 30, 2021, continue to be strong. Actuals will most likely continue to exceed 2019/2020 levels.

BUDGET RECAP \$392,209 VISITOR SERVICES CONTRACT



2,172

VACATION PACKETS SENT

which include sustainability practices and resource protection messaging.



15,286

PHONE CALLS ANSWERED BY OUR VISITOR SERVICE AGENTS

12K

PAGEVIEWS ON COVID BUSINESS & ADVOCACY PAGE

32k

PAGEVIEWS ON THE VISITOR UPDATE PAGE



25,284

TOTAL EMAILS RESPONDED TO BY VISITOR SERVICE AGENTS



9

HOSTED CHAMBER WEBINAR SERIES

Including topics ranging from Loan Assistance, Contact Tracing, International and National Economic Forums and Creating a Social Media Strategy.



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

132,623 people visited the Home Ranch Welcome Center

8,496 people visited Chamber Office Visitor Center

86,500 incoming visitors helped at the Jackson Hole Airport (Dec 10th-Mar 28th)

In person Jackson Hole Chamber of Commerce Visitor services staff were back in available locations by May 21, 2020. No data has been received for visitation at the JHGYVC, there was no in person visitation authorized by the US Fish & Wildlife Service out of that building during the fiscal year.

Membership Staffing Assessment Survey:

One of our key objectives is to represent and engage our membership and the community on economic matters that impact them. Central to that, is understanding the challenges they face. Hiring employees has long been a significant and complex challenge. In May, the Chamber performed a survey that was answered by ~250 businesses that reflect our valley. Represented are small, medium, and large businesses spanning all industries. **Findings of note include:**



here is a clear link between staffing challenges and a shortage of workforce housing, so we incorporated housing challenges into the survey questions. **94.5% of respondents** identified housing as the core of their staffing struggles.



Business Housing Roundtable

As a result of the survey the Chamber is comprising a Business Housing Roundtable to shift the conversation from focusing on the challenges to instead, explore ways to make improvements. **There are currently more than 100 businesses involved.**

www.jacksonholechamber.com

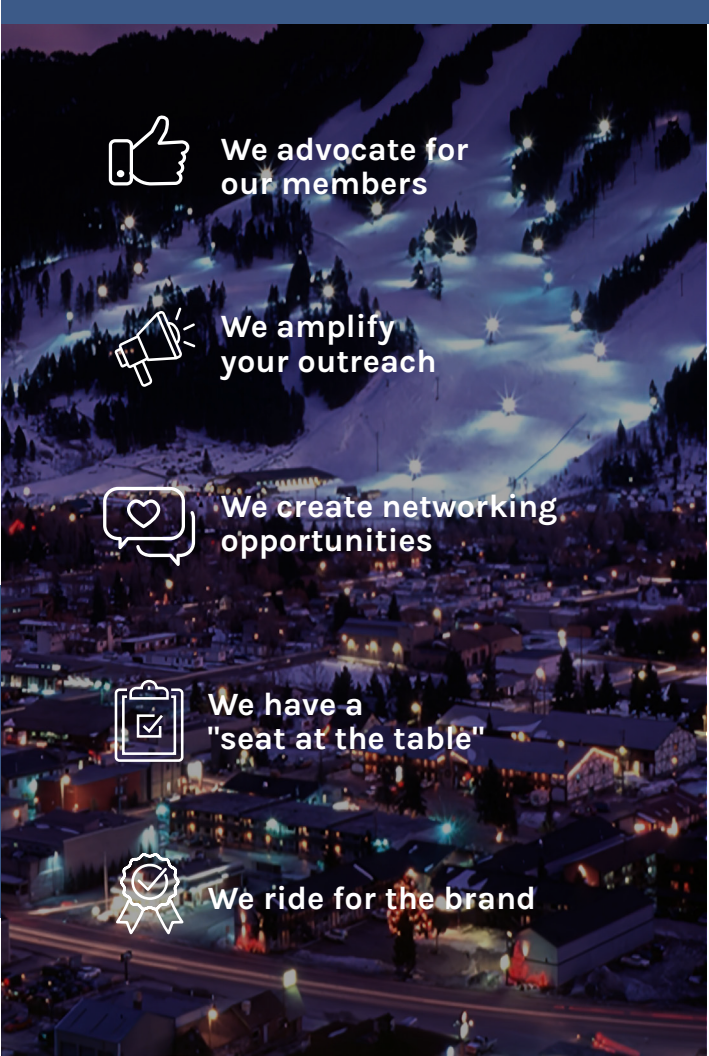
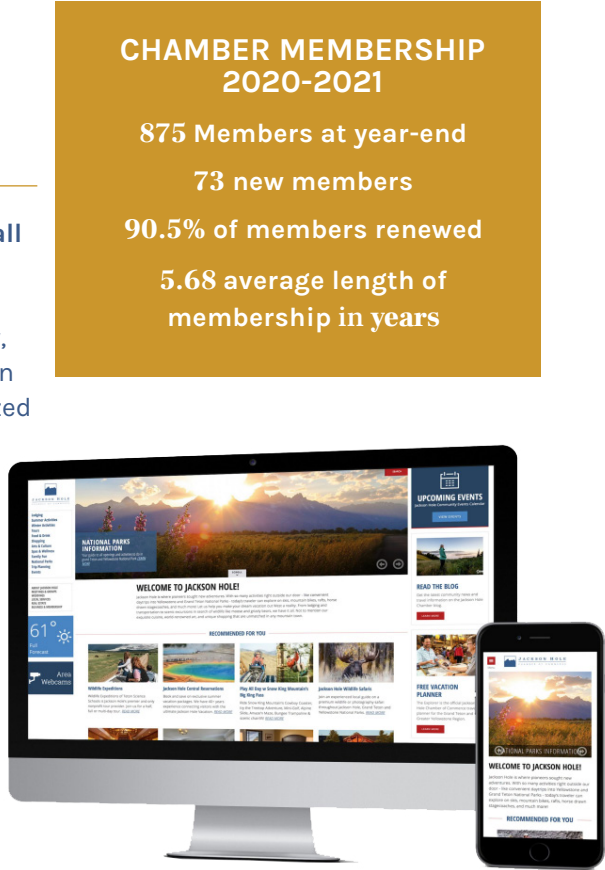
serves as an online visitor center that hosted almost 1,200,00 pageviews this year.

Website visitors look to us as a trusted resource for outdoor activities, lodging, dining, shopping, things to do, and more.

As COVID restrictions were put in place, we updated the site daily to reflect the ever-changing recommendations. **Over 31,000 unique individuals utilized this information.** They were looking to secure a COVID test, to understand COVID lodging protocol, to find safe religious and spiritual gatherings, to dine specifically outdoors outdoor, and more.

Our website hosts visitors from all over the world, though primarily in Jackson Hole travel markets: Denver, Los Angeles, Salt Lake City, Dallas, Chicago and Houston. Given the site’s targeted reach it is utilized by Chamber members as an advertising venue. Our website gets 1M pageviews annuals, has a higher CTR than the industry average, increasing visitation to their websites.

If you’re interested in driving hundreds, if not thousands, of qualified visitors to your website, contact **elisabeth@jacksonholechamber.com**.



The Explorer

The Official Guide for Grand Teton, Yellowstone and Jackson Hole: 40,000 travel planner magazines printed and distributed. Every day the Explorer Magazines make their way into the hands of hundreds - and on some days, thousands - of visitors. They are delivered by staff directly to visitors seven days a week, whether at the Greater Yellowstone Visitor Center, the Home Ranch Welcome Center, the Jackson Hole Chamber, or Airport.

In addition to face-to-face distribution, we are making a concerted effort to display our travel planners around the valley. To display them at your business call 307-733-3316 and we’ll deliver this wooden display stand and magazines. We also have acrylic magazine holders that can suction on to the outside of your building.



55TH ANNUAL CHAMBER MEMBER AWARD WINNERS!

In honor of individuals & businesses who are making a difference in our community, each year, The Jackson Hole Chamber of Commerce reviews over 50 nominations to select a small group of companies, individuals, and nonprofits, leaving a lasting impact on Jackson WY.

We proudly present our 2020 Annual Awards winners:



Citizen of the Year // Wes Clarke

Ride for the Brand // Teton County Covid Response Team
with special recognition to Travis Riddell,
Jodie Pond, and Paul Beaupre

Rising Star // Anne Marie Wells

Green to Green // The Shine Group

Large Business of the Year // Roadhouse Brewing

Small Business of the Year // Wilderness Adventures Base Camp

Non-profit of the Year // One22

Award Winners



Rising Star, Anne Marie Wells



Roadhouse Brewing,
Large Business of the year



Wilderness Adventures Base Camp,
Small Business of the year

Business Over Breakfast

Summer Preview

Anna Olson, Jackson Hole Chamber of Commerce
Gopaul Noojibail, Grand Teton National Park
Jodie Pond, Public Health
Deidre Ashley & Lindsay Long, Mental Health JH

BOBS ASSIST MEMBERS VIRTUALLY

BOBs are one of the most valuable event series the Chamber offers its members and the Jackson community. During Covid, Business Over Breakfasts moved online, where they assisted members with Covid response, financial relief, seasonal forecasts, and more. Join local leaders, business owners, Chamber staff, and members for valuable networking and constructive discussion on relevant topics affecting Teton County. BOBs are typically held on the first Thursday of each month.

90

AVERAGE MONTHLY
ATTENDEES 2020-21

4k

TOTAL
ANNUAL VIEWS

JULY 20 – JUNE 21 BOB TOPICS:

July 2020	Town and County Budget
Aug. 2020	COVID Roundtable
Sept. 2020	Recognizing Stress in Your Employees
Oct. 2020	Candidate Forums
Nov. 2020	Winter Operations in the Hole
Dec. 2020	Working from Home
Feb. 2021	Meet the New Town Councilors
Mar. 2021	St. John's & Sage Living Center
April 2021	Legislative Wrap-up
May 2021	Travel Responsibly & Managing Visitation

SUMMER PREVIEW

Jun 2021	Discussing Jackson Housing Solutions
Aug 2021	Town & County Budgets Annual International Economic Forum hosted in conjunction with the Jackson Hole Rotary Club



JACKSON HOLE
FALL ARTS FESTIVAL

Celebrating Art in the Tetons

FALL ARTS FESTIVAL 2020

The premier festival in the West for wildlife, landscape, and Western art, Fall Arts Festival drives Jackson as an arts & culture destination. Over 30 art galleries, centers, and museums participate in the 10-day event that showcases Jackson Hole as a leading destination for art and culture. Due to the pandemic, last year saw the first-ever in-person and virtual QuickDraw event allowing bidders to participate online around the world.



100

IN PERSON BIDDERS

304

VIRTUAL BIDDERS

ACROSS

4

COUNTRIES
AND

32

STATES

\$204,000

RAISED AT THE QUICKDRAW

Advocacy & Education

As part of the Chamber mission, we partner and advocate on many topics of interest critical to our members. Under the guidance of the Government and Community Affairs Committee, we work with staff and elected officials at Town and County,

State and National offices, local advocacy groups, and non-profits. We also conduct candidate and issue forums on essential topics, in addition to our monthly Business Over Breakfast (BOB) meetings,


recordings of which can be found [here](#). Find more on how the Chamber advocates for our members and local business on our [Advocacy Page](#), which includes but is not limited to the following topics:

- Downtown Pedestrian Project
 - Hospitality and Commerce Job Recovery Act support
 - Two Housing Surveys (May & July)
 - State Chamber Federation support
 - Teton and Park County Vaccination Supply
- Bipartisan Legislation Coalition
 - Red House Apartment Advocacy
 - Vaccination Access for Visitors program
 - Historic Preservation and Downtown Rezone/Design Guidelines
 - Housing Mitigation Update
- Transportation Updates – as part of Teton Transportation Coalition
 - Support for NPS Concessioner Service Proposal
 - Support for Lower Valley Energy workforce housing



Teton Tales: Inspiration from Jackson Hole

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



Teton Tales: Inspiration from Jackson Hole

Subscribe today at jacksonholechamber.com

A destination email campaign, Teton Tales, is a monthly newsletter that reaches 55K globally (and climbing). The campaign features the destination, highlighting events, activities, dining, and many of our outstanding members. This year the Chamber used Teton Tales as a tool to disseminate timely information to potential and incoming visitors. With tips on sustainable travel and travel preparedness, the campaign gave visitors information on adequately planning a trip to Jackson and what to expect when they arrived, like health orders and business operations, all the while giving tips on how to have positive and authentic experiences in Jackson.

55K
SUBSCRIBERS

24%
OPEN RATE

7%
CLICK
TROUGH RATE

#Humans of Jackson Hole Chamber

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



JENNY WOLFROM HOLLADAY

Executive Director, Coombs Outdoors

"Coombs after-school study halls began as a response to COVID-19. Parents had to continue going to work, so their children were home alone all day or taking care of their siblings. Many did not have the time or resources to complete their schoolwork. Coombs' Outdoors' study halls were so popular that thanks to a grant from the Community Foundation and others' donations it is now a year-round program."

READ
MORE
ON OUR
BLOG!

JASON WILLIAMS

Owner, Yellowstone Safari Company and Jackson Hole Wildlife Safaris, Chamber board member

"One of the things I'm most proud of is my team. We've managed to add high-paying, year-round jobs continuously since we've been in business. We've retained people for 5-6 years, with some working with us up to 14 years. I've been passionate about the environment as well as spreading the work over the course of a year, for a more year-round economy. It's not about growth, it's about the right dispersal of business so people can live here year-round and have a good quality of life, raising families."



JAMIE YARROW

Founder and CEO of The Yarrow Group, The Cloudveil Hotel

"I want people to understand that The Cloudveil has been built by locals for locals. We hope the local community will embrace it as their own. My favorite part about the hotel is the team we've built. We want to be amongst the best employers in Jackson. If you have a great attitude and you're willing to learn, there's no reason why you can't start as a bellman or housekeeper and eventually become a supervisor, manager, even general manager."

Sales and Lodging Tax Collections:

January & February (2019 vs. 2020) looked promising for winter tax collections, but March 2020 dealt the world a tough hand when the pandemic hit. The (-) Negative % Variances in Tax Collections when

the pandemic hit is apparent in the graph. Although the Lodging Tax took the most significant impact, Sales Tax Collections were affected as well. Not until October did we see a positive trend in collections.

Although the end-of-year totals had both groups in the negative, when we turned into the New Year (2021), Lodging tax continued to lag slightly compared to 2020 until March, whereas Sales Tax collections thrived.

6 Local Businesses attended Virtual Tradeshows

7 Training webinars conducted in the International Markets

600+ Travel partner connections

Personal attendance at one tradeshow was possible during May 2021

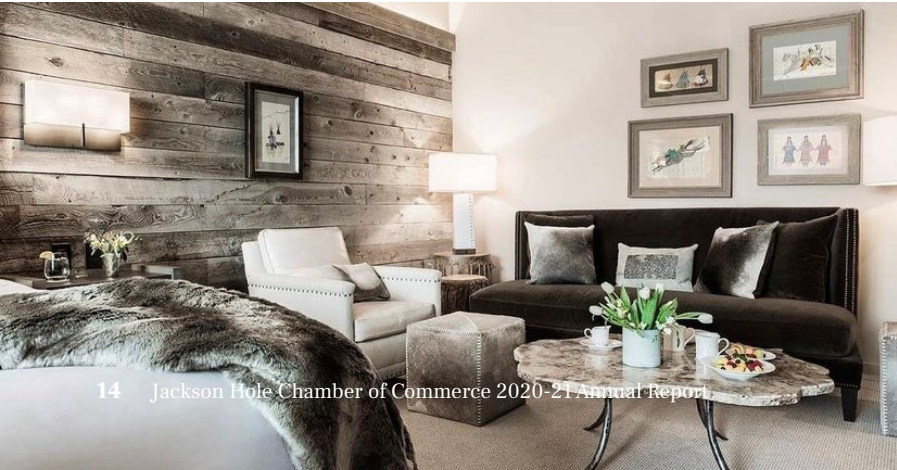
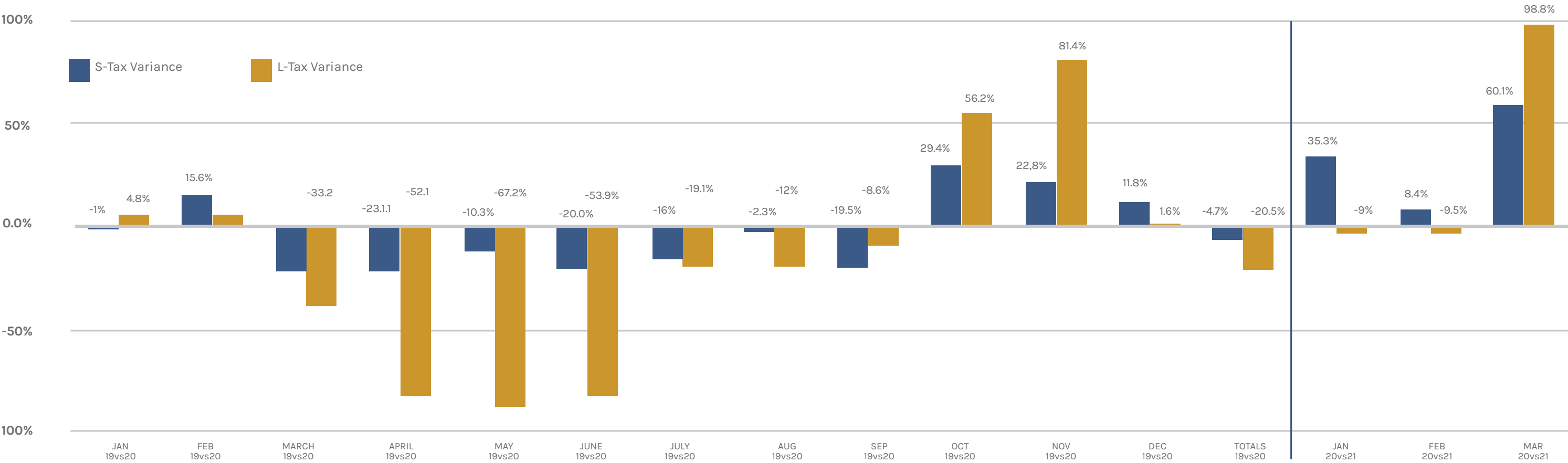
Although with the Pandemic shutting down International Travel and Domestic Tradeshows, we were still able to be productive in different markets with the help of ZOOM.

Besides staying in contact with our International and Domestic Travel Partners on a weekly basis via Zoom calls, we also attended 6 Virtual Tradeshows, conducted over 7 training webinars in the International

Markets connecting with over 600 Travel Partners. Personal attendance at one tradeshow was possible during May 2021.

Besides Tradeshows, Destination Global Sales took the lead to collect and provide the community with Occupancy Level Data on a weekly basis throughout the Summer/Fall 2020 and Winter/Spring 2021.

% Variance Sales Tax vs Lodging Tax Collections 2019 - 2021



CHAMBER STAFF



Anna Olson
President & CEO



Rick Howe
Vice President, IOM



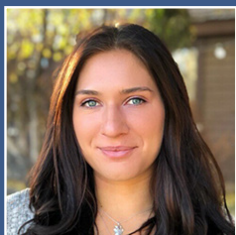
Britney Magleby
Director of Events



Elisabeth Rohrbach
Director of Membership



Kent Elliott
Director of Destination
Global Sales



Andi Gollwitzer
Communications
Manager



Riley Frances Harris
Operations Manager



Kelly Becker
Finance Manager



Lanier Mason
Marketing and
Communications Intern

VISITOR SERVICE AGENTS



Justin Walters
Lead Visitor
Service Agent



Diane Mahin
Visitor Service Agent



Ben Prochnow
Visitor Service Agent



Katie Politis
Visitor Service Agent



Joel Betts
Visitor Service Agent

COMMUNICATE WITH US!



@jhchamber

#jhchamber #rideforthebrandjh

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Become a Member:

www.jacksonholechamber.com/business-membership/