



# ANNUAL REPORT

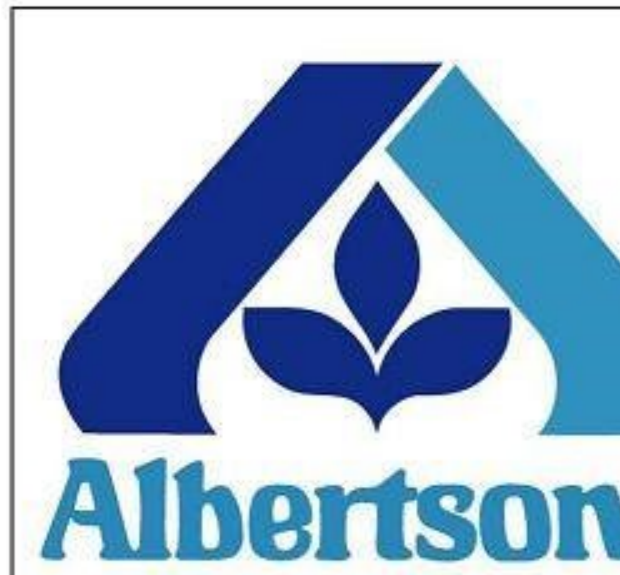
## 2015

Hailey Chamber of Commerce

### ABSTRACT

The Hailey Chamber of Commerce is pleased to present this annual report for fiscal year 2015 (October 1, 2014 to September 30, 2015).

Major Chamber Sponsors



**Hailey Chamber of Commerce  
2016 Annual Report  
October 1, 2014 – September 30, 2015**

**Board of Directors**

Fourteen members served as directors throughout fiscal year 2015 (October 1, 2014 to September 30, 2015).

Debra Hall – President	Maggie Howard
Richard Stahl – Vice President	Stacey Doby
Joan Davies - Secretary	Esmeralda Palomera
Justin Larsen – Treasurer	Chris Robuck
Jane Drussel – Past President	Sheri Thomas
Beth Crawford	Sandi Vaiu
Mike Glen	Freda Wilson

Twelve members are currently serving as directors for Fiscal year 2016.

Richard E. Stahl – President	Esmeralda Palomera
Chris Roebuck –Vice President	John Blackman
Vaelene Bryant – Secretary	Maggie Howard
Sandi Viau – Treasurer	Mike McKenna
Debra Hall – Past President	Sheri Thomas
Patrick Buchanan	Stacey Doby

**Strategic Planning**

The Chamber held its annual planning retreat on March 18, 2015 at The Inn at Ellsworth Manor. Vice President, Richard Stahl facilitated the group in answering the following questions: What do we do best? What are our principle deliverables? What can we learn from the 2014 Strategic Plan? What can we learn from the 2014 Membership Survey, and finally a brainstorming session on the current issues and proposed actions facing Hailey and the Chamber?

The group noted that five of nine action steps from the 2014 Strategic Plan have been accomplished:

- Set Budget Goals – adopted October 2015
- Review and Update Dues – went into effect January 2015
- Hold an Annual Membership Meeting – Annual Meeting held February 2015
- Conduct a Survey of Chamber Members – survey conducted Nov & Dec 2014
- TV/Radio Advertising – Chamber received a \$25,000 ad grant from Neuhoff Communications

The following were identified as Issues facing Hailey and the Chamber:

- Infrastructure Needs
- Tax Increase
- Town Square

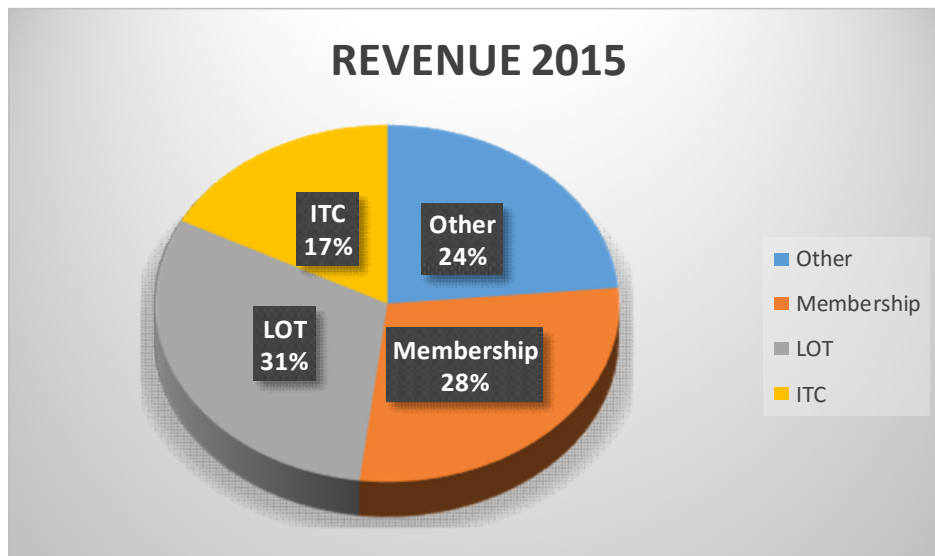
- Small Business Support
- Chamber – self promotion
- Budget
- Member Benefits
- Marketing Hailey

Finally, the following actions were identified to address the above issues:

- Educate on infrastructure needs
- Town Square: promote survey, support process
- Promote Small Business Development Center
- New Member Orientation
- Workshops & Seminars
- Membership Directory
- Chamber News
- Fund Raising/Truck Raffle
- Sponsorships
- Tee Shirts etc for sale
- Market Hailey at the Airport
- ‘I Love Hailey Day’
- Major Speaker/Dinner
- Business Expo
- Expand Member Benefits

**Financial Status**

Income for the Chamber comes from four primary sources; membership dues (28%), sponsorships and fund raising (24%), Idaho Travel Council Grant (17%), and City of Hailey Local Option Tax (31%). Expenses for 2015 totaled \$206,033, while projected expenses for 2016 are \$208,970. Projected revenue for 2016 includes a \$31,000 grant from the Idaho Travel Council and a \$61,000 contract with the City of Hailey to provide visitor services and advertising support, \$60,000 in membership dues and \$40,000 in sponsorships and fund raising.



## Staff

Staff serving the chamber during the fiscal year include Pat Bowton, Operations Director; Kristy Heitzman, Membership Director; Mike McKenna, Membership Director; and Geegee Lowe, Visitor Services.

Staff support is augmented through many hours of volunteer activity, The Ambassador Program. These volunteers assist with events such as Wake-Up Hailey and Business After Hours and in staffing the Visitors Center.

## Visitor Services

A core function of Chamber staff is the provision of visitor services both in person at the Hailey Welcome Center and through phone, email and internet. As of the end of the fourth quarter, the Chamber provided visitors support services to a total of 2,281 individuals at the Hailey Welcome Center and 2,211 individuals through phone inquiries. Relocation/information packets were sent to more than 5,900 individuals requesting more information. This included providing maps, directions, event information, referrals to local businesses, and relocation information. Facebook posts totaled 3,161, our total reach to unique users was 772,647 with 3,240 fans.

The Chamber has recently expanded display space in the Welcome Center for the sale of popular souvenirs and gift items. The attractive shelving blends seamlessly into the Center, and was constructed by a Chamber volunteer, **Delbert XXXXX**.

## Membership

As of the end of September 2015 the Chamber had 272 members, a loss of 3 members from 2014. Gross revenue from membership for the period was \$54,189. The vast majority of Chamber members are small businesses employing five or fewer employees.



Staff promoted the many benefits of Chamber membership throughout the year: advertising on the Chamber Website ([www.haileyidaho.org](http://www.haileyidaho.org)), Hot Deals for business to business, event promotion, monthly electronic newsletter, Facebook and e-Blasts. Discounted advertising is offered through KECH, KSKI & KYZK, Locally Owned Radio, The Weekly Sun and KMTV.

Wake Up Hailey and Business After Hours continue to be very popular among chamber members. During fiscal 2014 12 Wake Up Hailey events and 11 Business After Hours events were held. Average attendance at Wake Up Hailey was 30 and at Business After Hours between 120 and 150.

The Chamber also holds quarterly membership meetings; an Annual Meeting on February 4, 2015, a Membership meeting May 6<sup>th</sup> at McClains Pizzeria, and a Q&A session with Mayor Fritz Haemmerle.

The Chamber has partnered with 'The Weekly Sun' in publicizing member businesses, submitting feature articles on businesses twice each month.

### **Events and Programs**

The Hailey Chamber works year-round on event promotion and creation. Creating, marketing and maintaining events is an integral part of keeping business in Hailey thriving. The Chamber is the organizer and promoter for four major events and participates in other events as promoter, using social media, print advertising, over-the-road banners, posters and press releases.

#### *Wood River Valley Expo*

The Chamber partnered with Zion's Bank and multiple sponsors to bring the Sun Valley Business Showcase to Hailey for the first time on November 5<sup>th</sup> at the Blaine County Community Campus. This was indeed a great event which included more than 60 vendors. The event was well attended by the public.

#### *Halloween Hoopla, October 31, 2014*

The Chamber organized a Halloween celebration in Downtown Hailey in cooperation with the local businesses along Main Street. The event included candy distribution by downtown businesses and a costume contest operated by Kiwanis at the Liberty Theater. Thousands of pieces of candy were distributed to hordes of costumed participants. The Chamber contributed Chamber Bucks, staff support and marketing for this event.

#### *Hailey Holiday Square, December 2014*

The 2014 Hailey Square was held on three Saturdays in December at the Farmers Market site adjacent to Washington Federal in Downtown Hailey. The event featured a visit from Santa Clause, Caroler's, DJ music, craft and food vendors and raffle prize drawings.

#### *4<sup>th</sup> of July Celebration and Parade, July 4, 2015*

A successful 4<sup>th</sup> of July Parade and Fireworks was held in cooperation with the City of Hailey. The theme this year was "Wild, Wild West" and our Grand Marshalls were Jane and Kenny Drussel, long-time Chamber supporters and owners of Jane's Artifacts. This major event drew thousands of spectators to downtown Hailey. The Wood River Land Trust organized a new event, River Fest, which incorporated the Big Wood River and Draper Preserve into a post-parade river float event. The event was included in all of the Chamber's advertising, marketing and social media posts for the July 4<sup>th</sup> festivities.

## **Other Community Events and Projects**

The following events took place during this period with volunteer and/or promotional support of the Hailey Chamber.

1. Trailing of the Sheep, October 8 - 11
2. Crosstoberfest, October 16 - 17
3. Hailey Holiday Square and Raffles, December 11
4. Easter Bunny Visit, April 5
5. ArborFest, May 9
6. Fiddlers Inc. State Championships May 15 -16
7. Flowers on Main Street, all summer
8. Washington Federal Hailey Family Carnival June 5 - 7
9. Skatepark Competition, June 20
10. Sheeptown Drags Races June 25
11. Sawtooth Rangers' Rodeo, July 2 - 4
12. Northern Rockies Music Festival, August 1
13. Kiwanis Car Show, August 1
14. Wood River Valley Harvest Fest, September 19
15. Hailey Ice Fund Raiser, September 19

## **Community Support and Partnerships**

The Chamber is involved with multiple project related to improving the local economy and community: Fly Sun Valley Alliance, Sun Valley Economic Development, Rotarun, Do the Right Thing and the City of Hailey. The Chamber is represented on the boards and committees of these organizations and actively participates in cooperative strategies to grow the economy of Blaine County.

## **Marketing and Public Relations**

The Chamber markets the City of Hailey as a travel destination and markets local businesses and events through various avenues. These marketing efforts are funded through a grant from the Idaho Travel Council and funding from the City of Hailey Local Option Tax.

### **18 Summers Marketing Program**

The Chamber advertised in an integrated newspaper insert and online campaign. This was a simple 1/8<sup>th</sup> page ad that resulted in over 5,900 inquiries for information about Hailey and the Wood River Valley. This ad campaign generated big impact with minimal cost. The Chamber plans to participate in the program again in 2016.

### **Chamber Bucks Program**

This program is designed to help promote shopping locally. Chamber Bucks sales were \$23,058 for the year, and redemptions totaled \$22,820. Hailey Chamber Bucks are a popular local gift certificate that can be redeemed at over 75 local businesses. Hailey Chamber Bucks can be purchased at the Washington Federal, who took over management of the program in 2015.

### **Events**

Last year the Chamber received Idaho Travel Council funds to promote the Sun Valley Film Festival for public relations and social media marketing. Through a partnership with CW

Communications, a total audience of 371 million was achieved. This was done through internet publications, blogs, Twitter, print and social networks. 190 media stories were written on the event including USA Today, The Hollywood Reporter, Alaska Airlines, Indiewire, rogerebert.com and Hollywood Life. The value of this public relations effort is over \$3.44 million in coverage.

Last year the Chamber received Idaho Travel Council grant funding to promote the Trailing of the Sheep Festival using public relations, advertising and social media. Through a partnership with CW Communications, articles on Trailing of the Sheep (promoting both Hailey and the Festival) appeared in national and regional publications including USA Today 10 Best, AAA World Mid-Atlantic, MapQuest, Cowboys & Indians, Philadelphia Inquirer, Outdoor Sports Guide and the Utah Family Magazine. The value of this public relations effort is over \$1 million in coverage. The total media reach was 117 million using print, TV, radio and online advertising.

The Hailey Chamber produced press releases that were distributed to national bike media outlets, which resulted in media coverage in the Pacific Northwest for the Crosstoberfest event.

#### Website

Most of the information about the City of Hailey and about the Hailey Chamber of Commerce can be obtained through the website, [www.haileyidaho.com](http://www.haileyidaho.com). The Chamber moved its website to a new software platform early in the year, then implemented fewer navigation tabs to increase ease of use. E-commerce was added to the website last May. The Chamber website had 90,287 unique visitors and 263,362 website pages viewed. Maintenance of the website is ongoing to keep information fresh.

#### Membership Directory/Community Guide

The Chamber launched a major new initiative during the year, development of a glossy multipage directory of members of the Hailey Chamber of Commerce and a guide to Hailey and the Wood River Valley. After evaluating several proposals, the Chamber contracted with Centerlyne from Bellevue to develop the publication. This publication will be used to fulfill the many requests for information received by the Chamber and will be widely distributed throughout the valley. A digital version will be posted on the Chamber website as well.

#### **Something Old, Something New, Ideas for 2016**

The Chamber President, Richard Stahl has presented his ideas for moving the Chamber forward in 2016. First, the Chamber needs to continue programs already underway, ‘something old:’

- Continue to strengthen the Chamber’s finances through increased membership, sponsorships and fund raising.
- Update the Strategic Plan in 2016.
- Continue to implement the Strategic Plan.
- Continue and improve the Quarterly Meetings to provide quality speakers on topics related to business and community.
- Publish a Chamber Membership Directory and Community Guide.



Secondly, the Chamber needs to find new ways to serve its members and the community, 'something new:'

- Develop an employee handbook and fringe benefit package to assist in attracting and retaining top employees to the Chamber.
- Hold an Annual Membership Meeting and Awards Banquet, designed as a community celebration and fund raising event.
- Integrate more Chamber promotion into our communication (print and electronic) to increase the visibility of the Chamber in the community.
- Offer additional high quality member benefits in the form of marketing opportunities, workshops, networking opportunities and improved web presence.

The Chamber is a membership organization, seeking to grow the economy of Hailey and the Wood River Valley and to serve the needs of Chamber members. The Chamber seeks to involve its members in all aspects of the organization; as committee members, as Ambassadors and as board members. With the help of its members, the Chamber and Hailey will grow and prosper.