

Carbondale Chamber 2009 Annual Report

2010 Board of Directors

Executive Committee

Farrah Roberts - President, Alpine Bank
Rosie Wettstein – President Elect, Main Street Spirits
(Events Co-Chair, Downtown Liaison)
Mary Grady – Secretary, Anahata Healing Arts
(Education Co-Chair)
Bill Hofto – Treasurer, William J. Hofto, CPA
(Leads Networking Liaison)

Board Members

Vicki Peterson, Ace Hardware of Carbondale
(Education Co-Chair, Business Incubator Liaison)
Patrick Curry, Blue Tent Marketing
(Marketing and Membership Chair)
Trevor Cannon, Umbrella Roofing
(Tourism Council Liaison)
Judy Haptonstall, Roaring Fork School District
Beda Calhoun, 5Point Film Festival/Phat Thai
(Events Co-Chair)
Terry Kirk, Sopris Liquor & Wine
(Tourism Council Liaison)
Andy Lietz, Sunsense Solar, Inc.
(Posse Co-Chair)
John Foulkrod, C”Dale LLC
(Town Council Liaison)
Michael Hardin
(RFHS Liaison)

CARBONDALE CHAMBER

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Dear Members:

The Carbondale Chamber of Commerce's Board of Directors is pleased to present its Annual Report for 2009. We appreciate this opportunity to provide you with updates of our activities and accomplishments. As reflected in our mission statement, we will continue to focus on increasing membership, member involvement in the Chamber and the community, member benefits, services, and education to become the "Chamber of Choice" in the Roaring Fork Valley.

In February 2009 we welcomed new Executive Director, Sherri Harrison. Sherri has brought many new ideas and has implemented new member services and programs including participating in the Go Green, Get Green economic rejuvenation program for Carbondale. This program was the first of its kind and brought numerous community organizations and business people together for a common goal. The Town of Carbondale facilitated this program with a generous grant. The program resulted in over 42,000 entries for the "Green" prizes, increased awareness of the importance of shopping locally and created a sense of community.

Marketing/Membership: We have formed a joint marketing/membership committee and meet monthly. The team has developed numerous ways to promote the Chamber. The most important of which is the development of a Member Services position. This position was filled internally on June 16th by our marketing and tourism employee. While she continues to perform the responsibilities of that position, she has taken on the additional member services duties.

In these difficult economic times we are focused on retention and value-added services. While we continue with our free and low cost marketing benefits we will offer additional "sales" on member benefits while developing additional benefits.

We enjoyed a successful Membership Drive and Appreciation Day and plan to make it an annual event.

Our newest member benefit will be a low cost website development program. We have partnered with Rhino Ruby Studios to offer low cost websites to area businesses. Chamber members will receive additional discounts.

Taste of Spring: We shifted gears this year for this annual fundraiser. To reduce costs for our local chefs we downsized to a food and wine tasting and the event was a success. Numerous local restaurants and wineries showcased their products and guests bid on silent auction items. The Taste of Spring 2010 is scheduled for Friday April, 23rd at the Gathering Center and will have a similar format.

Business Conference: On Tuesday, October 13th we hosted our 2009 Annual Business Conference at the Carbondale & Rural Fire Protection Training Center. In the current economic climate we heard from our business members "it's time to get back to basics" and the Chamber responded with a business conference to aid businesses in doing just that. The backbone of this event was locals supporting locals, sharing best practices and discovering that all the resources for business success are available right here in this valley. Local experts participated in panel presentations on the topics of; marketing, technology and financial planning and business strategies. The conference also featured a business expo that was available concurrently with the presentations. The expo offered businesses the opportunity to share with other businesses. Over 20 local businesses were featured at the expo. The expo concluded with a networking opportunity with appetizers and beer and wine. The business conference was a great fundraiser for the Chamber and an economic development tool for the community.

Leads Groups: In addition to our monthly Business After Hours, Chamber members who are serious about networking have the opportunity to join a Leads Group. Each member of a group is required to be a business member of the Carbondale Chamber and will represent a different industry or profession. Regular attendance at the weekly meetings is strongly encouraged. The original group meets on Wednesdays at noon in the private room at Claddaugh's Irish Pub. An additional leads group is currently being considered.

Business After Hours (BAH) and Quarterly Luncheons: Our Posse Committee does a great job organizing monthly Business After Hours (third Wednesday of the month) and these events have become a networking opportunity beyond expectations.

Quarterly Luncheons are being reinstated for 2010 with the first one on April 13th at the Church at Carbondale from 11:30 am – 1:00 pm.

Shop Local Campaign: All of the area Chambers worked together on a “shop locally” campaign with KSPN radio. The campaign was a yearlong promotion on all aspects of why to shop locally but focuses on education regarding tax dollars and how they support the community. The program has been very well received and won a State Chamber award in 2009. The program will continue through 2010.

Weekly Email Updates and Bi Monthly Newsletters: We produce regular communications to remind our members of events and business news in the Carbondale area. The weekly eNewsletter was new in design for 2009 and has been well received. It is a great way for members to get their message out there free of charge. The paper newsletter was reduced from a monthly publication to a bi monthly publication. We offer to insert a flyer for members and mail it out to our members for only \$50. The newsletter features a business spotlight, news from the Chamber, Business After Hours information, new member information, tourism news and newly added education pieces.

Gift Certificate Program: More than 100 businesses participate in our SHOP LOCALLY program designed to encourage everyone to support area businesses. Anyone may purchase gift certificates at the Chamber Office and give them as gifts to employees, friends and family, or spend them at participating Chamber businesses. The business redeems the certificate at the Chamber office and is reimbursed for the value of the gift certificate, less a \$2 administrative fee for \$25 and over and \$1 for under \$25. Participating businesses are included on a list provided with each gift certificate and listed on www.carbondale.com. Participating businesses also receive a “Certificate of Participation” to display.

Chamber Board Retreat: 8 available seats on the Chamber Board were filled in 2009. Four incumbents were reelected. The board retreat took place on November 19th and in addition to orientation of our new members the retreat served as a planning and goal setting session for 2010. This year we revised our bylaws and mission, engaged new membership benefits, brainstormed fundraising and revenue generating vehicles, set goals and created an action plan and formed committees.

2010 Chamber Directory and Guide: We partnered with Promotional Concepts to create an improved directory for 2010. The guide will serve as the Chamber Business directory and will be magazine style to add to the overall appeal. The theme is Carbondale from an insider’s point of view and all the articles and photography will be by locals. The piece serves as an income generating source for the Chamber. After this inaugural year we hope to greatly expand distribution of this piece and create a larger income generating product. The guide will be released in April and will also be available online making it even easier for consumers to find members.

Tourism Council of Carbondale (TCC): The TCC is funded by the Town’s 2% lodging tax, sales of website banner ads on the tourism pages on www.carbondale.com. The TCC received a grant from the town of Carbondale for the redevelopment of the website. The new website will focus on promoting Carbondale and will offer many opportunities for the business community. The website will launch in the spring. The TCC is also developing an event development tool kit to promote and aid events in Carbondale. The TCC continues to promote, develop, and market tourism in Carbondale.

Thank you for your ongoing support of the Carbondale Chamber. The generous contribution from the Town aid in the Chamber’s, and in turns our members’ success. We will continue to market and promote the Town of Carbondale as we build the reputation and the leadership role of the Chamber and as we respond to the needs of our members, the Tourism Council, the Town, and the community!

Respectfully submitted:

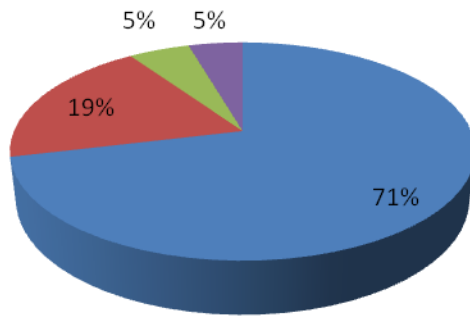
by Sherri Harrison, Executive Director, of behalf of the Board of Directors

Mission

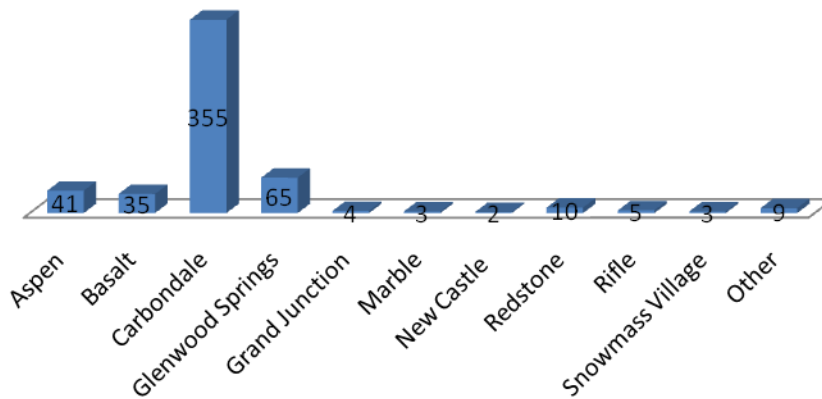
The Carbondale Chamber is committed to working together with business and the community to provide leadership, education, and support for its members in order to make the Carbondale area a more vital and dynamic place to live, work, and visit.

2009 Chamber Member Profile

■ 1-3 Full Time Employees ■ 4-10 Full Time Employees
■ 11-15 Full Time Employees ■ 16+ Employees



Membership by Geography



Membership by Type

