

* MEMBERS WHO JOINED IN 2022

- A Glass Act
- Anchored Hope International
- Vanessa Balbontin
- Big Mountain Realty
- Build Pagosa
- ChemDry of the Southwest
- Fun in Media
- Fyzical Therapy and Balance Center
- Healthy Archuleta-FSFE Food Coalition
- High Country Title and Escrow
- Jack-A-Lope Acres
- JK Leasing
- Drew Mackey – Mackey Insurance
- No Limits Ranch
- O2asis Peak Renewal
- Pagosa Community Initiative
- Pagosa Innovation Center
- Pagosa Mountain Sports Uptown
- Pagosa Multi-Purpose Pavilion Ice Rink
- Pagosa Springs Tire & Service
- PJ's Fine Bamboo Rods
- PS Chocolates
- Rancito Alegre
- Souls Medicinals Massage
- Jessica Shahan – Mackey Insurance
- Rainbow Woods
- Skyview Solar
- Southern Ute Culture Center and Museum
- Southwest Colorado Education Collaborative
- Sunset Ranch Cabins
- Sunset Ranch Chiropractic
- Vacasa-Pagosa Springs
- Loren & Sharon Wilson
- Wolf Creek Realty



* A very special thank you to Pagosa Baking Company for our delicious hors d'oeuvres and dessert.



Pagosa Springs Area Chamber of Commerce

970-264-2360

www.pagosachamber.com

2022 ANNUAL REPORT

* *Mission: It is the mission of the Pagosa Springs Area Chamber of Commerce to assist the Members of our business community with development opportunities, resources, advocacy, services, and education.*

* *Vision: It is the vision of the Pagosa Springs Area Chamber of Commerce to facilitate our community's transition and growth needs, creating a prosperous future in a business friendly, home town atmosphere.*

2022
BOARD OF DIRECTORS

| | | |
|---|---|--|
|  |  |  |
| Kirk Bliss Director Rosie's Pizzeria | Meg Wempe Director Ruby M. Sisson Memorial Library | Eric Hittle Director Echo IT Consulting |
|  |  |  |
| Shane Prince Director Club Wyndham | Dan Rosenblatt Treasurer/Secretary Pagosa Drone Productions | Dale Scrivner Director Curtains Up Pagosa |
|  |  |  |
| Jenneve Shugar Director Pagosa Armor Locksmith | Marissa Talamante Director Hometown Insurance | Dallas Weaver Director Foot Prints Pagosa |



ANNUAL AWARD NOMINEES

Business of the Year

Rosie's Pizzeria
Two Old Crows

Non-profit of the Year

Veterans 4 Veterans
Aspen House/Aspen Services

Citizen of the Year

Shelley Lowe
Veronica Medina
Lisa Scott

Volunteer of the Year

Barbara Swindlehurst
Shelly Lowe
Aubrie Limebrooke

Thank you to the individuals, businesses, and organizations that make Pagosa Springs a true community. Your contributions are greatly appreciated. Congratulations to all of our nominees!

WELCOME TO OUR NEW BOARD MEMBERS FOR 2023

Thank you to all our outgoing Board members.

We have appreciated all your hard work!



Dan Rosenblatt



Dale Scrivener



Lauren Crawford
Pagosa Massage & Bodyworks



Blue Pitcher-Lindner
Jann C. Pitcher Real Estate



Meg Wempe



Pat Tackett – TBK Bank

2022 - Year in Review

Administration, Advertising & Technology

- ≈ Continued community outreach media sources: weekly “Live Stream with MJ” offering important community and business updates.
- ≈ Increased Business Updates forum on Facebook.
- ≈ Continued social media outreach through postings, videos and shares
- ≈ Continued community video production with CGI located on both the Chamber and CDC websites. Geared towards relocating businesses and individuals.
- ≈ Added capability to video share on “Live Stream with MJ”.
- ≈ Continued partnership with the Pagosa Magazine and the Action Pages providing membership with increased business exposure through a dedicated Chamber member directory.
- ≈ Continued weekly radio show on KWUF and weekly articles to the Pagosa Sun and Pagosa Daily Post
- ≈ Introduced Growth Zone database for easier access to business’ website, social media feeds and categories links. Improved visual business directory, ease of use for membership and staff and integration of event management system.

Business & Community Events and Partnerships

- ≈ Represents Archuleta County “at large” on the Region 9 Economic Development District board
- ≈ Sits on the Region 9 Economic Development District Executive Committee as Vice Chair
- ≈ Represents Archuleta County on the Club 20 board of directors consisting of 23 counties
- ≈ Represents the Region 9 district (Archuleta and La Plata counties) on the Club 20 Executive Committee
- ≈ Sits on the Club 20 subcommittees: Telecommunications, Business Affairs, Tourism (chair)
- ≈ Sits on the state board of the Association of Colorado Chambers of Commerce
- ≈ Sits on the Small Business Development Center Advisory Board
- ≈ Sits on the Archuleta Housing Corporation board of directors
- ≈ Sits on the Pueblo Community College (PCC) Southwest Advisory Board
- ≈ Sits on the Growing Water Smart steering committee to help plan for future water needs in Pagosa Springs.

Business & Community Events and Partnerships (cont.)

- ≈ Represents Archuleta County on the El Pomar Foundation Southwest Regional Council. Able to bring funding assistance to non-profit agencies and additional funds to non-profit agencies conducting events.
- ≈ Held the following events to growing numbers of participants and spectators: WinterFest, Car Show, Park to Park Artisan Market, ColorFest
- ≈ Improved distribution of “newcomer” information for the Welcome Service Program to include real estate offices, Welcome Service business participants, home or land purchasers.
- ≈ Implemented quarterly Welcome Service Program Meet & Greet partnering with various non-profit agencies.
- ≈ Continued to hold discussions for a housing development strategy and collaboration between LPEA, Chris Mountain Village II and Archuleta County
- ≈ After the rejection of the S. 8th St. housing project by the Town, voiced the Chamber’s disappointment and encouraged town council to continue to secure land and move forward with affordable housing projects
- ≈ Working with Pueblo Community College, CDC and Region 9 for CDL training to occur in Pagosa Springs in 2022. Worked with the CDC and Region 9 to assist with financial assistance for 8 students who got their CDL certification
- ≈ Continued to “Connect the dots in Pagosa Springs” aligning various groups, making introductions and trying to eliminate duplication of efforts.

CDC Administration

- ≈ Met with over 15 business interested in opening, expanding, buying, selling, relocating a business to Pagosa Springs. At least half of the clients involved multiple meetings.
- ≈ Continued to participate on Broadband Services Management Office meetings, overseeing completion of 2019 DoRA grant, work on the 2022 broadband strategic plan, and financial oversight of group and projects.
- ≈ Worked with new CDC director and CDC administrator in transition of duties from the Chamber to the CDC. This included EZ projects, various organizational transitions, financials, membership work
- ≈ Assisted new Executive Director and new grant writer with grant opportunities for Archuleta County.

CALENDAR OF EVENTS

Major Events

| | Dates |
|--------------------------------|-----------------|
| Winterfest | January 20-22 |
| The Car Show at Pagosa Springs | June 9 & 10 |
| Park 2 Park Artisan Market | July 1-4 |
| Colorfest | September 15-17 |
| Wellness Expo (tentative) | October 20-22 |



Business After Hours

| Date | Location |
|---------------------------|---|
| February 22nd | Pagosa Massage & Bodyworks/Rise Above Violence |
| March 29 th | Emerald Fox/Sierra Paint Protection Tint |
| April 26 th | The Choke Cherry Tree |
| May 24 th | FootPrints Pagosa |
| June 28 th | Pagosa Community of New Thought |
| July 26 th | Pagosa Community Initiative |
| August 23 rd | Rocky Mountain Wildlife Park |
| October 25 th | Fyzical Therapy & Balance Center |
| November 15 th | Echo IT/ Alpen Haus/Leading Edge Financial/ Mackey Insurance |
| December 13 th | First Southwest Bank |

CHAMBER STAFF



Kim Hartfiel
Membership Coordinator



Mary Jo Coulehan
Executive Director



Elizabeth Thomas
Marketing

MOST REFERRED CATEGORIES – ATLAS (PREVIOUS) DATABASE

5 Months of Statistics

| Category | Times Displayed |
|-------------------------|-----------------|
| 1. CONSTRUCTION | 771 |
| 2. RESTAURANTS | 237 |
| 3. RETAIL STORES | 221 |
| 4. CAMPGROUND/RV | 177 |
| 5. VACATION RENTALS | 149 |
| 6. GIFTS | 115 |
| 7. PUBLICATIONS | 111 |
| 8. INSURANCE | 107 |
| 9. CLEANING/RESTORATION | 103 |
| 10. HOTEL/MOTEL | 96 |

HIGHEST REFERRALS BY CHAMBER MEDIA SOURCES

| | |
|-----------------------------|-------|
| UPDATES & REMINDERS & SHARE | 1,166 |
| EVENTS AND LIVE MUSIC | 514 |
| FACEBOOK | 459 |
| NEWSLETTER | 750 |
| PHONE | 300 |
| LIVESTREAM | 275 |
| RADIO | 260 |

Looking Forward to 2023!

- Will host a board retreat to review a strategic plan for the next 3 years. Focus on issues that are most important to our business community.
- Improve the transition to the new GrowthZone data base system. Work on enhancing the membership directory visual display highlighting higher-level memberships.
- Improve Welcome Service Program Meet and Greet gatherings.
- Work on adding new event: Wellness Expo in October
- Working with various agencies locally and state-wide to improve communication and business education to the Latino community to improve their chances of entrepreneurship and inclusion.
- Modify Adventure Raffle to include adventure goods such as mountain bikes, kayaks, rooftop tents, etc. Sales will run from the Car Show in June with the ticket being drawn at ColorFest September 16.
- Convert Pagosa Perks Shop Local Program from check issuance to gift card system
- Better engagement of the business community: social media (posts, video, groups); renewal outreach to members; weekly Updates & Reminders; weekly Live Stream; print media, radio media
- Reinststitute monthly educational trainings.
- Based on success of 2022 Park to Park infrastructure improvements, continue to work on ambiance of Park to Park Artisan Market by increasing the size of the shade tent structure in the Athletic Field, continue music during the day all 4 days.
- Continue and work to improve business engagement at monthly Business After Hours networking events
- More exposure of our member businesses through social media and recognition articles
- Re-shooting key community industries and leaders for the CGI community video on the Chamber & CDC websites

2022 REVIEW

INCOME

| | | |
|---|----------------------------------|------------------|
| ≈ | Membership Dues | \$98,280 |
| ≈ | PSCDC | \$16,400 |
| ≈ | Advertising and Promotion | \$156 |
| ≈ | Membership Events | \$3,322 |
| ≈ | Special Events | \$128,197 |
| ≈ | Welcome Service | \$4,550 |
| ≈ | Raffle | \$25,291 |
| ≈ | Grant (committed funds 3 years) | \$49,750 |
| ≈ | Transfer from savings for raffle | \$21,450 |
| ≈ | Total Income: | \$328,394 |

EXPENSES

| | | |
|---|---------------------------------|------------------|
| ≈ | Advertising and Promotion | \$10,756 |
| ≈ | Seminars & Training | \$1,778 |
| ≈ | Dues & Subscriptions | \$575 |
| ≈ | Membership Expenses | \$4,982 |
| ≈ | Special Events | \$61,219 |
| ≈ | Welcome Service | \$670 |
| ≈ | Operations | \$190,774 |
| ≈ | Raffle | \$37,407 |
| ≈ | Transfer to savings from raffle | \$10,950 |
| ≈ | Total Expense | \$309,586 |
| ≈ | Net Income | \$18,808 |