

The Chamber Into 2010

by Mary Jo Coulehan

2009 is over – can we breathe now? Needless to say it has been a very tough year economically for many businesses in Pagosa Springs. Of our three major industries, two have been severely impacted: real estate and construction. When the rest of the nation is experiencing difficult times, it is not a surprise that Pagosa has been affected as well.

Yet many local businesses are still doing well and reports have been from some retail and some restaurant facilities that they have had record days and months in 2009. How can this be when so many people say that it has been a terrible year? Tourism numbers in Pagosa were up for 2009. Lodging tax dollars were up as a whole. Most Colorado towns were down in lodging, so we have much to be thankful for. The winter season last year gave us great snow helping out numerous businesses that were willing to plow and shovel and work outside their box not to mention snow related activities.

The Chamber was no different than many other businesses in having a difficult time. We lost almost 60 members in 2009. That is quite dramatic having been that we have had such a large membership. This number is attributed to entities going out of business, moving, or "I can't afford the dues". But we still have over 600 members and remain extremely strong. So during these difficult times, what can the chamber do for you and what are we planning for 2010.

Last year the chamber brought on 2 more events to the community: the San Juan River Rod Run Car Show and the Renaissance Festival. Both events will continue this year with plans to make them bigger and better and attract people to stay over affecting lodging tax and subsidiary businesses such as restaurants and retail. The Chamber also brought on new educational and informational sessions including Wake Up Pagosa and Business Bites. The residents of Pagosa are realizing more and more that they must shop Pagosa whenever possible and keep their dollars in our community. The addition of the Super Pagosa Prize Package over the Parade of Stores weekend resulted in over \$20,000 in receipts being redeemed the first weekend in December just at qualified stores. With this kind of positive response, we plan to make this event and the prizes even bigger in 2010. Thank you for shopping Pagosa!

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Upcoming SunDowner Hosts



February
24th, from
5 - 7pm

 flooring
by design

March 24, from 5 - 7pm

April
28, from
5 - 7pm



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MJs Musings cont.

Four years ago, we worked hard with the Bicycle Tour of Colorado to attract them to Pagosa as a "stayover" community. This work has now come to fruition as this cycling group stays over in Pagosa June 23 and 24 instead of the typical one day. This is an incredible boon to our community with more good news on the horizon. We are working with local groups to bring significant room nights to Pagosa during "shoulder" times. We hope our efforts will pay off with announcements in the near future.

But it isn't just about lodging and tourism. How do we help our businesses now? The Chamber will be rolling out some very important networking business and financial help sessions in February. The sessions will be broken into various similar groups based on your longevity in business. So start up businesses will be one group, businesses in existence 1-3 years will be another group and so on. Businesses can get together and help each other or problem solve with issues that another business may have incurred and how they solved the problem. Can another business give you a suggestion that could save your business right now? We must work together and learn from each other.

We will also be hosting a "What about the Bottom Line Now" seminar in February. We will have different experts available to talk to you and help you with concerns now. How can I affect my bottom line? What items can I cut? Is there any short term loans out there or can I qualify for a line of credit? Pagosa is made up of small businesses and as we poured money into our business to hang on in 2009, cash flow now may become an issue. What are some ways that we can help you look at your financials and get through to the busier season? The Chamber is about business in many different factions. We're about helping our industries make it through, we're about educating you to help yourselves, we're about offering resources to help you, we're about bringing people to this community to enhance our major industry as well as working with other entities to diversify our economy. But we can't do it without the support of the community and your support has been very positive. Our organization has had to buckle down and make some tough decisions as well - I don't know any business in Pagosa that hasn't!

Get out of your comfort zone. Where will your business be and who will you be at the end of this crunch? Most of us will be better business people: we'll know how to read financial statements better, we'll look at cash flow differently, and we'll think outside the box more frequently. Let's start now. We hope that we see numerous businesses working together in these smaller networking sessions to better their own business and help their neighbor. There really is no better time to pull together as a community and be a chamber member. We are encouraged about 2010 and what is in store for Pagosa. Let us know how can the Chamber help; what features would you like to see the Chamber add?

Winterfest 2010

February 11

Hospice of Mercy: "Soup for the Soul"

Held at the Community Center
5:30pm - 8:30pm

For more info call 264-2360

February 12

**Snowboarding Extravaganza:
Slide & Soak Event**

Held at The Springs Resort
3 - 6pm: Boarder Registration and
Packet Pickup
6 - 9pm: Slide & Ride Kickoff Party
For more info call 970-759-6192

Valentine's Dance

Held at the Community Center
7pm - 11pm
For more info call 264-4152

February 13

Nordic Ski Race

Held on Reservoir Hill
8am - 11am
For more info call 946-7225

**Snowboarding Extravaganza: Slide
& Soak Event**

Held at The Springs Resort
9 - 11am - Extreme Boarders Best
Slide & Ride Contest
11am - 1pm: Novice Boarders Slide &
Ride Contest
1 - 3pm: Best Trick Extreme & Novice
3 - 6pm: TBA

Snow Sculpting Contest

Held in Town park
11am - 1pm
For more info call 264-2360

**The "Anything Goes" Downhill
Sled Race**

Sponsored by High Country Lodge
(3 miles East of town on Hwy 160)
2pm - 5pm
To sign up or learn more: 264-2360

Hiding Place - Ballet Magnificat!

Held at the Pagosa Springs High
School Auditorium
7 p.m.
For more info call 731-5262.

Please take a moment to learn about

New Members

our newest members. Better yet, stop in to and say "Hi".

Brewery

Pagosa Pub Works Brewery

Frank Schiro

(970) 731-2337

165 N. Pagosa Blvd.

P.O. Box 5731

Pagosa Springs, CO 81147

pagosapubworksbrewery@skywerx.com

Pagosapubworksbrewpub.com

Chiropractor/Massage/Body Work

Eric Seiler, Certified Rolf Practitioner

Eric Seiler

(970) 903-0893

103 Pagosa Street

P.O. Box 3202

Pagosa Springs, CO 81147

eric@bodyworksbetter.com

www.bodyworksbetter.com

Structural Integration provides lasting relief from pain and offering dramatically improved mobility. This work re-shapes and re-structures the body by lengthening the connective tissue and guiding the body-segments into proper alignment.

Custom Fabricator

Wolf Creek Rod Works, LLC.

Donald Haywood

(970) 264-2190

329 Park Ave.

Pagosa Springs, CO 81147

Haywooddc@aol.com

www.wolfcreekrodworks.com

Custom fabricator for street rods and vintage Land Cruisers. Wiring, paint and body, rust repair, suspension, engine conversions, electronic fuel injection conversion.

Non-Profit Organization

Regional Service Area 9 Council (R.S.A.9.C.)

Steve Otter

970-247-3261 ext. 123

21 E. 12th St.

Durango, CO 81301

sotter@sjboces.org

www.sjboces.org/rsa_site/home.htm

The purpose of the RSA9C is to improve educational outcomes for students by connecting what happens in our schools with what happens in our workplaces and communities.

Non-Profit Organization

San Juan Basin Area Agency on Aging

Christina Knoell

(970) 264-0501

450 Lewis Street, Ste. B-1

P.O. Box 5456

Pagosa Springs, CO 81147

sbjarea9@gmail.com

Provides support services to allow older persons to live independently, even if they are not fully able to care for themselves. SJBAAA is one of 16 agencies in Colorado who funds local senior service providers in Region 9. Region 9 includes Archuleta, Dolores, La Plata, Montezuma, and San Juan Counties.

Real Estate Preparation

Curb Appeal

(970)731-3734

PO Box 5731

Pagosa Springs, CO 81147

curbappeal@centurytel.com

Need to sell your house, give Curb Appeal a call. We do property maintenance specifically designed to sell your home quickly.

Friends of the Chamber

Peter Gonzalez

(970) 264-8434

P.O. Box 843

Pagosa Springs, CO 81147

February 14

Nordic Ski Race

Held on Reservoir Hill

8am – 11am

For more info call 946-7225

The Pagosa Penguin Plunge

Held at "The Wave"

Next to the Visitor Center

11am – 2pm

To sign up or learn more: 264-2360

Snowboarding Extravaganza: Slide & Soak Event

Held at The Springs Resort TBA

February 15

Hosted Groomed Trail Fun Ski

Held at numerous trail heads

Hosted by the Pagosa Nordic Club Volunteers

For more info call 946-7225

Renewing Members

We would like to take this opportunity

to wish the following members a happy anniversary and thank you for your continued support!

Friends of the Chamber

Andrew Donlon
Bob & Carole Howard
Joanne Irons
LaQuita & Raymond Johnson
Mamie Lynch
John Ramberg
Deborah & Dow Timmen
August Vanderbeek
Judy James
JoAnn Laird Group
Fred & Mary Webb

Accounting/Bookkeepers

DIG Enterprises 80, Inc.

Antiques

Black Swan Antiques and Collectibles

Art Galleries/Artists

Pagosa Springs Arts Council
Southwest Silver Gallery

Ballooning

Wind Wranglers Balloon Co, LLC

Brew Pub

Pagosa Brewing Co

Brochure Distribution

Certified Folder Display Service Inc.

Cabins/Campgrounds/RV Parks

Elk Meadows River Resort, LLC

Churches

Our Savior Lutheran Church & School
St. Patrick's Episcopal Church

Civic Organizations

Archuleta County Republican Women (ACRW)

Consignment Shops

Upscale Resale

Directories

Directory Plus

Engineers/Surveyors

Briham Engineering Services LLC

Festivals and Event Planning

GECKO

Gifts

Made in Colorado Shoppe
Next Door Decor
Old Town Gifts / Christmas in Pagosa
Re.Sport

Government

Pagosa Fire Protection District
Pagosa Ranger District, San Juan National Forest

Health Care

Pagosa Springs Family Medicine Center
Riverside Health Practices
Rocky Mountain Health Plans

Home Furnishings

Sharon's Cottage Creations

Hot Springs Facilities

Overlook Mineral Spring Spa

Humane Society

Humane Society of Pagosa Springs

Insulation

Foam Insulation Specialists

Insurance

Dalsaso Associates
Mountain West Insurance

Interior Decorators & Designers

The Decorating Lady

Lodging

Adobe Abodes
Econo Lodge
Elkwood Manor, Luxury Bed & Breakfast
First Inn of Pagosa, Inc.
Lake View Condo Pagosa
Pagosa Experience Rentals, LLC
Pagosa Realty Rentals, LLC

Meat Processing

Buck Stops Here

Music

Howlin' Wolf Music

Natural Food/Products

Joy's Natural Foods

Non Profit Organizations

American Avalanche Assn.
American Legion Post #108
Archuleta County Extension
Community Connections, Inc.
Pagosa Area Trails Council
San Juan Outdoor Club
San Juan Symphony

Nursery

Bayfield Gardens

Physical Therapy

In Balance Physical Therapy

Plumbing & Heating

Pagosa Rooter

Printing Services & Supplies

Old West Press

Publications

Durango Herald

Railroad Excursions

Cumbres & Toltec Scenic Railroad Commission
Rio Grande Scenic Railroad

Ranches

Taylor Ranch Ltd.

Renewing Members continued

Real Estate

Riley, Lee- I Sell Pagosa, LLC.

Restaurants

Alley House Grille
Kip's Grill & Cantina
Ole Miner's Steakhouse
Plaza Grille

Retail

Goodman's Department Store

Snowmobile Club

Wolf Creek Trailblazers Snowmobile
Club

Snowmobiles/Tours

Snow Country Adventure Tours &
Majestic Outfitters

Stained Glass

Big Sky Studio

Thrift Store

Humane Society Thrift Store

Trail Rides

Buffalo Trading Post

Veterinarian

San Juan Veterinary Hospital



Thank you to Alley House Grille for providing the incredible menu for the Annual Membership Celebration, and to Winslow on the Shire for opening your beautiful facility for us to gather. Pictured above: Members Kelley Stevens of Alley House Grille and John Dimuccio of Cool Water Plumbing & Piping. Below: Paula and Bill Craig of Personal Touch Home Services.



Pictures courtesy of Pagosa Photography.

Welcome New Board

Thank you to everyone that came into the office, or came out to the Annual Membership Celebration to vote for this year's Board of Directors. We feel very fortunate to have had an incredible group of business people that are deeply invested and working towards the betterment of this community. The votes were counted and below we have the newest additions to the Pagosa Springs Area Chamber of Commerce. Our Board, and your representatives are:



Paul Boyd
- Wells Fargo



Thaddeus Cano
- Ski & Bow Rack



Madeline Lyon
- Wild Spirt Gallery



Bill Schwab
- Piedra Automotive
Bill is filling a one year term
replacing Brooke Kitchens with the
Dogwood Cafe.

Chamber Statistics

Visitor Center Foot Traffic			
2008		2009	
Jan.	924	Jan.	673
Feb.	611	Feb.	728
Mar.	1,965	Mar.	2,161
April	699	April	773
May	2,590	May	2,921
June	5,719	June	6,538
July	7,804	July	9,238
Aug.	5,886	Aug.	7,139
Sept	4,031	Sept	4,765
Oct.	2,326	Oct.	2,916
Nov.	1,016	Nov.	898
Dec.	1,036	Dec.	1,034
Total	34,608	Total	39,784

Building Permits For Archuleta Housing January 1st - Dec. 31, 2009	
House Permits	39
Mobile Homes	7
Townhouses	0
Condos	0
Commercial	7
Other	159
YTD Totals:	212
2008 Totals	245

Retail Sales Tax			
2008		2009	
Jan.	447,301	Jan.	472,842
Feb.	513,585	Feb.	382,814
Mar.	502,826	Mar.	503,780
April	425,459	April	367,274
May	478,464	May	461,575
June	632,784	June	580,731
July	659,482	July	640,208
Aug.	632,520	Aug.	559,487
Sept	653,233	Sept	541,719
Oct.	522,155	Oct.	479,124
Nov.	472,529	Nov.	439,323
Dec.	673,901	Dec.	
Total	6,614,241	Total	

National, State and Local Employment

National

The national unemployment rate for the month of Dec. 2009 was 10%, which is 2.6% higher than Dec. 2008.

Source: U.S. Department of Labor-Bureau of Labor Statistics

State

The state unemployment for the month of Dec. 2009 was 7.5%, which is 1.7% higher than one year ago. This rate is 2.5% lower than the national average.

Source: Colorado Department of Labor and Employment

Archuleta County

Archuleta County, Colorado, registered an unemployment rate for the month of Dec. 2009 was 6.7%

Source Colorado Department of Labor and Employment

Business Directory Searches

Month	Directory	Category	Keyword	Alpha	Other
Jan.	1603	1069	180	243	111
Feb.	1455	997	180	205	73
March	1690	1065	241	293	91
April	1448	965	232	193	58
May	1651	1110	191	256	94
June	2010	1414	223	263	110
July	2014	1341	284	277	112
Aug.	1731	1107	181	351	92
Sept.	1484	931	171	313	69
Oct.	1592	918	217	361	96
Nov.	1129	734	141	177	77
Dec.	1320	887	136	217	80



"You're Welcome" is a brand new addition to the Chamber Communiqué in 2010—and is dedicated to distributing information, updates and news to our many tourism ambassadors who volunteer in our Visitor Center.

We will be looking for volunteers to work in the Visitor Center during WinterFest week (February 10th through February 17th) and during Spring Break in March. If you would be interested in working a shift during these peak periods, please confirm with me as soon as possible to schedule your shift.

Any suggestions, ideas, comments, concerns are most welcome and certainly appreciated. If you know the places to go, people to see, and have information to share, please send your emails to me at info@visitpagosasprings.com or call (970) 264-2360 Ext. 11. Thank You & Happy New Year!



Pictures courtesy of Pagosa Photography.

Congratulations to our Citizen of the Year, Fred Harman, pictured left and our Volunteer of the Year, Mike Alley, pictured right.



The Pagosa Springs Area Chamber of Commerce Board of Directors, at the Annual Membership Celebration on January 23rd, posed for one last picture with outgoing members Janis Moomaw and DeDe Deitz. Pictured above starting from the left: Mary Jo Coulehan, Janis Moomaw, DeDe Deitz, Brent Christians, Doris Green, Angel Preuit, Steve Kuhlman, and Kathy Keyes.

Web Site Statistics						
Month	Visits to VisitPagosaSprings.com.	Time	% of New Visits	Visits to PagosaSpringsChamber.com	Time	% of New Visits
Jan	11,012	3:08	77.28	4,673	:57	75.28
Feb	10,218	3:03	77.55	4,213	1:07	75.91
March	11,842	2:52	80.32	4,729	1:04	78.01
April	12,473	2:49	81.00	3,416	:56	75.94
May	13,636	3:10	79.39	5,023	1:09	76.65
June	13,376	3:16	78.58	6,741	1:11	77.44
July	13,570	2:48	79.32	7,319	1:08	76.61
Aug	9,776	2:32	81.61	5,679	1:02	80.51
Sept	7,665	2:26	82.19	4,861	:56	79.78
Oct	7,066	2:30	83.88	3,922	1:02	80.37
Nov	5,213	2:39	81.43	3,285	1:08	78.72
Dec	9,392	3:37	79.09	3,671	1:06	77.99



Saying goodbye to two incredible people. We will truly miss these two ladies. Above: DeDe Deitz. Right: Janis Moomaw

Ribbon Cutting

Pagosa Ice Cream Company

Homemade Ice Cream & Gelato

420 Pagosa Street

970-264-1114

At the Pagosa Ice Cream Co., we make over 250 flavors of fresh homemade ICE CREAM, GELATO and SORBET, using all natural and pure ingredients. We make our own WAFFLE CONES in different flavors, too!

Our SMOOTHIES are made using your choice of available real fresh and frozen fruit, juice or soda, and your choice of homemade ice cream, gelato, or yogurt, but "not the powdered stuff".

Our SOFT SERVE ICE CREAM is covered with swirls of flavored syrup that you can't find anywhere else, and the kids love it! We have a variety of frozen desserts, including ice cream sandwiches, cakes, pies and brownie fudgy "goodies". you will be surprised at how flavorful the MALTS and SHAKES are when you add your own choice of flavors with chunks of candy and cookies.

Our signature frozen coffee Jitterbug Java Moka is to die for all by itself, or you can add your choice of flavors to punch it up. We especially recommend our own "burnt caramel" syrup or candy bar chunks. Yummy!

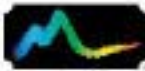


David and Karen Mawhorter, Owners

PagosaSpringsChamber.com

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(970) 264-2360



PAGOSA SPRINGS

AREA CHAMBER OF COMMERCE

The Best of Colorado

P.O. Box 787

Pagosa Springs, CO 81147

970-264-2360 \ 800-252-2204

www.pagosaspringschamber.com

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BOARD OF DIRECTORS

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BRENT CHRISTIANS
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STAFF

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EMILY BELL