



# 2017-18

## ANNUAL REPORT







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



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.



BOARD OF DIRECTORS

CHAIR  
Tim Harland / *Grand Teton Distillery*

VICE-CHAIR  
Kris Shean / *Haagen Dazs*

TREASURER  
Adam Meyer / *Jackson Hole News & Guide*

PAST-CHAIR  
Joe Madera / *SpringHill Suites by Marriott Jackson Hole*

Stephan Abrams / *The Liquor Store*  
Special Events Committee

Martha Bancroft / *Center for the Arts*  
Membership & Special Events Committees

Derek Beardsley / *Snake River Brewery*  
Special Events Committee

Karen Connelly / *St. John’s Medical Center*  
Sales and Marketing Committee

John Frechette / *MADE*  
Business Development Committee

Barry Hunter / *The Rusty Parrot Lodge*  
Business Development Committee

Alex Lemieux / *The Wort Hotel*  
Special Events Committee

Oly Olson / *Jackson Hole Real Estate Associates*  
Business Development Committee

Richard Uhl / *First Interstate Bank*  
Government & Community Affairs Committee

Jason Williams / *Jackson Hole Wildlife Safaris*  
Sales and Marketing Committee

Ned Wonson / *Jackson Hole Mountain Resort*  
Sales and Marketing Committee

STANDING COMMITTEES

- Executive Committee
- Special Events Committee
- Fall Arts Festival (FAF) Committee
- Annual Awards Celebration Committee
- Destination Sales & Marketing Committee
- Business Development/Visitor Services Committee
- Young Professionals Committee
- Membership Committee
- Government & Community Affairs Committee
- AD HOC COMMITTEES**
- Branding Committee
- Governance Committee

**WHY OUR MEMBERS JOIN**  
*(Based on 2018 Spring survey)*

- Increase the visibility of their business
- Access to business leaders & networking events
- Position their business as a community leader
- Support advocacy for local Business interests

Did you know?  
JHCC was founded in 1967  
We are one of 7,200 chambers in the US  
We have 900 members as of 2018



LETTER FROM PRESIDENT/CEO

Dear Members,  
Thank you for your continued support and participation. I have just completed one year at the helm of this great organization and I feel truly lucky. People ask me every day do you like our new job? It’s an easy answer. Yes.

Here’s why..

I love the connection to our broad and diverse community the Chamber of Commerce embraces.

I love the mission of the organization and focusing on delivering on it daily.

I love the contribution we make to individuals well being and success in business and our community.

I love being able to tackle the tough issues, housing, transportation, conservation and welfare on behalf of membership.

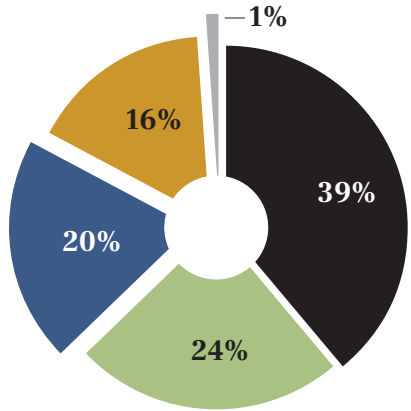
But reflecting on this year, I am most grateful to everyone who have taught me the challenges and rewards of being a business owner, whatever size business. I have great respect for what you do, the tough environment you face some days and the generosity you show to our community every day. The Chamber of Commerce has your back and we promise to be there when you need us (and when you don’t).

Thank you to the staff, the board, the committee members and the volunteers (over 100 of you) who are the life and energy of the Chamber. Individual contributions range from daily to weekly to maybe just one event a year, but each second spent is valuable to the success of the Chamber and I would like to recognize you all. We have a culture of lead by example and be open to learning from others. If you are reading this, give me a call, we are all better for knowing each other and understanding how we can help.

Best wishes for a great 2018.

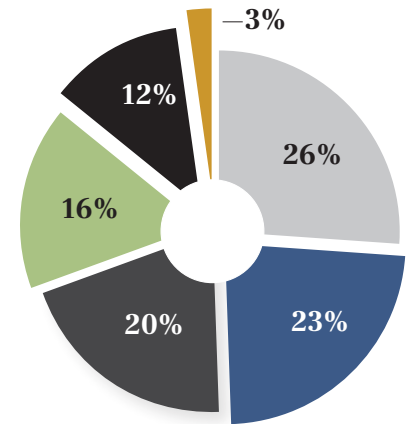
Anna Olson, President + CEO

FINANCIALS



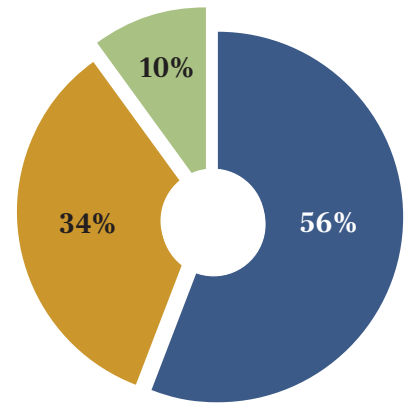
TOTAL REVENUE - \$2,219,850

- MEMBERSHIP AND ADVERTISING
- EVENTS
- VISITOR SERVICES
- DESTINATION GLOBAL SALES
- OTHER



TOTAL EXPENSES - \$2,139,650

- EVENTS
- VISITOR SERVICES
- OVERHEAD AND OPERATION PAYROLL
- DESTINATION GLOBAL SALES
- MEMBERSHIP AND ADVERTISING
- OTHER



REVENUE FROM JACKSON HOLE TRAVEL & TOURISM BOARD BY DEPARTMENT - \$746,600

- VISITOR SERVICES
- TOURISM & TRADE SHOWS (DGS)
- EVENTS

**OUR STRATEGIC ANCHORS**  
To provide leadership in improving the quality of life in our world-class destination renown for our vibrant, dynamic and welcoming community, and treasured environment. OUR MISSION: To champion the interests of local businesses, enhance their prosperity, and strengthen the economic climate of Teton County.

**WE...RIDE FOR THE BRAND**

Committed Fun  
We are... EXPERTS  
Loyal Partners  
advocates

**MEMBERSHIP SURVEY RESULTS**

MEMBERS ARE THE CENTER OF EACH DECISION

- + Networking
- + Visibility
- + Leadership
- + Advocacy

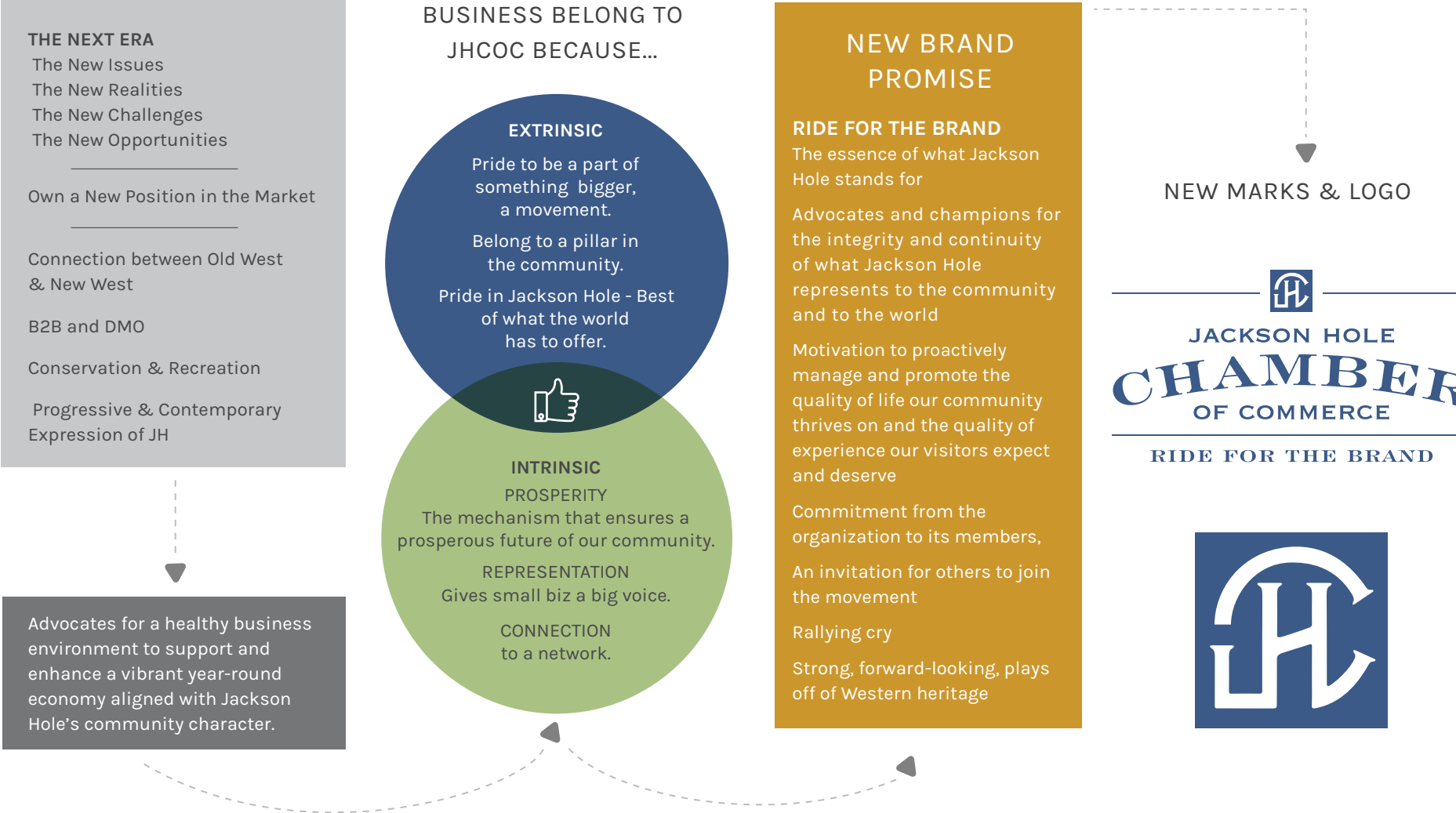
**OUR STRATEGIC IMPERATIVES**  
Must advocate for initiatives that are in the best interest of the entire business community and to help each business define and achieve success.

| 2018-19 STRATEGIC PILLARS   |   |  |   |
|---|---|--|---|
| DEVELOP SUSTAINABLE ECONOMY   | BE THE VOICE OF ECONOMIC WELL-BEING   | DELIVER VALUE TO MEMBERS   | ADVANCE COMMUNITY EXCELLENCE  |
| 2018-19 KEY OBJECTIVES  |   |  |   |
| <ul style="list-style-type: none"><li>• Expand Community Funding Sources</li><li>• Increase Economic Activity in Spring, Fall and Winter.</li><li>• Protect and Share the Power of Place</li></ul>  | <ul style="list-style-type: none"><li>• Informed membership and community on economic matters that impact them</li><li>• Represented and engaged membership and community on economic matters that impact them.</li></ul>   | <ul style="list-style-type: none"><li>• Grow Membership</li><li>• Increased Membership Engagement</li><li>• Establish New Brand Identity</li></ul>   | <ul style="list-style-type: none"><li>• Honor and preserve unique community assets and heritage</li><li>• Ensure Jackson Hole retains quality of life for all who call JH Home</li></ul>  |
| 2018-19 KEY STRATEGIES  |   |  |   |
| <ol style="list-style-type: none"><li>1. Advocate for renewal of the lodging tax at current or higher rates</li><li>2. Explore new revenue producing channels for JHCC and the community</li><li>3. Encourage local to local business</li><li>4. Grow non-summer destination business</li><li>5. Develop non-tourism deepened business base</li><li>6. Expand our customer services outreach</li><li>7. Create brand and identity for visitor services department</li><li>8. Collaborate with public and private partners for a sustainable environment</li></ol> | <ol style="list-style-type: none"><li>1. Educate members and the community on matters that impact the region’s economic health</li><li>2. Expand the role of the government and community affairs committee</li><li>3. Foster relations with decisions makers, community influencers and stake holders’</li></ol> | <ol style="list-style-type: none"><li>1. Build Recruitment</li><li>2. Promote chamber value to community</li><li>3. Simplify volunteerism</li><li>4. Offer targeted benefits that meet different needs and interests</li><li>5. Provide opportunities that give our members tools they need to succeed</li></ol> | <ol style="list-style-type: none"><li>1. Celebrate the uniqueness of Jackson Hole</li><li>2. Promote best practices through the business community</li><li>3. Consistently demonstrate excellence in chamber practices</li><li>4. Foster dialogue that engages all facets of the community</li><li>5. Recognized leader in maintaining the balance of a sustainable community and natural environmental resources</li></ol> |

NEW BRAND DEVELOPMENT

**WHAT:** For a brand exercise to have value it has to support the strategic pillars. The Marketing committee hired branding strategist Mike Geraci to help with this exercise. Following 6 months of dialogue and review we landed on a brand position that we all agreed with and then hired local creative talent Creative Curiosity to turn this position into a new mark and logo (with supporting style guide).

**WHY:** The Chamber had multiple visual marks and logos that were not reflecting the brand position. The board wanted something closer to representing the membership and the day to day work of the organization.





A NOTE TO MEMBERSHIP

It has been my pleasure to have served on the JH Chamber Board for over 10 years, along with having the opportunity to Chair this incredible organization for a second term into 2019. Over this past decade, I have seen numerous changes in leadership and staff, a modified board structure, tactical refocus on our membership and business, and increased visitor services and innovative branding—all of which have culminated to, in my opinion, the strongest Chamber of Commerce to date.

Instead of looking back, your Chamber Board continues to look forward and foresee a bright organizational future. From unparalleled leadership and a core team that works so hard for its members, your Chamber is perfectly poised to represent our unique community and fight for our local businesses best interests now and into the 2020's.

With that in mind, the Chamber continues to grow advertising opportunities for our partners through our highly visited website, ever popular Chamber Mixers, new business receptions, and our widely distributed Explorer Magazine. Strategic partnerships with our Destination Sales continue to represent Jackson Hole on a global scale through travel trade shows and sales missions.

With critical continued funding from the Lodging Tax, we will be able to further our advocacy in representing businesses in and around the valley to visitors and locals alike. Are you aware that the Chamber has four physical locations and served over 515,000 visitors in 2017 with assistance from this funding? Did you know that the Lodging Tax promotes only non-summer months while supporting critical services such as Fire/EMS, children's programs, transportation and infrastructure needs? All this and more comes from a 2% fee on guest lodging.

Again, I'm proud of the past 10 years with regards to the Chamber's successes and look forward to the next decade of dedicated representation that will benefit our membership, the business community and the valley overall.

**Tim Harland**  
Chairman of the Board  
Jackson Hole Chamber of Commerce

TOP BUSINESS MEMBERS CONCERNS

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

59.1%

Community awareness of our organization

57.7%

Finding qualified employees

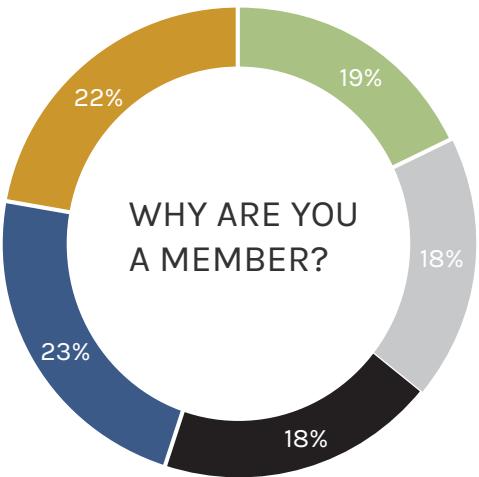
55.5%

Retaining qualified employees

51.6%

Lack of workforce housing

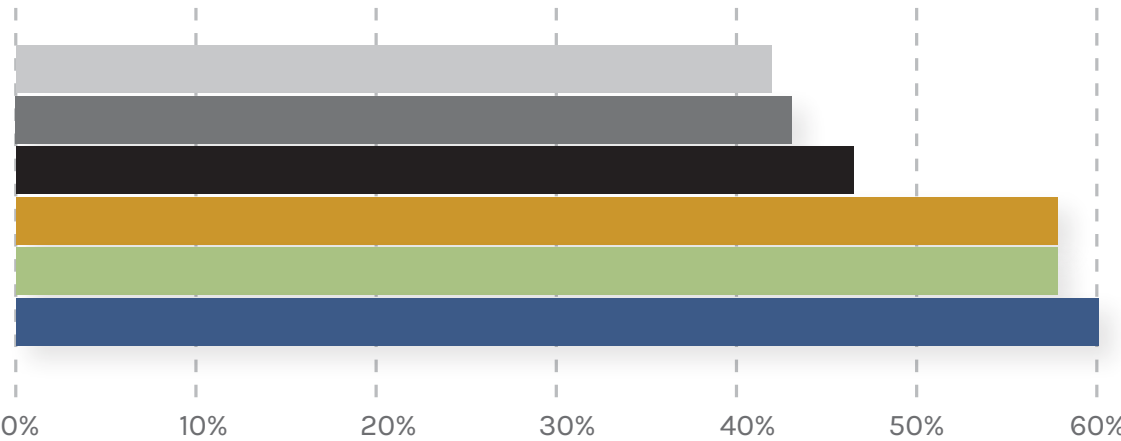
We asked you to check all of the 10 options we provided that apply to your business. The following five were the most selected.



- Increase our visibility to generate new business leads and promote our products/ services
- Access to networking events (ie, Chamber Mixers and BOB's)
- Access to other business leaders/ owners
- Position our organization as a community leader
- Support advocacy for local business interests

HOW ARE OUR PROGRAMS?

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



- Free social media content opportunities
- Referrals and brochure racks in Visitor Centers
- Free listing in membership directory of Explorer Magazine
- Access to free business list serve
- Chamber Mixers, BOBS, business development luncheons
- Free listing in membership directory on website

**New members 2017 - 2018**  
99 new members

**Longevity of our members**  
1 year = 117  
2 years = 51  
3 to 4 years = 199  
5 to 10 years = 199  
10 to 19 years = 165  
20+ years = 271

PEAK PERFORMANCE

The Jackson Hole Chamber of Commerce is taking a greater role in assisting business needs with the addition of "Peak Performance Training". There were 6 - 3 hour sessions conducted in May and June of this year. 23 businesses attended, with excellent reviews and results by all who participated. The information taught comes directly from classes at Institute for Organization management.

The program conducted by the US Chamber of Commerce Foundation, where Rick Howe IOM teaches on faculty. The Chamber of Commerce moving forward will be working with partners such as: The Community Foundation, Silicon Couloir, and Central Wyoming College to work collaboratively in providing areas of needed focus for out business community. These will include customer service, business assistance, finance and business system improvements. Working together it is our mission to be more efficient with current and future resources to assist in our community in being the best it can be through increased capabilities of knowledge through training.

"Peak Performance Guest Training was the perfect condensed seminar about how best to support your team and improving customer service. With the busy summer arriving the seminar was a great refresher for my team about what we are doing right and what we can improve on."

- Johanna Murphy,  
Springhill Suites Marriot





SOCIAL MEDIA STATS

6,133  
Facebook Followers

14,000+  
Organic Facebook Reach

4,455+  
Instagram Impressions  
Average for Posts

E-NEWSLETTER  
MARKETING

Over  
2,800  
subscribers to weekly  
newsletters

21%  
average open rate

WEBSITE STATS

74.79%  
organic search rate

84.9%  
new visitors to the site

Just under  
1 million  
page views

HUMANS OF JACKSON HOLE CHAMBER

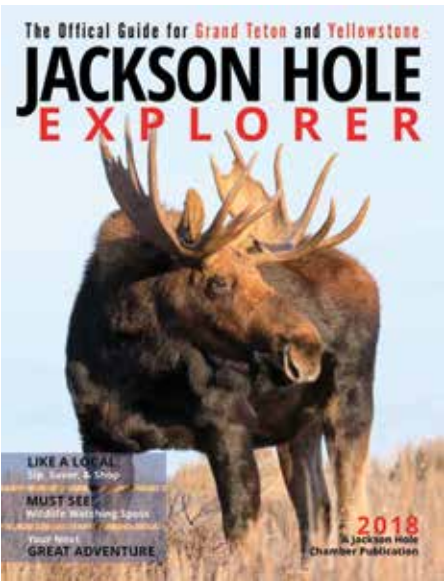
A new campaign that launched in 2017, shining a spotlight on some truly unique members. The campaign has continued to be a staple in the Chamber's social efforts, as well as a benefit for Chamber members to gain some social attention on their businesses.



THE NATIONAL SPOTLIGHT

on Jackson Hole has been quite impressive with not only focusing on the mountains, but on the small+large businesses who happen to be members of the Chamber, giving them national attention.

- Conde Nast Traveler
- Expedia
- Food Network
- Hometown News
- Travel + Leisure
- USA Today
- U.S. News & World Report
- The Venue Report
- Vogue

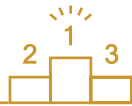


THE JACKSON HOLE EXPLORER is the official travel guide and vacation planner for the Jackson Hole Chamber of Commerce and the Jackson Hole & Greater Yellowstone Visitor Center. Each year, the visitor center is the first point of contact for more than half a million individuals who are excited to explore the region.

Over the previous eight years, **nearly 500,000 copies have been distributed with an estimated 1,080,000 readers.** The most successful Explorer Magazine Travel planner yet!

Ads sold YOY 62 to 65 or 5%  
Pages YOY - 80 to 92 or 15% growth  
Prints YOY - 55,000 to 60,000 or 8.33% growth

If you are interested in advertising with us this year, please message Elisabeth@jacksonholechamber.com



EVENTS

July 1, 2017- July 1, 2018

- 6 Celebration Hosts
- 15 restaurants participating at the Annual Taste of the Tetons
- 23 Brewers at Brewfest
- 28 Mixer Hosts
- 200 Parade Participants in One Year
- 202 1/2 Marathon
- 208 Full Marathon
- Over 1,000 attendees to Mixers and Celebrations!

FALL ARTS FESTIVAL

September 6th - 17th

|   |  |   |
|---|--|---|
| \$77,500<br>Rise Above by Mark Keathley (our Featured piece) sold for a record price. | \$7,500<br>The highest piece sold for was Amy Ringholz | \$221,762 (with taxes)<br>Total bid at the 2017 Quickdraw |
|---|--|---|



CONGRATS TO OUR 2017 ANNUAL AWARD WINNERS!

FOR 2018 AWARDS: [www.surveymonkey.com/r/CGG6PMY](http://www.surveymonkey.com/r/CGG6PMY)

|                                  |                                 |                                       |  |  |  |
|----------------------------------|---------------------------------|---------------------------------------|--|--|--|
| CITIZEN OF THE YEAR<br>Rich Ochs | POWER OF PLACE<br>Clarke Nelson | RISING STAR AWARD<br>Crista Valentino | G2G:GREEN TO GREEN AWARD<br>Slow Foods of the Tetons | BUSINESS OF THE YEAR<br>Jackson Hole Rodeo | DISTINGUISHED SERVICE AWARD<br>Terry Ray |
|----------------------------------|---------------------------------|---------------------------------------|--|--|--|





STAFF, VOLUNTEERS & THE VISITOR CENTER



Anna Olson  
President + CEO

Rick Howe  
Vice President

Kent Elliott  
Director of  
Global Sales Marketing

Christie Maurais  
Finance Manager

Riley Frances Boone  
Operations Manager

Elisabeth Rohrbach  
Director of Membership

Maureen Murphy  
Director of Events

Caitlin Colby  
Special Events Manager

Cecilie Davila  
Communications Manager

Justin Walters  
Visitor Service Agent

Sharon Brown  
Visitor Service Agent

Jill Hiatt  
Visitor Service Agent

Rob Barber  
Visitor Service Agent

Amy Linn  
Visitor Service Agent

John Betts  
Visitor Service Agent

Joni Moffett  
Visitor Service Agent

STAFF

WHERE IN THE WORLD IS KENT?

Attends **18** trade shows a year  
+ **16** business or patrons that  
attend different shows + **26**  
business or patrons that are  
represented in the shows.

**20**  
Hosted FAM's into Jackson

**32**  
Hosted Media into Jackson

**800+\***  
Appointments with Tour  
Operators / Meeting Planners

**1600+\***  
Consumers touched  
\* conservative estimates



VISITOR CENTER

Open  
**7 days**  
a week

**515,320**  
Visits to the Jackson  
Hole Chamber of  
Commerce locations

Visits per center  
Visitor Center - 336,755  
Jackson Hole Airport - 59,500  
Home Ranch - 119,065

**26,000**  
Answered  
phone calls

**12,600**  
People reached by  
mail after requesting  
information

Sustainability  
platforms

A THANK YOU TO OUR VOLUNTEERS

|                 |                |                |                    |                 |                   |                        |                 |                 |                     |                   |                     |                   |                      |
|-----------------|----------------|----------------|--------------------|-----------------|-------------------|------------------------|-----------------|-----------------|---------------------|-------------------|---------------------|-------------------|----------------------|
| Joe Madera      | Will Farrow    | Mary Bess      | Dillon Taylor      | Steve Duerr     | Alex Lemieux      | Amy Goicoechea         | Kiera Wakeman   | Mark Gocke      | Jeremiah Feicht     | Kristine Abbey    | Shelby Read         | Tawnya Denice     | Johanna Murphy       |
| Tim Harland     | Susan Durfee   | Sadek Darwiche | C McConoughay Munn | Ariel Koerber   | Margaret Brady    | Andi Caruso            | Cliff & Loretta | JR Berezay      | Christopher Sargent | David Hoffman     | Cynthia Riedel      | Karyn Humphreys   | Kate & Dave Sollitt  |
| Levi Thorn      | Anna Cole      | Barry Hutner   | Richard Uhl        | Jennifer Ford   | Danny Shervin     | Chad Repinski          | Kirkpatrick     | Vicki Garnick   | Jared Lemieux       | Rod Pennington    | Brad Thiess         | Brittany Thompson | Kristie Grigg        |
| Kris Shean      | Karen Connelly | Oly Olson      | Stephan Abrams     | Jesse Ryan      | Carrie Boynton    | Diana Waycott          | Amy Collett     | Steve Roberts   | Tony Cross          | Sara Judson       | Mary Patno          | Erika Berry       | Robyne Befeld        |
| Adam Meyer      | Ned Wonson     | Melissa Turley | Scott Anderson     | John Bowers     | Kendra Alessandro | Latham & Megan Jenkins | Dick Shuptrine  | Derek Beardsley | Cornelius Kinsey    | John Bowers       | Bill Tams           | Kristen Joy       | Dick Stout           |
| Martha Bancroft | Jason Williams | John Frechette | Jim Waldrop        | Shelby Read     | Matt Deehan       | Patti Green            | Lori Iverson    | Lauren Armatis  | Josh Desabris       | Will Gale         | Kimberly Hunter     | Kathy Tams        | Mike Sillman         |
| Jason Williams  | Julie Calder   | Patti Green    | Kevin Olson        | William Gale    | Molly Fethers     | Terry Ray              | John Hansen     | Jay Batchen     | Maxine Maroun       | Jonathan Desabris | Kate & Aaron Foster | Chad Repinski     | SORRY WE MISSED YOU! |
| Johanna Murphy  | Matt White     | Zach Turpin    | Jeff Golightly     | Derek Beardsley | Allison Merritt   | Tote Turner            | Chuck Teske     | -Meredith Weber | Amy Stark           | Taylor Franks     | Linore Wallace      | Carrie Wild       |                      |



Last fall your Chamber Board of Directors voted to actively support the renewal of the lodging tax in this year's November ballot. We respectfully ask for your vote for the following reasons.

The Chamber of Commerce receives over \$800,000 (FY18-19 contracts) from the Lodging Tax collections paid for by the visitor, to provide services that members value and benefit from. It is used to support a thriving fall, winter and spring economy, preserve natural capital and enhance wellbeing of our community. These services and supports will not be achievable without the lodging tax or alternative/new funding sources from Town/County or us.



PO Box 550  
Jackson, WY 83001

Non-profit Organization  
US Postage  
PAID  
Permit No  
Idaho Falls, Idaho

## LODGING TAX CONTRACT SERVICES WITH CHAMBER OF COMMERCE



## OVER \$7.3 MILLION FUNDS GENERATED BY THE LODGING TAX IN 2017-18

