

Hailey Chamber of Commerce
Quarterly Report
January 1st – March 31st 2014

Financial Status

As of the end of the second quarter, total regular and other income was \$87,647, payroll and expenses were \$62,106 netting a balance of \$25,540. The Chamber is monitoring the budget closely to ensure compliance with state and local funding as well as Chamber secured funds. As expected, the second quarter of the year was more profitable, however, the third quarter will require thousands of dollars to be spent towards summer events. The majority of the increase in revenue was receipt of ITC funds due from the 2012 grant.

Transition

The cost to outsource the accounting and payroll was not cost effective, as a result the Chamber brought the accounting and payroll back into the daily operations, these functions are performed by the Office Manager/Event Coordinator. This transition and training has been completed. In addition, training for LOT contract compliance and ITC grant administration have been completed. Training has started but will continue for the next few months for event planning, coordination and support of local events.

Visitor Services

As of the end of the second quarter, the Chamber provided visitors support services to a total of 480 individuals (264 individuals to the Hailey Welcome Center and 216 phone inquiries). Services included providing maps, directions, event information, referrals to local businesses, and relocation guides. For the period, we had 16,179 website visits, 269,255 website hits and 400,897 Facebook visits.

Membership

Membership has cleaned up the database inactivating records that were old and companies that have gone out of business. As of the end of March 272 members have renewed or joined the Chamber, resulting in 95% member retention. Gross revenue for the period was \$44,682.

The Chamber continues to hold Wake Up Hailey (WUH) and Business After Hours (BAH) events monthly with an average attendance at WUH's of 30 and at BAH's of 120-150.

The Chamber will hold a Membership meeting May 6th at McClains Pizzeria from 12 – 1pm. We will discuss the benefits of membership and what the Chamber has been working on for the past few months. We will wrap up the event with a Q&A session with Mayor Fritz Hammerle.

There will be a Grand Opening and Ribbon Cutting at O'Reilly Auto Parts on Friday, May 2 at 12:30pm.

Events and Programs

The Hailey Chamber works year round on event promotion and creation. Creating and maintaining events is an integral part of keeping business in Hailey thriving. The following events either took place or planning has begun during this period with the aid and support of the Hailey Chamber.

Sun Valley Film Festival

The Hailey Chamber supports this event with financial and in-kind services. Financial support includes funds from the Idaho Tourism Council to aid with strategic public relations including:

Press Materials/Release Development & Distribution

Media Outreach

Press Tours/Visits/Press Room

Sponsor PR/Marketing

In-kind support includes social media marketing.

ArborFest May 10th

The Hailey Chamber partnered with The City of Hailey to promote the 3rd annual ArborFest to bring the community together to celebrate trees and earth. ArborFest is becoming Hailey's signature spring event, bringing the community together for some fun, education, and competition. The Chamber will facilitate the social media marketing, press releases, television PSA's on KSVT, promotion on KSVT's "Rise and Shine" program April 18th, newspaper ads, posters, flyers for the elementary schools and an over the road banner.

Summerfest – Kids Carnival June 6th

The Hailey Chamber is planning an old fashioned carnival including Hamster Balls, clown strike, a 60' obstacle course, ring toss, coin toss, shooting gallery, spill the milk, etc. Attendees will be able to win prizes and just have a good time.

4th of July Parade

Internally planning is already under way for this year's parade. The theme this year is "Wood River Valley Inspires" and our Grand Marshall is Dick Fosbury. Sponsor letters, parade registration and planning with the City of Hailey for the logistics all begins in April.

Community Support and Projects

The Chamber was involved in multiple projects related to improving our business, economy and community life in Hailey. In the last quarter we participated in: Sustain Blaine, Rot A Run, Fly Sun Valley Alliance, and South Valley Merchant's Association.

The Chamber held 4 Business Development Classes on Search Engine Optimazation (SEO) during the quarter. The training was provided by Brent Carnduff with Echelon SEO. These events were well attended and we are planning more over the next several months.

The Chamber is partnering with Zion's Bank to bring the Sun Valley Business Showcase to Hailey this year. The event will be held November 5th at CSI and will include special speakers, business booths and discounts for attendees following the event.

The Chamber is working with Deby O'Neill to provide tables, chairs and tents for the Bring Bowe Back event on June 28th. Additionally they have been added to the Chamber's insurance.

Marketing and Public Relations

Chamber Bucks Program

Chamber Bucks sales were \$1,040 for the quarter, and redemptions totaled \$5,267. This program is designed to help promote shopping locally.

Newhoff Communications (Television Channel KMVT)
Going forward, KSVT is working with

Public Relations

This year we received grant funding to promote the Sun Valley Film Festival via a public relations firm. I am thrilled to report to you that due to our partnership with CW Communications, a total audience of 735 million was achieved. This was done through internet publications, blogs, Twitter, print and social networks. 190 media stories written on the event including the Huffington Post, Northwest Travel Magazine, AAA VIA Magazine and United Press International. The value of this public relations effort is over \$3.7 million in coverage. Stories are still being generated from this media push and exposure is still being calculated. The Hailey Chamber assisted with social media marketing for this event.

In the third quarter, our public relations will focus on getting exposure in local and national publications for our summer/fall events. We will concentrate on getting Hailey more publicity (via press releases and interviews) on the bike scene and biking events this summer. The 4th of July Crit will be part of the Nationals weekend with Ride Sun Valley again this year and will be a great anchor to get us more publicity for our 4th of July schedule.

Social Media, Marketing and Web

We will continue to run ads promoting the Hailey Chamber website on Facebook (expense covered in ITC grant). Going forward we will be adding some informational pages on our site to increase our search engine results. We will also research the cost to add ecommerce to the website to enable payment processing for renewing and new members, sponsors, individual donators and Chamberbucks. In the next quarter we will begin to add these new pages. This will require the creation of content. (expense covered by ITC grant).

