

Jackson Hole Chamber of Commerce

Board Strategic Overview
2021-2022

OUR STRATEGIC ANCHORS

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

OUR MISSION: To champion the interests of local businesses, enhance their prosperity, and strengthen the economic climate of Teton County.

WERIDE FOR THE BRAND

We are **Committed** **Experts** **Loyal Partners** **Advocates** **FUN**

MEMBERSHIP SURVEY RESULTS

NETWORKING

ADVOCACY **MEMBERS ARE THE CENTER OF EACH DECISION** VISIBILITY

LEADERSHIP

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.

2021-2022 STRATEGIC PILLARS

| Develop Sustainable Economy | Be The Voice of Economic Well-Being | Deliver Value to Members | Advance Community Excellence |
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2021-2022 KEY OBJECTIVES

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| <ul style="list-style-type: none"> Expand Community Funding Sources Increase Economic Activity in Spring, Fall and Winter. Protect and Share the Power of Place | <ul style="list-style-type: none"> Informed membership and community on economic matters that impact them Represented and engaged membership and community on economic matters that impact them. | <ul style="list-style-type: none"> Grow Membership Increased Membership Engagement Establish New Brand Identity | <ul style="list-style-type: none"> Honor and Preserve unique community assets and heritage Ensure Jackson Hole retains quality of life for all who call JH Home |
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2021-2022 KEY STRATEGIES

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| <ol style="list-style-type: none"> Winter Windfall Promotion Success -30% increase in participation (26 businesses) Buy Local messaging - increased significantly with blog posts and weekly reasons to shop locally. Built Online Activity Calendar for shoulder seasons - improved visitor service accessibility COVID Response* Partnered with TTB, WOT and federal partners for visitor messaging | <ol style="list-style-type: none"> Be a trusted and familiar resource for Town and County data needs (member surveys, meetings) Attended 90% of Town/ County meetings; focus on housing, transportation, and economic development. COVID Response* Created Economic Recovery Task Force and Focus Group Action Committees COVID Response* Resource for millions of grant \$\$ WBC and CARES Act Funding COVID Response* Launched 22Local.com generating investment in small business | <ol style="list-style-type: none"> Enhance Economic Dashboard to include business highlights, i.e. new members, new indicators Produced Explorer Magazine, critical information source for visitors for 2020 COVID Response* Launched Strawpoll for weekly insights to business levels COVID Response* Sourced and delivered over 1 M masks COVID Response* Operated the only JH Visitor Centers from March to Date Operated the only Visitor Centers 7 days a week from March to | <ol style="list-style-type: none"> Produced successful Annual Awards Celebration Curated and delivered private training courses for members Elevated Young Professionals of the Tetons Committee, created sponsorship opportunities with various businesses and provided seminars Continued to be a sustainability resource for businesses through BEST Certification COVID Response* Webinars and Business Over Breakfast topics: Mental Health, Employee Support and Funding |
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