

2015 Snap Shot



One of the chambers top 5 core goals is to create a strong local economy. **Our gift certificate program kept over \$299,000 local this year!** That is a 30% increase over last year. The Chamber hosted the Sweetwater County Leadership Program in its 16th year. This program is a partnership with the Rock Springs Chamber and WWCC.



2015 turned out to be a banner year for the Green River Chamber of Commerce. We ended 2015 with a 5% increase in members. Over the past 2 years **Chamber Membership has increased by 11%**. We also increased our **retention rate this year which is up to 93%** and 8% above the national average. These numbers speak to the value of the chamber's programs and our mission to continue to meet the needs of our members. The Chamber is committed to enhancing the community through advocacy and partnerships between businesses and community leaders.



The Chambers website is now responsive meaning the entire site can be viewed from an electronic device. **With the revision of our website we saw a 16% increase in views.** Our social media presence also increased. A goal for 2016 is to continue to increase our social media presence making sure we are using the platform to promote Green River businesses and events.



The second core goal is promoting the community. The chamber hosted the annual Sweetwater County Photo Contest and printed post cards for visitors to be able to send all over the world. So far we have had great response from this new program. The River Festival, our annual fundraiser, continues to grow with an average of 34% of attendees coming from out of county. Overall **participation exceeded 4,000 participants from all over Wyoming, 27 different States and Canada.** Once again, the Chamber sold out of shrimp boil tickets,



cooking over 900 pounds of shrimp. Over 150 people competed in the Run with the Horses Marathon which is a slight increase over 2014. We saw a 20% increase in beer sales as well! We have exciting things planned for the 2016 River Festival including new promotional ideas and increased advertising spending for the marathon to help grow the event. We also distributed 59 vacation packets and we assembled 1,230 convention packets. We distributed over **30,000 brochures** which was an 18% increase. Walk in traffic through the visitor center remained consistent with **17,500 walk-ins.**

We sold over \$45,000 in tickets for various events throughout Sweetwater County. During the 4th year of the NHSFR the Chamber partnered

Assisted visitors from 48 states including Hawaii and Alaska and 17 countries from Australia to Switzerland.



with Green River URA/ Main Street and we gave away over 50 fishing poles during the 2015 NHSFR shooting competition that took place in Green River. This program promoted the tourism aspects of Green River and encouraged participants to stay longer.





Our third core goal is providing networking opportunities. **Lunch and Learn saw a 21% increase in overall attendance** which is attributed to the location, professionalism, and topics. We hosted 11 ribbon cuttings and 8 after hours. We also hosted an email marketing training and we recently began a business roundtable program.

Our fourth core goal is representing the interests of business to government. We have continued to host quarterly meetings with the trona industry and other local partners. We also host an annual legislative town hall where business have the opportunity to speak to local Sweetwater county legislators. The chamber director also sits on the Wyoming Travel Industry Coalition board as well as the Wyoming State Chamber of Commerce Board.

Our fifth core goal is strengthening member relations. This year we installed a state of the art digital sign board. **Over \$80,000 in grants and sponsorship money was raised to complete this project.** The sign has been a great success for recruiting members. We have had over 40 businesses advertise on the sign. The Red Carpet customer service program had 65 nominees this year. This year we have 27 people from Green River going on the annual chamber trip on a Rhine River Cruise which is our



largest number of participants yet! The chamber also partnered with the City and the Mine Rescue Teams of Sweetwater County to host the first national mine rescue day in Green River. It was a tremendous turnout and we are looking forward to helping with that event in 2016. Each year the chamber presents citizen volunteer awards and the winners for 2015 were Randy Walker and Dennis Freeman, Distinguished Citizens of the Year and Brian Taylor, Chamber Volunteer of the Year.

We would like to take some time to highlight our goals for 2016 and let you know what to expect. We have recently begun a business roundtable program in partnership with Green River URA/Main Street and the SBDC. This program is designed to benefit the needs of our members by providing hour long trainings centered around different topics every month. Topics will be chosen from the results of surveys that are sent out via email and at the chamber luncheons. If you have a topic suggestion, please feel free to call us anytime. We want to make sure we are fulfilling your needs and communication is the key to ensuring your needs are being met.

2015 Green River Chamber Board of Directors

In 2016 we will also be completing synchronist surveys. These surveys help the Chamber understand the business climate in Green River and can help us pinpoint trends in the community. We can use this information to better represent your needs and interests and build a better business climate. We will be completing these surveys throughout the year.



Green River will also be hosting the 2016 Fall State Chamber of Commerce Conference on Oct. 5th through the 7th. It was a competitive bid and we are ecstatic that Green River was awarded the bid. We are looking forward to showing off all that Green River has to offer. Thank you to all of our members, volunteers, and community partners!

Through the efforts of our hardworking 3 fulltime staff, 13 board members and our volunteers we were able to meet many goals this year as we continue to serve our community and Chamber members.