

Chamber 2010 Action Plan

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STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION

Many people make New Year's resolutions in the beginning of January to plan for the following twelve months. Losing weight, working out more and eating better are all common goals. The Steamboat Springs Chamber Resort Association has made goals for 2010, too. The Chamber takes pride in having a solid record in accomplishing Action Plan goals. What can the business community expect from the Chamber in 2010?

The enthusiastic staff, board and committees of the Steamboat Springs Chamber Resort Association will tackle several significant goals in 2010. At the top of the heap are goals related to marketing, transportation and business development.

Marketing Steamboat in the Summertime

The Steamboat Springs Chamber Resort Association is charged with marketing "Steamboat in the

Summertime." The mission of that marketing effort is to improve the quality of life for the entire community by fostering a healthy local economy and creating year-round employment for its residents through responsible promotion of tourism during non-ski season months.

This year holds opportunities and challenges for marketing Steamboat Springs to a wide, diverse and captive audience. To gather and analyze data about summer visitors, the Chamber will conduct research to measure and quantify new customer demographics. The Intercept Survey will be carried out in summer 2010; this research effort takes place every two years and provides a continuum of trending data about our summer visitors.

Marketing funding mechanism

Identifying a long-term funding mechanism for summer marketing is high on the priority list for 2010. Within the next year, the Chamber will work with local government and business leaders to find a way to secure funding for marketing the non-ski season. The Chamber will look to form a community committee to evaluate funding mechanisms for effectively marketing Steamboat Springs as a destination.

In addition to these endeavors, the Chamber will prepare a supplemental funding request for spring 2010 and continue the professional and effective use of current funds to market Steamboat Springs. The Chamber staff and marketing committee look forward to working collaboratively with lodging and business partners to leverage social media networks, media relations, other vital

advertising and stretch each marketing dollar to its fullest.

Social media and Web site development

Many potential visitors want to connect to Steamboat Springs before they arrive via photos, videos, daily blogs, Facebook and Twitter updates, and insider information. The Steamboat Springs Chamber Resort Association is updating the Web site www.steamboatchamber.com to include a variety of social media network updates.

In 2010, look for the Chamber to increase its social media presence by enhancing the daily blog integrating community guest bloggers writing about local topics, as well as providing an opportunity for visitors to submit posts about their experiences in Steamboat Springs. And the Chamber Web site now hosts a new Member Social Media page that provides links to member businesses' blogs, Twitter and Facebook accounts.

The Chamber also plans to use TwitPics, Facebook photos, links and video sharing galleries, Flickr galleries and YouTube videos. In 2010, the Chamber hopes to provide educational opportunities to the business community about getting the most out of the Chamber's vast social media network.

Transportation

The Chamber made community transportation issues a top priority in 2009 and will continue to do so in 2010. By taking an active role in local and regional transportation issues, the Chamber hopes to seek solutions to issues such as parking, local and regional transit, biking and pedestrian routes, U.S. Highway 40 congestion

and continued air service into the Yampa Valley.

Transportation solutions

In 2010, the Chamber will seek to place a representative on public groups that are taking an active role in transportation issues. Facilitating the Transportation Solutions Committee process is also key to determining the future of a Regional Transportation Authority.

To educate the community about possible transportation issues, the Transportation Solutions Committee plans to create opportunities for the community to engage through educational forums. Within the Transportation Solutions process there will be a series of open houses to display recommendations and gather input from Northwest Colorado communities in 2010.

Air service

The Chamber will continue to promote year-round competitive air service to Yampa Valley Regional Airport and make efforts to increase funding for Winter Air Service in 2010. The Lodging Association will work closely with the City Council and staff to strongly enforce payment of taxes from rental by owner properties and create relationships with timeshare, fractional or other vacation property ownership structures and find ways they can contribute to funding air service.

Funding air service will be critical in 2010 and in the future. The Chamber will partner with the Steamboat Ski & Resort Corp., Board of Realtors, lodging companies, city of Steamboat Springs and Routt County to deliver this message.

Business development

The Chamber will focus on meaningful collaboration within our community. By creating useful tools, events and networks, the Chamber is connecting members of the business community to one another and developing the best practices in order to have a positive influence on our economic development.

Forum series, summit

Creating relevant, insightful and consequential business learning opportunities is a responsibility of the Steamboat Springs Economic Development Council. Each year, this Chamber committee organizes the Forum Series and the Economic Summit as a way to provide forecasting and training for businesses that coincide with the current business climate. The 2010 Forums Series is presented monthly from January to April with the theme, "Are You and Your Business Ready for Recovery?" Forum topics will include The Generation Gap: Effective Communication at Your Workplace, Building Organizational Capacity Through Internal Sustainability, Targeting Customers through the Right Technology and Reinventing Your Business: Building a Shared Vision for the Future.

To culminate the Forum Series, the Steamboat Springs Economic Development Council will host the Economic Summit on May 19 and 20 at The Steamboat Grand. Business leaders will delve into the issues related to "A New Decade: Emerging from a Recession in a Changed Environment."

Whatever your New Year's resolution may be, trust that the Chamber is working diligently to charge into this new decade with renewed dedication and an optimistic plan of action.



LOGO
COURTESY
OF ACE

The Steamboat Springs Chamber Resort Association is working hard to keep businesses connected in 2010. Check out some of the Chamber's action plan goals and top priorities for the New Year.

STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION, INC.

Upcoming Events

January 15 Good Morning Steamboat!

Come hear a panel of local speakers discuss current issues and the stories behind the headlines. Bagels provided by Colorado Bagel Co. with time for networking and Q&A. \$5 per person. Please RSVP@steamboatchamber.com or 875-7000.

7:30 a.m. at The Steamboat Smokehouse

January 29 Forum Series—Generational Communication in the Workplace

The Economic Development Council and Steamboat Springs Chamber Resort Association present the forum series. Please RSVP@steamboatchamber.com or 875-7000. \$15 member price includes lunch, purchase the entire series for \$50 and receive a discount to the Economic Summit in May.

11:30 a.m. at Rex's American Grill & Bar

New Members

Hampton Inn & Suites of Craig

Becky Callison
(970) 826-9900

377 Cedar Court, Craig
www.craigshamptoninn.com

Hampton Inn & Suites of Craig is a luxury hotel at rock bottom prices. Enjoy large rooms, hot breakfast, indoor heated pool, hot tub and state of the art fitness center. Great views of Colorado mountains and wildlife, near restaurants and shopping.

Sweet Pea Market

Katherine Zambrana
(970) 879-1221
729 Yampa Street
www.sweetpeamarket.com

Sweet Pea Market is conveniently located on Yampa Street in a refurbished 1940s house on the Yampa River. You can shop at Sweet Pea Market for a healthy snack or find all the makings for an extravagant dinner party. Sweet Pea continues to deliver on what locals have come to expect—quality local and organic produce and groceries.

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