

Hailey Chamber of Commerce
Quarterly Report
July 1st – September 30th 2014

Financial Status

As of the end of the fourth quarter, total regular and other income was \$167,031, payroll and expenses totaled \$151,857 netting a balance of \$15,174. The Chamber is monitoring the budget closely to ensure compliance with state and local funding as well as Chamber secured funds. As a result the fourth quarter and the year closed with monies available to continue operations through October and in to November. These are unaudited numbers.

The Chamber and the City have agreed on a contract for the 2014 – 2015 fiscal year to support local events and promotion of businesses. The Chamber is thankful that we can continue to serve the City of Hailey, its businesses, residents and visitors.

Visitor Services

As of the end of the fourth quarter, the Chamber provided visitors support services to a total of 2,897 individuals (1,865 individuals to the Hailey Welcome Center and 1032 phone inquiries). Services included providing maps, directions, event information, referrals to local businesses, and relocation information. For the same period, we had 46,899 website visits, 927,416 website hits and 2,367,633 Facebook visits.

Membership

As of the end of September 275 members have renewed or joined the Chamber, resulting in gross revenue for the year of \$47,181.

The Chamber held a Business Class in September entitled Email Newsletter for Your Business.

The Chamber continues to hold Wake Up Hailey (WUH) and Business After Hours (BAH) events monthly with an average attendance at WUH's of 20 - 30 and at BAH's of 100-150.

Chamber Bucks Program

Chamber Bucks sales were \$14,765 for the quarter, and redemptions totaled \$9,460. This program encourages shopping locally. The two largest purchasers during the quarter were Ride Idaho and Blaine County School District.

Events and Programs

During the fourth quarter the Hailey Chamber worked to promote, create and maintain events as an integral part of keeping business in Hailey thriving. The following events took place during this period with the aid and support of the Hailey Chamber. This support can include social media marketing, radio and print advertising and volunteers, additions to Chamber event calendar, television advertising, posters and banners.

Skatepark Competition

The 3rd annual Skatepark Competition for age groups 5-and-up was held on June 21st, prizes were awarded to the top 3 finishers in each age group, Raffle prizes, live music, DJ, food and refreshments rounded out the event. There were a total of 47 competitors, some from Twin Falls and approximately 150 overall. The chamber placed 2 Facebook Posts with a total reach of 779.

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4th of July Parade Days of the Old West Celebration

This year's theme was "Wood River Valley Inspires". Hailey hosted five days of events featuring the Sawtooth Rangers rodeo, a pancake breakfast, a fun & unique parade on Main Street with horses and creative floats, a wet zone, Children's Carnival, Ice Cream Social, a spectacular fireworks display, lots of live music, antique markets, and a fast-paced Criterion Bike Race through the center of town. A fireworks fundraising event at the SV Brewery generated \$680. Promotion and support of this event included:

4 Press Releases	3 Newspaper Ads:
PSA's on KSVT 3 ½ weeks	Promotion on KSVT's "Rise and Shine" program April 18 th
New over the road banner	Flyers distributed to elementary schools
60 Posters placed throughout WRV	Volunteers
12 Facebook Posts with a total reach of 5,621	Chamber Calendar
2 weeks Radio Advertising on Rich Broadcasting and Locally Owned Radio	

Smithsonian "Hometown Teams" Traveling Exhibit

This exhibit was housed at the Interpretive Center in Hailey from July 29th until September 2nd. More than 1,200 people attended the exhibits. Activities included a Tail Gate Grand Opening, Kids Bike Safety and library speakers. Promotion and support of this event included:

2 Press Releases	Volunteers
70 Posters placed throughout WRV	Chamber Calendar
13 Facebook Posts with a total reach of 4,383	

Sawtooth Rangers' Rodeo

This event was held at the Rodeo grounds July 3 – 5. The event included mutton busting, roping and barrel racing. Promotion and support of this event included selling Rodeo Tickets posted to the Chamber event calendar and issuing 7 Facebook Posts with a total reach of 1,425

2 Mexican Rodeos

Two new Mexican Rodeos were held at the rodeo grounds on July 20th and August 17th. This is a new style of rodeo including bull riding in a small arena, music and interaction with the audience. Promotion and support of this event included 4 Facebook Posts with a total reach of 1,001.

Hailey Ice

A Rockin' the Rink fundraiser was held on July 31 including food, beverages and music. A \$4,000,000 donation was announced at this event. Promotion and support of this event included: Added to the Chamber newsletter and event calendar, sent a separate electronic email blast and 4 Facebook Posts with a total reach of 2,751.

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Northern Rockies Music Festival

This was held on August 1st and 2nd at Hop Porter Park. The event included musicians such as The Damn Quails, Paul Thorn, The Far West and Smoke n Bones. Promotion and support of this event included:

A \$2,000 cash donation
8 Facebook Posts with a total reach of 2,681

Kiwanis Car Show

The Kiwanis Club of Hailey and the Wood River Valley is hosted its annual Car Show at Roberta McKercher Park on Saturday, Aug. 2. Car entrants included antique, sport, modified, collectors and one of a kind. Promotion and support of this event included the Printing of 300 posters for distribution, Added to Chamber calendar and 1 Facebook post with a total reach of 114.

Ride Idaho bicycle tour

The Chamber Printed \$6910 worth of \$5 Chamberbucks to be used during this 3 day event with a total of \$4,070 redeemed thus far. The Chamber hosted one of two breakfasts for the 260 attendees. Despite less than favorable weather, the ride was a success. Promotion and support of this event included PSA's on KSVT, added to event calendar and 6 Facebook Posts with a total reach of 1,871.

Professional Bull Riding

The PBR held their event on July 25th. This is a local favorite! Promotion and support of this event included Placement in the Chamber newsletter and event calendar and 5 Facebook Posts with a total reach of 2,149.

IMPRA

The Intermountain Professional Rodeo Association presented it's Rodeo on August 30th. The event included bareback and stock saddle bronco riding, bull riding, team, breakaway and tie down roping, steer wrestling, and barrels. Promotion and support of this event included Selling Rodeo and Raffle tickets, 1 Press Releases, 3 weeks PSA's on KSVT, 70 Posters placed throughout WRV and 6 Facebook Posts with a total reach of 2,069.

Upcoming Events for the first Quarter of the Fiscal Year

The Chamber has already begun planning for the following events:

Trailing of the Sheep

Crosstoberfest

Halloween Hoopula

Wood River Valley Expo

Tree Lighting

Stanta Stroll

Holiday Square

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Marketing and Public Relations

Newhoff Communications (Television Channel KMVT)

KSVT continues to work with the Chamber to produce and air PSA's giving Hailey a visual presence in Twin Falls. Some of the Events include:

Road Signage

Since installation Chamber employees have updated the new marquee sign located in front of the Welcome Center. We have received positive comments about the sign.

Public Relations

In the fourth quarter, our public relations will focused on securing exposure in local and national publications for our fall and winter events.

Social Media

We will continue to place posts on Facebook to promote local news, businesses and events. During the 4th quarter the Chamber processed a total of 901 posts to Facebook with a total Facebook visits of 1,044,111.

Website

The Chamber website was moved to a new platform in September. This was necessary due to the age of the old platform. We now have a new look and feel, please check it out and sign up for our newsletter at www.haileyidaho.com Going forward we will be adding some informational pages on our site to increase our search engine results. We are researching the cost to add ecommerce to the website to enable payment processing for renewing and new members and Chamberbucks.

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 supported the Do the Right Thing with Chamberbucks.

In Summary, during the fourth quarter, the Chamber was instrumental in promoting the Hailey area and looking forward to the next year.

Respectfully Submitted,

Pat Bowton
Hailey Chamber of Commerce