

JACKSON HOLE
CHAMBER



1946 – 2021

ANNUAL REPORT 2021-22





260A W Broadway // PO Box 550

Jackson, WY 83001

307.733.3316 //

jacksonholechamber.com



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.

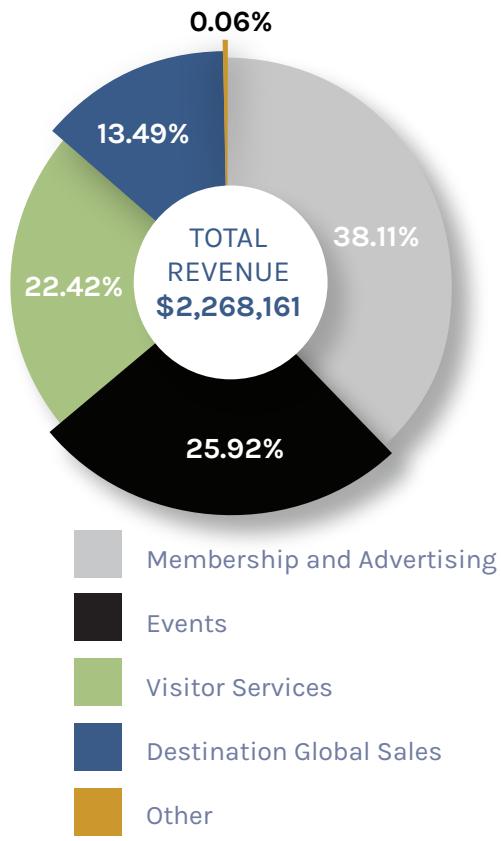
I am proud of the great work the Jackson Hole Chamber of Commerce does every day and humbled to have been chosen to serve as board chair. Thank you to all our great members, volunteers, staff, and board for your outstanding service to our community!

Sincerely,

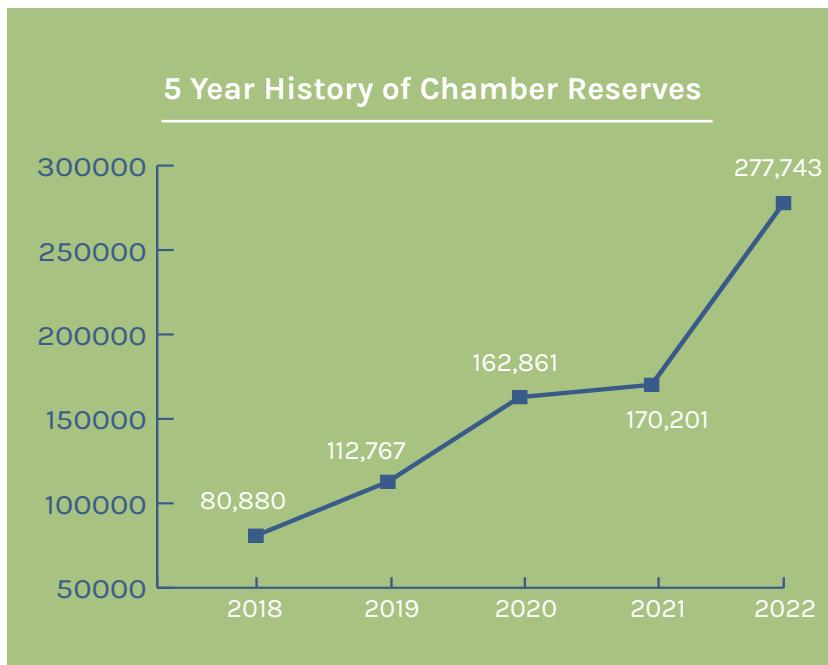
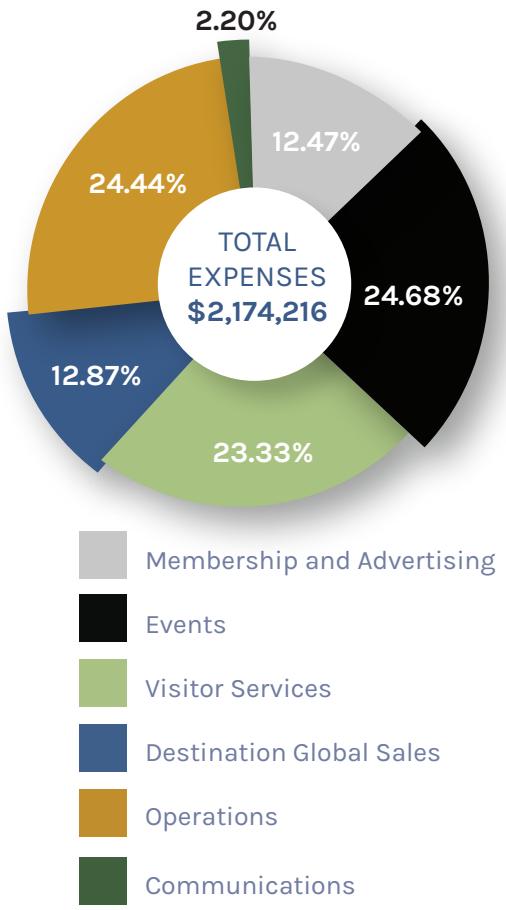
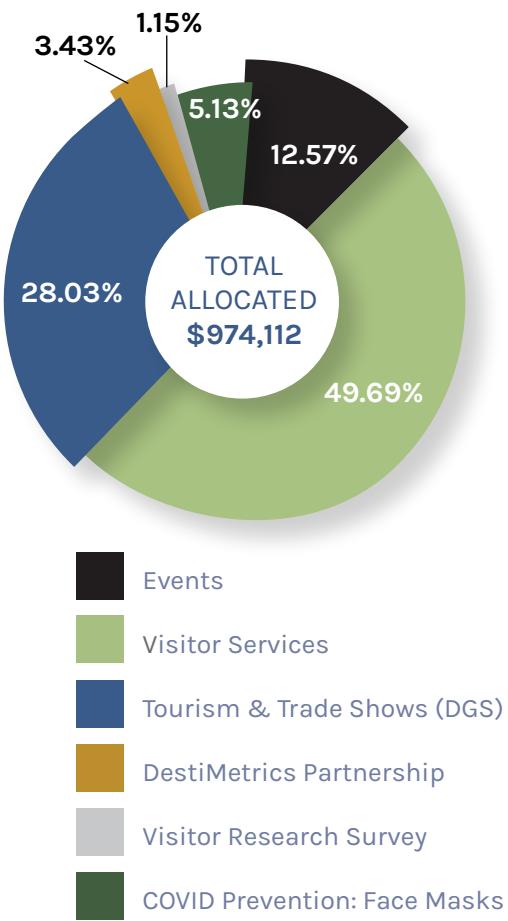
A handwritten signature in black ink, appearing to read "JW".

Jason Williams, Board Chair 21-22

FINANCIALS AND BOARD STRATEGIC OVERVIEW



Contracts Awarded from Jackson Hole Travel & Tourism Board





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	Jackson Hole Originals	Simpleview Inc.
Airstream of Wyoming	Jackson Hole Report	Skin & Spa by Steph
Altitude Control Technology	Jackson Hole Therapy	Soluna Cafe
AT&T	Jackson Paddle Board Rentals	Somerville Consulting Firm
Austin O'Bryhim Insurance Agency	Jacques Marie Mage	Sublette County Chamber of Commerce
Backcountry Safaris, LLC	Jenna Boshart Photography	SUGA Properties LLC
Bank of the West	Jumping Jackalope Studios	Swiss Peak
Barry M. Corkern Co., Inc	JW Bennett	Teri Moy Studio
Bona Furtuna	Kampai	Teton County Pet Partners
Booking.com	Law Offices of Robert V. Cornish Jr. PC	Teton Heating & Cooling
Bulley & Andrews	Liz Park Studio	Teton Management Consultants, Inc
Chateaux Roche Jaune	LOBA Events	Teton Yoga Shala
Design Matters	Meridian Trust	The Center for Conscious Communication
Destination Connection	Mill Iron Ranch	The Clutter Butler
Enroll Wyoming	Moulton Barns Home	The Grand Candle Company
Enviromental Health Trust	Mountain Mike's Tours	Vylla Home Jackson Hole
Faherty Brand	National Museum of Military Vehicles	Ward Immigration & Visa Law
Fjelltur LLC	Pacaso	Western Skies Fine Art
Florence McCall Photography	Pink Ribbon Riders	Wilsons Pizza
Freeburg Law LLC	Podium	Wydaho Media
Grand Buffalo RV Resort	Prismatic Tours	Wyoming Hemp Products
Granite Creek Valuation	Pristine Exteriors	Wyoming Lottery Corporation
Immigrant Hope -Wyoming/Idaho	Protect our Water Jackson Hole	Wyoming Property Management
Jackson Hole Grand Expeditions	REI	Yeah Buddy Pizza
Jackson Hole International Film Festival	Satin N Sage Event Planning	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.



Funded by
JACKSON HOLE
Travel & Tourism Board

23,312
Total Emails Answered



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

Visitors Served

136,569

Jackson Hole Airport

* First year operating in both Summer and Winter

146,309

Home Ranch Welcome Center

12,360

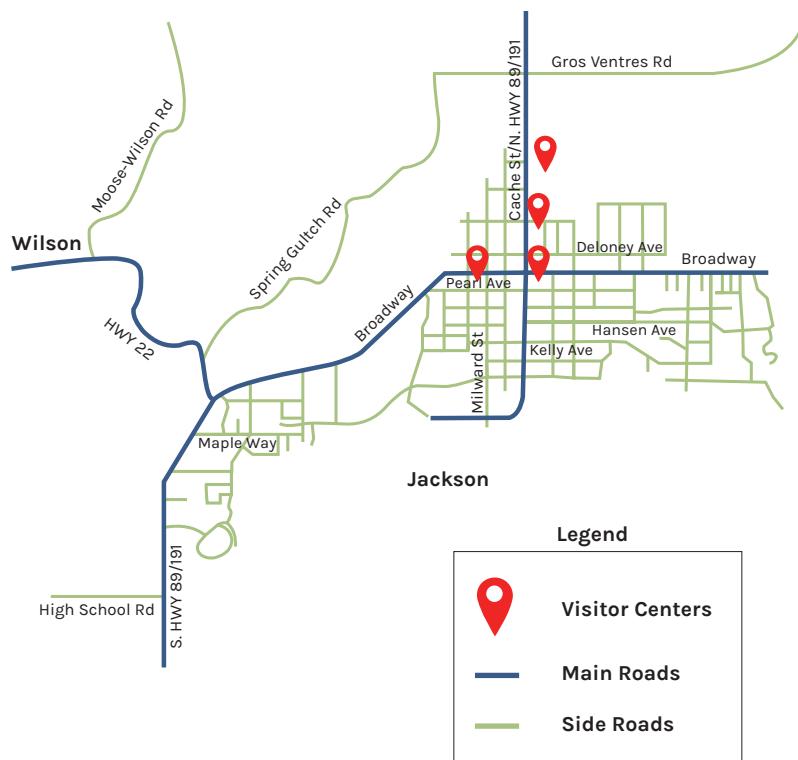
Broadway Offices

121,728

Jackson Hole Greater Yellowstone Visitor Center

14,902

Total Phone Calls Fielded



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 41

Local Businesses
Attending
Tradeshows/Missions

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 Connally // 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



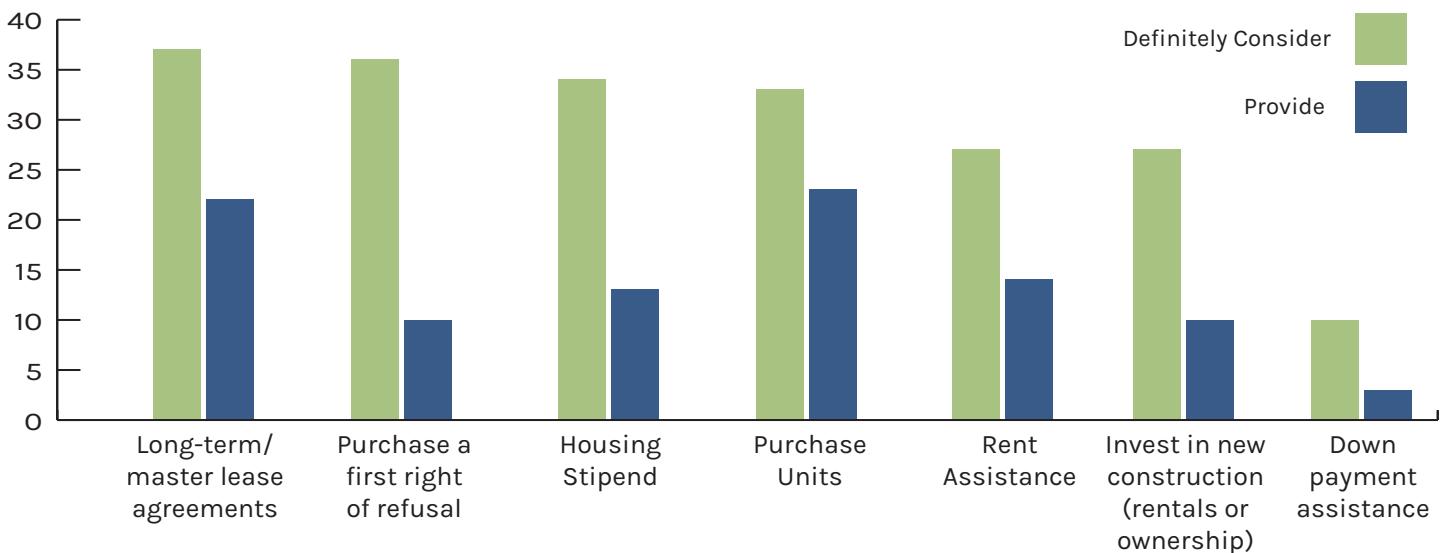
Building Community
Mental Well-Being

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

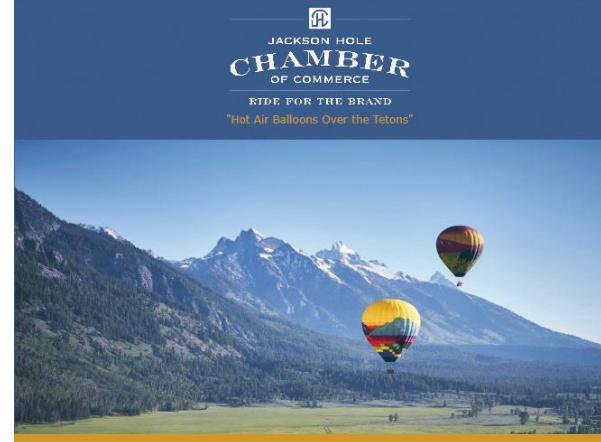
CHAMBER WEEKLY NEWSLETTER

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!



1946 – 2021
PO Box 550
Jackson, WY 83001

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



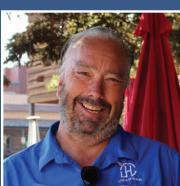
Diane Mahin
Visitor Service Agent



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