

ANNUAL REPORT



2010

Mission Statement

The Rifle Area Chamber of Commerce is the voice for member businesses, representing, advocating for & working to enhance the business environment.

Our vision is to be the definitive resource for business in the Rifle area.

- LEADERSHIP: We provide leadership in addressing economic vitality for our businesses and community
- ACCESS: We provide the opportunity to network and access diverse resources
- ADVOCACY: We promote and advocate a community where businesses can thrive

What We Are

The Rifle Area Chamber of Commerce is a business organization committed to the growth and success of our members through leadership, access and advocacy. We understand that having employment is directly tied to the quality of life in any given community. We work in conjunction with several other entities on various aspects of economic and business development.

What We're Not

The Chamber is not a charity, a governmental entity, a division of the City or a service organization. The Rifle Chamber does maintain contracts with the City of Rifle to perform functions of tourism marketing and the management of the Rifle Information Center at the Rifle Rest Area.

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A nine member Board of Directors elected for three year terms governs your Chamber. From that body, a Board Chair and Vice Chair are elected annually. Chairs of committees and task forces are selected annually by the Board. The Board of Directors is the policy making body of the organization. The board hires a President/CEO. The CEO manages the day to day needs of the Chamber and employs staff to help meet the goals of the organization.

2010 BOARD OF DIRECTORS

Chairman of the Board

Scott Becker

Wells Fargo Home Mortgage

Vice Chair

Jeanice Freeman

The Ranch House Mercantile

Treasurer

Joy Wentzel

Alpine Bank - Rifle

Lisa Caskey

Liberty

Home Loans

Mark Fergen

Mountain Air

Mechanical

Joanne Nelson

Mountain Man

Nut and Fruit

Frank Ladd

Western Slope

Communications

Debi Billings

Grand River

Hospital District

Randy Winkler

MicroPlastics, Inc.

(Rifle)



Creating a Strong Local Economy:

Through programs that assist businesses to build, maintain and compete in an ever changing marketplace.

Business Advocacy:

The voice for business, researching and providing resources for the business community, to ensure we maintain a strong local economy and a sound business environment

Member Services:

Providing opportunities through Chamber membership to develop a strong business presence.

Promoting the Community:

Actions that market the community to businesses, visitors, outdoor enthusiasts and others to promote the quality of life factors of the community.

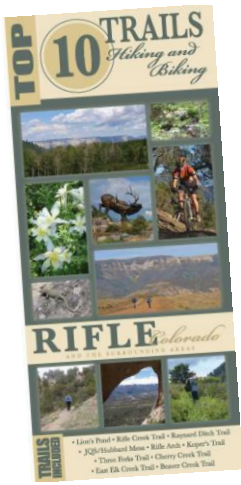
Networking:

Providing venues for businesses to meet, establish new business contacts and connect with officials in the community and around the state.

Accomplishments

- ✓ The Rifle Area Chamber of Commerce finished 2010 with 330 members and welcomed 50 brand new members.
- ✓ We provided our members with over 60 networking opportunities.
- ✓ Through Governor Ritter's Sustainable Main Street Initiative, the Chamber partnered with several other community organizations to lay the groundwork to open a Business Resource Center in Rifle at the New Library and open new opportunities for access to revenue as well as information to help current businesses and future entrepreneurs succeed.
- ✓ The Chamber, along with several local contractors and the City of Rifle, successfully implemented a Local Contractor Preference Code to help local contractors secure work in the area.

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- ✓ Worked with local graphic artists to design eye catching brochures to emphasize Rifle's features and attracting visitors to explore the area.

- ✓ Increased presence on social networking sites such as Facebook and Twitter to reach existing

members, creating interest in the Chamber to potential members and residents and more aggressively market our member's events and businesses. A program was created to automatically interface on our social networking sites all hot deals, job postings and events with the Rifle Chamber's software system. Are you a "friend" of the Rifle Chamber? 900 "Friends" and counting!

- ✓ The Rifle Information Center / Rest Area became the NEW "Hot Spot" for Wi-Fi. Travelers and locals can now access



wireless internet at our location. Before browsing, all guests will first encounter the Rifle Chamber's website, www.riflechamber.com so they will first get to see what Rifle has to offer!

- ✓ The Chamber launched extensive advertising campaigns with various mediums to promote Rifle to visitors across the nation. Including marketing pieces in 11 different publications and magazines; 7 travel sites and outdoor billboard kiosks!

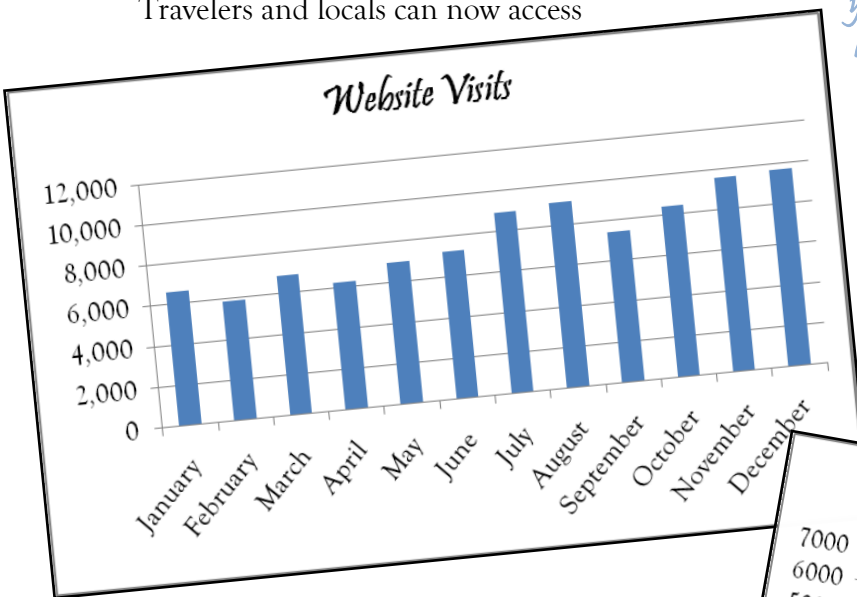
"I saw your ad in the Mule Deer Foundation Magazine . . . I've always wanted to hunt Colorado, and thought now is a better time then never! . . . I plan to hunt 3rd season with myself, my buddies and my nephew . . . I found an outfitter on your website . . . we plan to come in a week early to stay a local hotel and get acquainted with the area first".

- Hunter from California

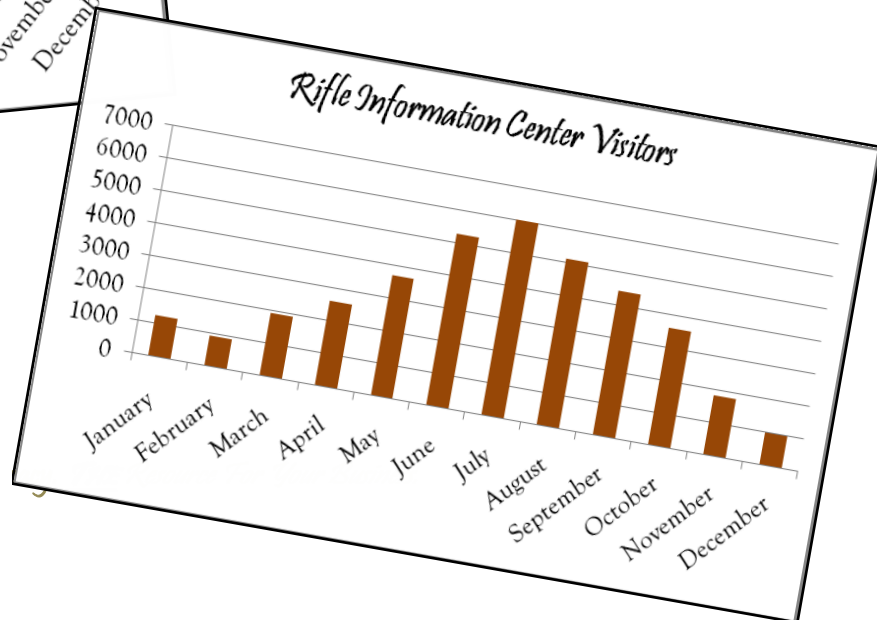
"I saw your ad in High Country Anglers Magazine . . . not only do I plan to visit this summer (2010) but after going to your website I'm excited about coming out in the fall to elk hunt as well".

- Angler from Arizona

- ✓ With a new sophisticated analysis reporting system we were able to track over 93,000 people who visited the Rifle Chamber's website in 2010. This enables us to better account for and understand our referrals, and determine where advertising dollars are best directed.



At "peak season" in July, that's nearly 200 visitors a day traveling through our Information Center!



- ✓ Welcome to Rifle, *we have an APP for that!* With the release of the new “MyChamberApp”- Rifle Chamber has lead the way by being the ***FIRST*** Chamber in Colorado to use this cutting edge technology to strategically place Rifle and our Chamber Member businesses in the palm of visitors (*and locals*) hands. Encouraging them to shop, dine and do business here!

*Your Chamber Board of Directors
Downloaded the Rifle Chamber
"MyChamberApp" -
Have You?*



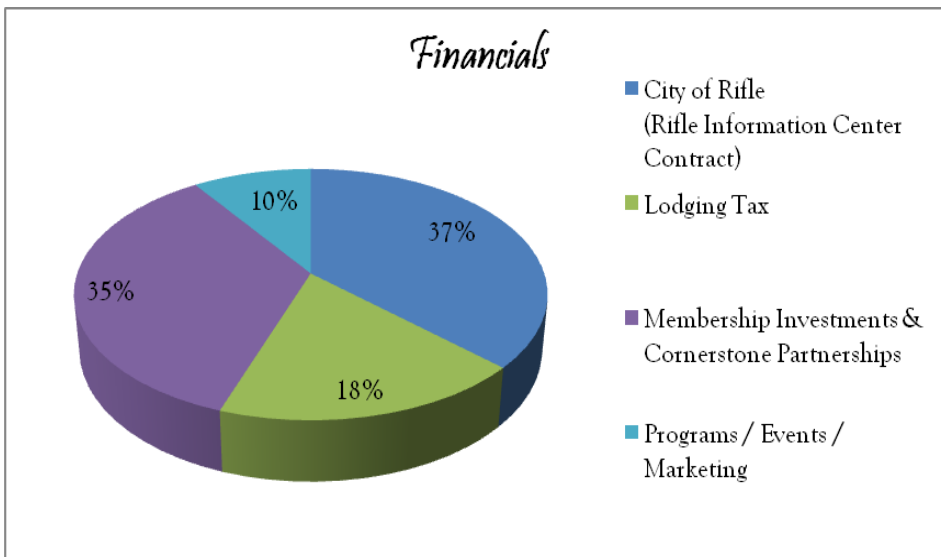
"We Work Hard To Make It Happen"

The Rifle Chamber is involved in a number of endeavors that receive a lot of attention such as tourism, seminars, programs and events. The Chamber also does many things, that most people think just happen and don't think much about who is doing them. Things that are very important to the chamber, the community and your business!

For example, each year the Rifle Chamber . . .

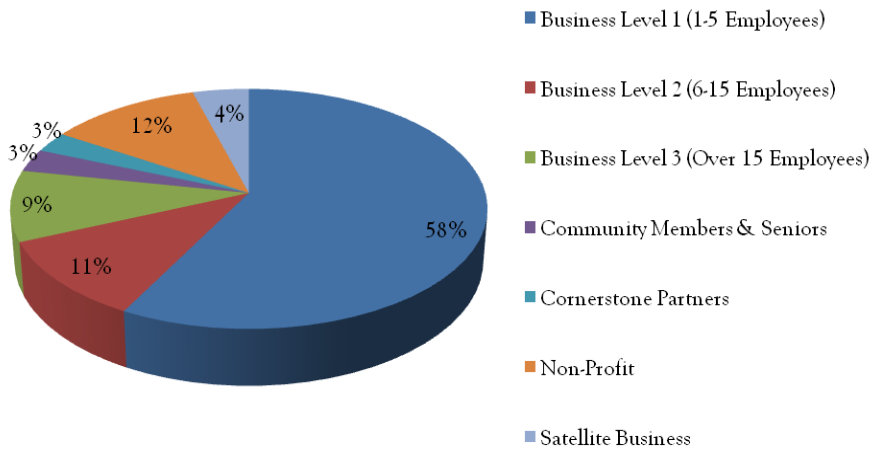
- Responds to hundreds of requests for relocation information.
- Provides information to tens of thousands of visitors who call, email or stop at our office.
- Compiles and updates demographic information about the area.
- Responds to thousands of questions ranging from phone numbers, to how to start a business, and everything imaginable in between (including, “*where is the closest place I can see an alligator*” – REALLY!)
- Reviews dozens of local, state and federal business issues to be informed of possible positive and negative repercussions for the business community.
- Assists people who are looking for a business that carries a specific product or service.

Financial Responsibility



The Rifle Chamber remains fiscally sound and monitors its income and expenses constantly.

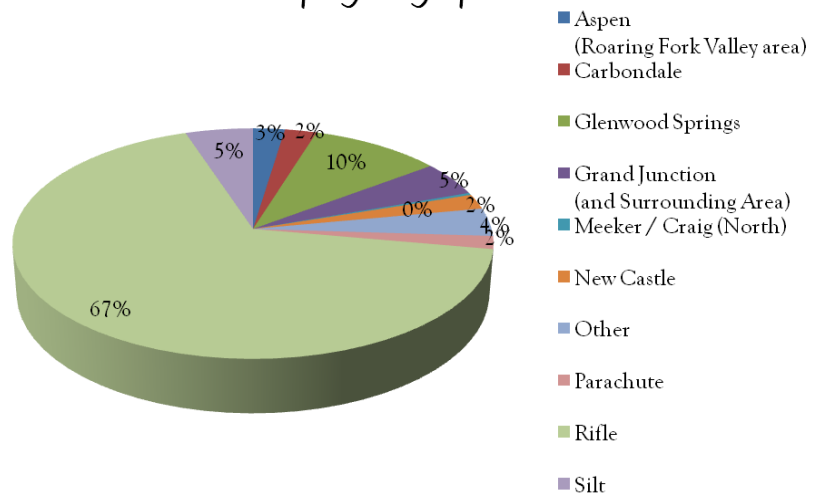
Business Level Profile



We pay our bills on time so you can pay your creditors in a timely manner.

We operate like you, as a business and we realize many of the challenges you face, as we face them too!

Membership By Geographic Location



Community Influence

Affiliate Organization Access:

The Rifle Area Chamber of Commerce maintains membership with the Colorado Association of Commerce and Industry, Club 20, the Western Association of Chamber Executives, US Chamber of Commerce, the Roaring Fork Business Resource Center, the Rifle Economic Development Corporation and the Better Business Bureau. The Rifle Chamber works closely with the Downtown Development Authority, the Visitor Improvement Fund Board, the Rifle Economic Development Corporation and Associated Governments of Northwest Colorado. This means that you, as a member, have access to a steady stream of information and programs these organizations offer.

Access to Decision Makers:

Face to face opportunities to meet and have conversations with local, regional, and state officials as well as influential business leaders throughout the region.

Access to Business Decision Makers:

Business representatives at all levels participate in and attend Chamber Events and activities.

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Events / Committees / Chamber Groups

The following events would not have been possible with the support of our 2010 Cornerstone Partners:



12th Annual Ice Fishing Tournament:

The 12th Annual Rifle Gap Ice Fishing Tournament was held on January 16 and 17, 2010. This tournament was SOLD OUT with 400 adult anglers and 140 children! Thank you to the event sponsors *Hampton Inn & Suites* and *Rocky Mountain Liquors!*

2010 Fireworks Show:

The Chamber Ambassadors led the charge to ensure there was a fireworks show in 2010! At the last minute, the Chamber Ambassadors jumped into action doing their own fundraising efforts entitled *May Day for Fireworks*. Through their efforts and various other community initiatives, Rifle enjoyed a spectacular fireworks display on July 3rd.



Ambassadors:

Ambassadors continued to be the primary group for member outreach and public relations. The Ambassadors conducted and coordinated all Ribbon Cuttings and Business Profiles for the Rifle Area Chamber of Commerce.

Scott Becker <i>Wells Fargo Home Mortgage</i>	Karrie Fletcher <i>Alpine Bank Rifle Downtown</i>	Jodi Manera <i>Gold Star Realty</i>	June Renfro <i>Independent</i>
Lisa Caskey <i>Liberty Home Loans</i>	Linda Hunter <i>Shale Country Liquors</i>	Joanne Nelson <i>Mountain Man Nut & Fruit</i>	John Scalzo <i>Independent</i>
Sharon Church <i>Independent</i>	Ralph Koehler <i>Independent</i>	Kasey Nispel <i>American Family Insurance / Jim Lord Agency</i>	Cami Taylor <i>Wells Fargo Bank</i>
Mary DesOrmeau <i>Grand River Hospital District</i>	Becky Mall <i>Aflac / Becky Mall</i>		Joy Wentzel <i>Alpine Bank Rifle South</i>

Annual Event and Awards:

The Annual Event and Awards Banquet was held at Fiesta Guadalajara in March. *Grand River Hospital District* was honored as the Business of the Year, *Sally Brands* from *Savage Land Company* was honored as the Person of the Year, *Joanne Nelson* received the Women of Distinction and *June Renfro* received the John B. Scalzo Lifetime Achievement award. This event was sponsored by *Bookcliff Survey Services and Community Banks of Colorado*.

Chili Cook-off and Jalapeno Eating Contest:

The Rifle Chamber Annual Chili Cook-Off & Jalapeno Eating Contest on October 14th at the Garfield County Fairgrounds. The "Last Minute String Band" performed again for a delighted audience! We broke the record this year, with 27 entrants and over 400 in attendance at the event. Entrants competed in six categories; Best Red Chili, Best Green Chili, Best Salsa, Best Jerky, Showmanship and People's Choice! Thanks to our sponsors *American National Bank, La Hacienda* and *Liberty Home Loans*.

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Government Affairs Committee:

In 2010, the Chamber's Government Affairs Committee, was again tasked with researching and developing policy recommendations on various local, state and federal issues. The Government Affairs committee makes recommendations to the Chamber Board. A super-majority vote of the Board (7 out of 9) must be reached before a stand on any public policy issue can be taken. Last year's high profile issues included vigorously opposing the "Dirty Dozen" Tax Bills introduced at the state level, actively opposing Proposition 60, 61 and 101 and continue to work on advocating the removal of the 1099 requirement in the Health Care Reform Bill which would create an avalanche of paperwork for small businesses and supporting local contractor preferences initiatives.

Membership Committee:

To support the Chambers Board of Directors' goal of 90% Retention rate of our Members within 5 years, the Membership Committee meets monthly to focus on innovative ways to retain our members (currently our retention rate averages 80%). We continued to host well attended Membership 101 Luncheons. Members who attend walk away with great information and knowledge of their benefits and answers to the question "so I paid my dues . . . now what"? The Membership Committee recommended to the Board a proposal to contract a commission based sales person who will help seek out potential new members to our organization. Welcome Gina Reece-Long!

Project Clean Sweep:

22 volunteers of all ages participated in Project Clean Sweep. Volunteers received goody bags with gifts from area businesses which focused on the "green" theme. Volunteers were also treated to a free BBQ lunch from *WingNuts Bar & Grill*, thanks to event sponsors, *Alpine Bank and the Rifle Downtown Development Authority (DDA)*.

State of the Community Luncheon:

This popular event sold out once again with over 130 members in attendance. Speakers from a variety of industries spoke including, the City, the County, as well as representatives from the Energy, Health Care and Education sectors. This event was sponsored by *Bank of Colorado and Bill Barrett Corporation*.



Chamber Annual Golf Tournament:

The Annual Rifle Chamber Golf Tournament was held Friday, May 7th at the Rifle Creek Golf Course with over 80 golfers participating. The participants enjoyed a delicious buffet catered by Columbine Restaurant and all seemed to thoroughly enjoy the amenities of the tournament. Thank you to event sponsors *Commonwealth Title Co.*, and *Weiss & Associates, P.C., CPA*.

Women in Business Network:

This group meets monthly for networking and education purposes. In its second year, over 60 area businesswomen participated in the Women in Business Network. As a group, they also coordinated and participated in collecting canned food for Lift Up and a toy drive during the Holidays. Thank you to our Sponsor *Wells Fargo Bank!*

Young Professionals Group:

This group was formed in the fall of 2009 and has quickly grown to be one of the most popular groups in the Chamber. This dynamic group of young people aged 21-39 meet monthly. The Young Professionals this year worked together on the Habitat for Humanity homes built in Rifle, sponsored the Chamber Election Forum and collected toys for a local toy drive for the Holidays. Thank you to *Encana* for sponsoring the Young Professionals in 2010!



Goals for 2011

Economic Development:

Creating a strong local economy is continually rated the number one thing Chamber members think the Chamber should focus their efforts on. The Chamber continues to work on increasing access to capital for existing businesses so they can grow and expand, working with partners such as CMC, the RREDC and the Roaring Fork Business Resource Center to provide tools and services for business to succeed.

Member Retention:

The Chamber created a Membership Committee to develop and adopt a plan to determine our value proposition, build better relationships, contact all members to reduce attrition and retain 90% or more of the membership from year to year. This committee will continue that mission in 2011.

Advocacy Role:

Continue the Chamber's role in advocating for business interests on all levels and seek additional collaborative opportunities to establish Rifle as a thriving place to do business. The number one goal being to streamline the regulatory processes on all government levels and demand that businesses have more stable, predictable regulatory environment so they can focus on creating jobs!

Increase savings for Members:

Find additional products and services used by our members by implementing more member to member discounts and promoting the benefits of shopping local.

Better Communication with Membership:

Utilizing media to better communicate the Chamber's mission, purpose and relevance to the business community. We are NOT the Chamber of 10 years ago, just as your business has changed to stay on top, so has the Chamber.

Your Role As A Member: Help Us Help You!

- Join a committee or task force! Ask us about a program or project you're interested in.
- Provide us with feed back such as responding to our surveys.
- Attend events when you can or if you can not, maybe you can support them in other ways.
- Support other Chamber members. Shop your chamber members first. Refer to your membership directory or call the office for information on who in the chamber can supply your needs.
- Tell your business associates the benefits of chamber membership and if they are not members, encourage them to join. When you do, we'll reward you, with a \$25 credit on your next membership renewal.
- Pay your annual investment promptly. This helps ensure that you continue to receive your benefits in a timely manner. Your support helps the financial basis of the organization so that we can keep providing all the beneficial programs we offer.

Shop Locally! Support your fellow Chamber Member Businesses!

Photography in this publication are provided by: Ryan Mackley of Spruce Creek Multimedia, Kenda Spaulding and the Rifle Chamber

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