



JACKSON HOLE  
**CHAMBER**  
OF COMMERCE

2018-2019 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 2018/2019

**CHAIR**  
**Tim Harland** / Berkshire-Hathaway Home Services,  
Brokers of Jackson Hole Real Estate, Grand Teton  
Distillery, Volunteer Fire Fighter  
Executive Committee  
- Board Member Since 2010 -

**VICE CHAIR**  
**Kris Shean** / Haagen Dazs  
Executive Committee  
- Board Member Since 2015 -

**TREASURER**  
**Adam Meyer** / Teton Media Works, Inc.  
Executive Committee  
- Board Member Since 2014 -

**SECRETARY**  
**Jason Williams** / Jackson Hole Wildlife Safaris,  
Gallery WILD  
Executive Committee  
- Board Member Since 2016 -

**PAST CHAIR**  
**Joe Madera** / InGroup Hospitality  
Executive Committee  
- Board Member Since 2012 -

**Stephan Abrams** / The Liquor Store, Liquor Down  
South, Jackson Hole Marketplace  
Government & Community Affairs Committee  
- Board Member Since 2010 -

**Martha Bancroft** / First Western Trust  
Membership Committee  
- Board Member Since 2016 -

**Derek Beardsley** / Snake River Brewing  
Special Events Committee  
- Board Member Since 2016 -

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

**Julie Calder** / Jackson Hole Resort Lodging  
Destination Sales & Marketing Committee  
- Board Member Since 2018 -

**Karen Connelly** / St. John's Medical Center  
Destination Sales & Marketing Committee  
- Board Member Since 2015 -

**John Frechette** / MADE, Mountain Dandy,  
Mursell's Sweet Shop  
Destination Sales & Marketing Committee  
- Board Member Since 2015 -

**Alex Lemieux** / The Wort Hotel  
Special Events Committee,  
Young Professionals of the Tetons Committee  
- Board Member Since 2015 -

**Fernando Ramos** / White Buffalo Club  
Business Development Committee  
- Board Member Since 2019 -

**Zachariah Turpin** / Jackson Hole Jewelry Company  
Business Development Committee  
- Board Member Since 2018 -

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

**Ned Wonson** / Jackson Hole Mountain Resort  
Destination Sales & Marketing Committee  
- Board Member Since 2015 -

STANDING COMMITTEES

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

AD HOC COMMITTEES

- Branding Committee
- Downtown Vision Committee
- Governance Committee
- Website Committee

DEAR MEMBERS,

It's now two years at the helm and the answer is still the same. Yes, I love my job. Thanks to the committed staff, the engaged board and the support of all the members who have helped make this a milestone year for us!

THE CHAMBER'S SUCCESSES

- Seeing the community solidly (60/40 in favor) support the Lodging Tax for another four years, a sustainable funding source that helps mitigate the impacts of tourism and support economic activity in Spring, Fall and Winter.

- Supporting employee housing initiatives. While not all private or public projects are over the finish line, we are moving in the right direction as a community. As of January 2019, over 600 residential units are at some stage of development with at least 240 as workforce housing. The Chamber has actively participated with letters of support, meeting attendance and phone calls to assist many of these projects.

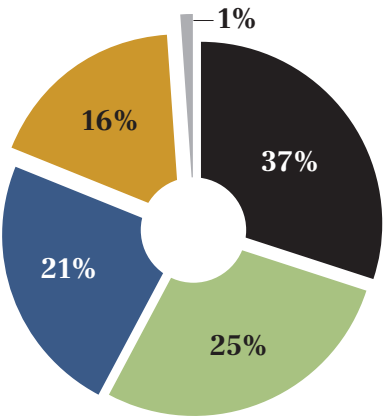
- Continuing to Ride for the Brand every day. Staff are rewarded for leading by example, whether internally or externally. We achieved BEST environmental certification, listened to our members through the annual membership survey, welcomed over 500,000 visitors at our Centers and represented membership at Town and County meetings year-round.

Looking forward, I attended the Becoming Jackson Hole conference and learned stress, threats, and mood are the biggest factors in reducing attention in the workplace. Practicing mindfulness (simple mental exercises) on a daily basis are proven in the military to increase psychological well-being. As we struggle with staffing shortages and high stress levels in the valley, I am intrigued by the notion that growing staff productivity by increasing attention could be one solution to this. I forecast the science behind mindfulness will get more airtime and move this towards a cultural norm. Why not be ahead of this curve?

Best wishes for 2019

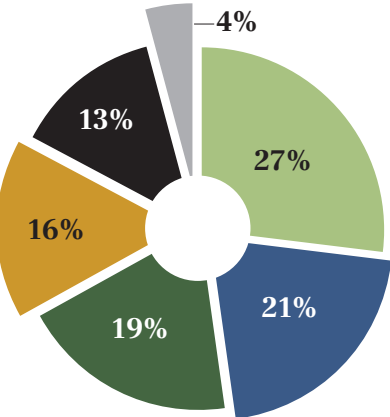
Anna Olson, President + CEO

FINANCIALS



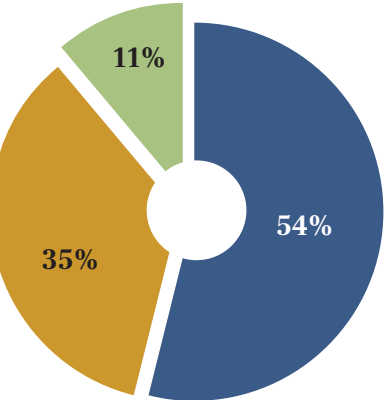
TOTAL REVENUE - \$2,394,879

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



TOTAL EXPENSES - \$2,228,638

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



REVENUE FROM JACKSON HOLE TRAVEL & TOURISM BOARD BY DEPARTMENT - \$850,430

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



BOARD STRATEGIC OVERVIEW



KEY OBJECTIVES



DEVELOP SUSTAINABLE ECONOMY

- Expand Community Funding Sources
- Increase Economic Activity in Spring, Fall and Winter
- Protect and Share the Power of Place



BE THE VOICE OF ECONOMIC WELL-BEING

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



DELIVER VALUE TO MEMBERS

- Grow Membership
- Increase Membership Engagement
- Establish New Brand Identity



ADVANCE COMMUNITY EXCELLENCE

- Honor and Preserve Unique Community Assets and Heritage
- Ensure Jackson Hole retains Quality of Life for All Who call JH Home

KEY ACHIEVEMENTS

1. Lodging Tax Renewed
2. Increased Additional Revenue to Chamber via Sponsorship and Membership and Programs Worked with Private Business to Rebrand and Redesign Old West Days to Include New Musical Content and 10 Day Format
3. Hosted two Major Media Fams on Low Seasons
4. Hosted four Training Sessions for Customer Service Excellent

1. Attended 90% of Town and County Meetings
2. Created Young Professional Committee
3. Worked in Collaboration on Housing, Development and Systems of Care
4. Created Downtown Vision Committee for Feedback on Relevant Topics Including Parking, Mobility, Events, Construction, D1 LDR's

1. Grew Membership
2. Retained Highest Membership in 5 years
3. Created New Monthly Economic Dashboard
4. Highest Number of Member Partnerships for Trade Shows
5. Activated New Brand via Signage, Web Implementation, Employee Uniforms and Volunteer Gear

1. Reached Highest Revenue and Turnout for Fall Arts Festival Chamber Events
2. Produced Successful and Well Attended Annual Awards Celebration
3. Participated in EarthCheck Sustainability Certification
4. Launched #humansofjacksonhole Campaign Highlighting Our Amazing Members and how They Contribute to Our Community

ECONOMIC DEVELOPMENT AND VISITATION



ECONOMIC DEVELOPMENT

FY July 1, 2018 - June 30, 2019

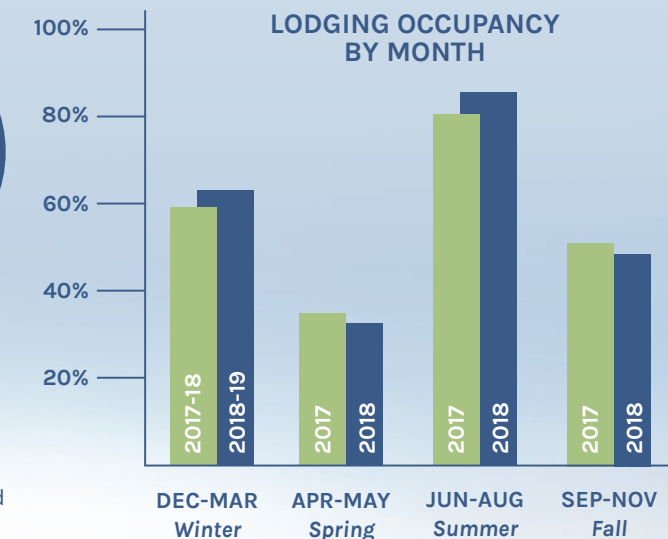
\$34,390,990  
Total Sales Tax Collected

\$7,675,308  
Lodging Tax Collected for the year



The Economic Dashboard  
A snapshot into the economy of our mountain town.

A monthly report compiled by the Chamber, sponsored by First Interstate Bank of Jackson Hole and designed by Jackson Hole News & Guide.



VISITATION

FY July 1, 2018 - June 30, 2019

775,091  
Enplanements  
at the Jackson Hole Airport

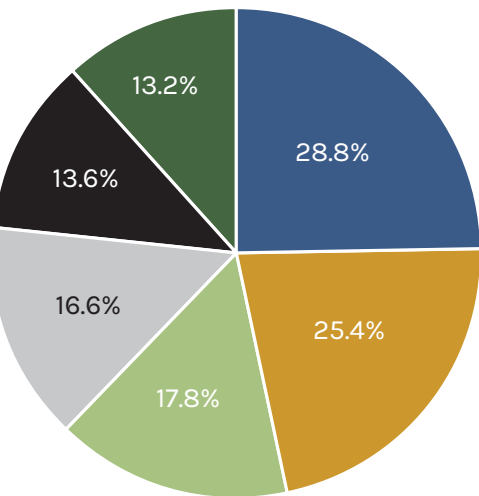
554,985  
Walk-In's  
- JHGYVC  
- Home Ranch VC  
- Chamber Office VC  
- JH Airport VC (winter only)







MOTIVATIONS FOR JOINING THE CHAMBER



- Increase Visibility to Generate New Business Leads and Promote Products/ Services
- Contribute to and Elevate Community Excellence
- Access to Other Business Leaders/ Owners
- Position Organizations as Community Leaders
- Give Small Businesses a Voice Through Advocacy
- Opportunities to Attend Presentations that Benefit Businesses (i.e B.O.B, Business Development Lunches)

TOP BUSINESS MEMBERS' CONCERNS



BY THE NUMBERS

907  
TOTAL MEMBERS

104 NEW MEMBERS THROUGH JUNE

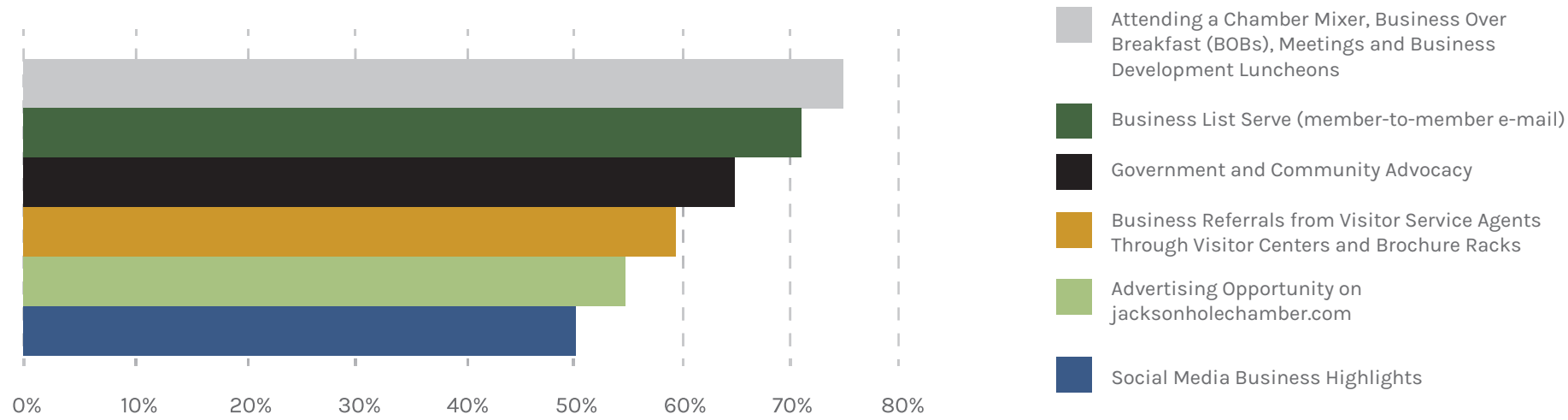
192  
MEMBERS WHO ADVERTISE ON JACKSONHOLECHAMBER.COM

113  
MEMBERS ADVERTISING IN JACKSON HOLE EXPLORER

90%  
MEMBERSHIP RENEWAL RATE

29 MEMBERS PRESENTED TO CHAMBER STAFF

MOST VALUABLE CHAMBER SERVICES



MEMBERSHIP BENEFITS



**ELEVATE TRAINING PROGRAMS**  
We have taken a leadership role to provide members some of the best training resources available to succeed in a highly competitive climate. During this past year through Elevate Training, we have trained and improved capabilities for 36 businesses and 169 staff members.

**DID YOU KNOW?**

The Chamber provides year-round product placement that enhances the visitor experience. This year, Kate's Real Food and Nature Valley are participating partners.

NEW PROMOTION  
DECEMBER 2018  
**Winter Windfall**  
**WIN \$2000**  
20 Businesses Participated  
Tracked \$1.2m spend  
TimeFrame:  
Town Square Lighting  
to Dec 18<sup>th</sup>

Contact Rick Howe, IOM for further information on how to book one of these valuable trainings [rick@jacksonholechamber.com](mailto:rick@jacksonholechamber.com) or 307-201-2294



# SUSTAINABILITY EFFORTS



## OPERATIONS MANAGER, RILEY FRANCES BOONE LEADS THE CHAMBER TO BEST CERTIFICATION.

Created by the Riverwind Foundation, the BEST certification; **Business Emerald Sustainability Tier** provides an opportunity and platform for businesses that want to elevate their sustainability practices to higher levels of environmental stewardship, social responsibility and economic vitality. The standards in the BEST program are comparable to the world's most rigorous and comprehensive environmental, community and economic sustainability criteria.

*"Working with Riverwind Foundation to become BEST certified has been an enlightening journey and one we greatly value—we could not have gotten to the heightened level of sustainable operations without their guidance. We are proud to be BEST certified and hope to encourage other businesses within our community to join us in these important efforts," says Boone.*

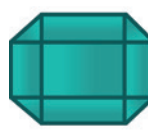
*Anna Olson, President and CEO of the Jackson Hole Chamber of Commerce, states, "At the Chamber we want to lead by example and show our members this path is achievable. Throughout the process to become BEST certified, we have learned the practices to minimize waste, expand our knowledge of being green, reduce in-office air pollution and make changes that affect our footprint as an organization."*

*From here, the Chamber's hope is to provide insight, guidance and a helping hand for other businesses who aim to become BEST certified.*

### #Howdoyouprotectjh



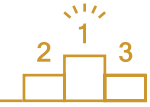
Communications Manager, Cecilie Davila, saw a need to help promote visitors making a positive impact. Working with Cristine Wehner at Creative Curiosity, they created a sticker to launch the concept. Shake-a-day, a staple in Jackson's local bars and eateries, was the inspiration for the engagement campaign. Through the end of October 2019, visitors can partake in the "Sustainability Shake-A-Day". With two large blow up dice, visitors roll and match their outcome with a prompt on how to protect Jackson Hole. It could be picking up a doggy bag on the trail, carrying bear spray, tagging responsibly, and more. Once completed, visitors must tag their video or photo with #howdoyouprotectjh and will be entered to win a free three-night stay in Jackson during Old West Days 2020.



JACKSON HOLE  
BEST  
SUSTAINABILITY  
CERTIFIED

For assistance in becoming BEST certified, contact Operations Manager Riley Frances Boone at [rileyfrances@jacksonholechamber.com](mailto:rileyfrances@jacksonholechamber.com)

# EVENTS & AWARDS



## CHAMBER EVENTS IN NUMBERS

**10,000+** VISITORS ENJOYED FALL ARTS FESTIVAL AND OLD WEST DAYS

**5,500** LOCALS SUPPORTED CHAMBER COMMUNITY EVENTS INCLUDING OUR PARADES, SANTA ON THE SQUARE, EASTER EGG HUNT, HALLOWEEN ON THE SQUARE.

**2,282** BUSINESS COMMUNITY MEMBERS ATTENDED CHAMBER NETWORKING EVENTS

**43** MEMBERS HOSTED CELEBRATIONS AND MIXERS

**17** BUSINESS OVER BREAKFAST, SEASONAL LUNCHEONS, AND ROTARY PARTNER FORUMS HOSTED



## 53RD ANNUAL CHAMBER MEMBER AWARD WINNERS!

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

Thanks to our 2018 Sponsors:  
St. John's Hospital  
Jackson Hole Mountain Resort  
Grand Teton Lodge Company  
The Wort  
High Country Linen  
Jedediah's Bank of Jackson Hole  
Jackson Hole Airport  
Haagen Dazs

**CITIZEN OF THE YEAR**  
Heather Overholser

**RIDE FOR THE BRAND**  
Jerry Blann

**RISING STAR**  
Kendra Heinbuck

**G2G: GREEN TO GREEN**  
Grand Teton Lodge Company

**BUSINESS OF THE YEAR (LARGE)**  
Fine Dining Group

**BUSINESS OF THE YEAR (SMALL)**  
Sweet Cheeks Meats



**Save the Date**

54TH ANNUAL  
CHAMBER MEMBER AWARDS  
OCTOBER 25, 2020  
THE COWBOY BAR

PURCHASE TICKETS AT  
[jacksonholechamber.com](http://jacksonholechamber.com)





HUMANS OF JACKSON HOLE CHAMBER

READ  
MORE  
ON OUR  
BLOG!



STORY CLARK  
Founder and CEO of "TravelStorys GPS"

"We really envision a world where you have a map of the United States and there are little stories absolutely everywhere and they're authentic. They're told by local people, they're told in their accents, and they are very local stories. It's like having a friend in every town that you go to who tells you the special thing that you can't hear on the radio or on Wikipedia."



CAREY HINES CLARK  
Of "Core Changes with Carey"

"The name "Core Changes with Carey" has a fantastic ring to it. We asked Carey what else may have inspired her. Carey explained that it resonates on many levels. Most obviously, the TRX straps require use of the abdominal region—no matter what exercise you're doing, you'll be using your core. To take it a step further, Carey says that her gym promotes the core what's needed for a healthy life – fitness, nutrition, balance. Ultimately, if done right, by joining "Core Changes with Carey," the core of your life can change."



SADEK DARWICHE  
General Manager at Hotel Jackson

"Even though I wasn't dining at the restaurant or a guest at the hotel, the server immediately was taking care of me with water and freshly squeezed green juice. When I asked Sadek how the Hotel was doing, he answered, 'This is a great example of the service we provide—our employees want to curate unique experiences for our guests so that they leave their meal or their room with a smile on their face, knowing that we are taking care of them. I think this is why we received the awards and recognition globally—we pay attention to even the smallest details and our guests love that'"



CIELA WYNTER  
CEO of "Joan of Sparc"

"We feel that it's very innovative and powerful. And so for me, you know, recognizing that I had given my power away, literally, for a whole decade of my life, had given me and my thoughts over to an authority figure who happened to be someone I also married. I learned the very challenging lesson of giving my power away, and then the arduous task of reclaiming it, and the cost of that. So I wanted to create a platform so that no matter what women are going through, they know that they are not alone."

WHERE IN THE WORLD IS KENT?



Chamber partnership in action in Australia. Pictured are representatives from Central Reservations, Jackson Hole Mountain Resort, Scenic Safaris, SpringHill Suites - Marriott, and the Chamber of Commerce.



1800\*  
Consumers reached

17  
Trade shows attended

28  
Member businesses had featured representation at 14 missions & trade shows

800\*  
Appointments with Tour Operators & Meeting Planners

\* conservative estimates

22  
Media Groups hosted into Jackson Hole



STAFF

- From left to right
- KENT ELLIOTT  
Director of Global Sales Marketing
  - RILEY FRANCES BOONE  
Operations Manager  
(with pup, Juanita!)
  - CAITLIN COLBY  
Special Events Manager
  - CECILIE DAVILA  
Communications Manager
  - ELISABETH ROHRBACH  
Director of Membership
  - ANNA OLSON  
President & CEO  
(with pup, Waffle!)
  - MAUREEN MURPHY  
Director of Events
  - JUSTIN WALTERS  
Lead Visitor Service Agent
  - JILL HIATT  
Visitor Service Agent
  - RICK HOWE  
Vice President



# VOLUNTEERS AND COMMITTEE MEMBERS



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

THANK YOU TO ALL OF OUR VOLUNTEERS!



GET OUR JACKSON HOLE EXPLORER MAGAZINE  
FEATURING A COVER IMAGE BY LOCAL MADISON WEBB

