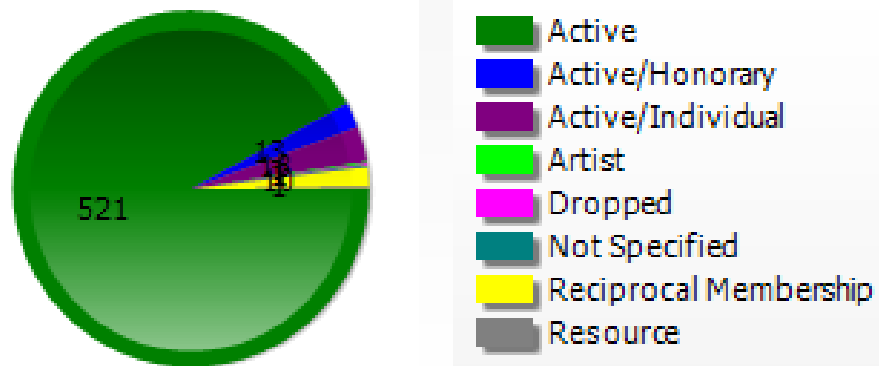




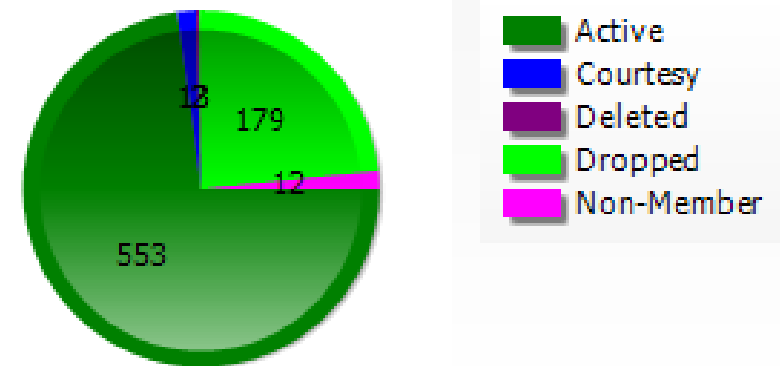
STATE OF THE CHAMBER

Current Membership 2018

Membership Types

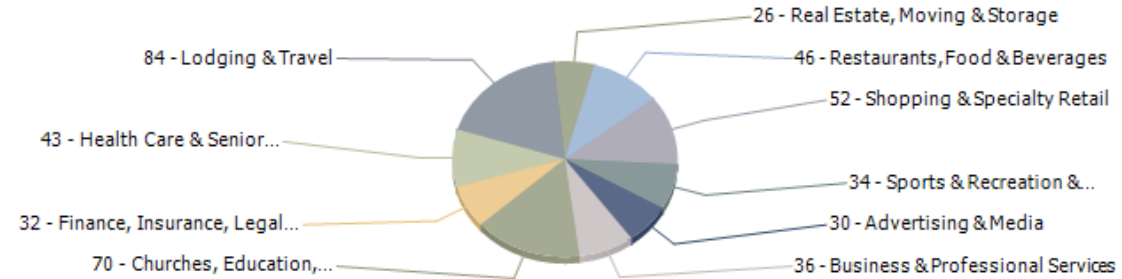


Membership Status

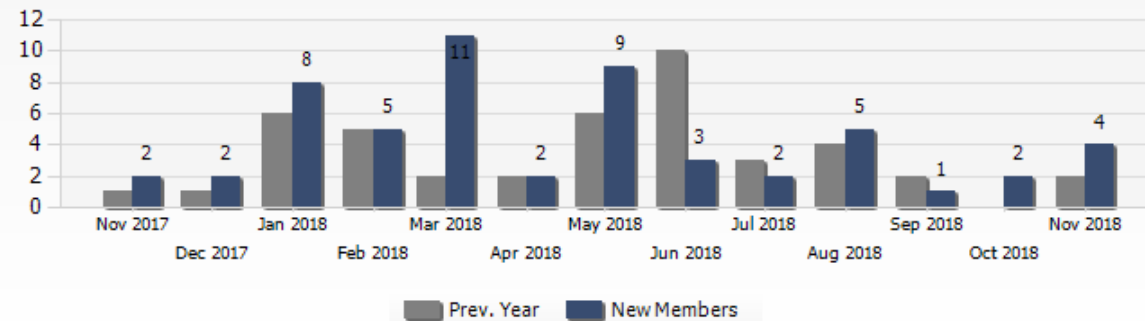


Balanced Membership

Member Categorization



New Members vs. Previous Year



Accounts Receivable Analysis

	Members	EOY +/-	Drops
2015	597	-(50915)	19
2016	593	\$10458	31
2017	576	\$61913	41
2018	565	\$93973	79

Goals 2016-2019

GOAL #1: CHAMBER LEADERSHIP

1. **Support** the Executive Director Established weekly 1-1 meetings with ED and Board Leadership
2. Examine the **committee structure**, and determine which committees are needed, develop a mission or charter for each that will be maintained, and improve the way board members are assigned to committees Created and Implemented Committee Charters for all standing Committees, Institute of Organizational Management
3. Charge the personnel committee (or other similar group, dependent on #2) with developing a strategy for **meaningful and productive staff engagement** Reduced staff attrition and have stabilized staffing. Core staff retained since 2016
4. Create a **policy committee** (or other similar group, dependent on #2) with the task of reviewing existing policies, identifying need for new policies, and developing them as needed Creation of New Employee Handbook, New Financial Management Policies and Bylaws currently in draft form
5. Engage in a **board self-evaluation** process Process established and conducted Annually since 2016



Institute of Organizational Management

- 93 hours of focused instruction
- 4 year program by design completed in 2 years
- Scholarship all 4 sessions attended
- 2018 Scholarship to the ACCE Governance Conference
- Lisa Constantine begins the process in 2019

GOAL #2 CHAMBER MEMBERSHIP

1. Develop better ways to clearly **demonstrate value of Chamber membership** to members & nonmembers **Reorganized Membership tiers** to more accurately reflect the needs of **Members**
2. Target Chamber efforts on **programs, events and services to benefit members** rather than both members & nonmembers (*see note on mission statement revision*) **Added member requested benefits** such as access to healthcare, on-demand training, shred-day, marketing co-op
3. Consider opportunities to **engage with non-members**, guided by these 2 questions: What holds them back from membership? Is there a “3rd option” aside from member, or non-member? (i.e. affiliate status) **Successfully transitioned the Cody Map to local production, re-focused Cody Club** with topics relevant to members and non-members, implemented targeted social media personnel to reach a more broad local audience and non-member engagement
4. Create a program, and supporting resources (contact lists, scripts, testimonial collection, etc.) for **board members to serve as a liaison Chamber members** for regular contact
5. Enhance member visibility by using **new media strategies** (Facebook Live, Chamber Master tools) **Facebook Live for ribbon cuttings, events, and launched a Chamber Master driven website** with member-access abilities including access to tools and the ability to input their own data

CHOOSE THE INVESTMENT LEVEL THAT WORKS FOR YOU!

- ♦ Non Profit and Individual \$100 per year
 - ♦ Scout \$150 per year
 - ♦ Pony Express \$275 per year
 - ♦ World Ambassador \$495 per year
 - ♦ Founder \$1,250 per year
- ♦ Community Legacy \$2,250 per year
- ♦ Buffalo Bill Partner \$4,500 per year

MEMBERSHIP BENEFITS:

Basic Benefits for all categories include:

- ♦ Invitations to all Chamber networking events
- ♦ *Cody Chamber Electronic Newsletter* subscription
- ♦ Cody Club luncheon notifications

Scout memberships and above include:

- ♦ Online Membership Directory basic website listing
- ♦ Business referrals from Chamber & Visitor Center staff (via phone, email and in-person)
- ♦ Business card or brochure

- ♦ displayed in the Visitor Center Member to Member Discount Program
- ♦ Bulk mail permit stamp use
- ♦ First time sign up advertising discounts with the Cody Enterprise & Big Horn Radio Networks
- ♦ Membership plaque

Non Profit & Individual membership includes the above basic benefits. Please note Non-Profits will also include a basic website listing.

Scout membership includes all the above basic benefits.

Pony Express membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 2 Cody Club tickets per year (valued at \$11.50 each)

World Ambassador membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 4 Cody Club tickets per year (valued at \$11.50 each)
- ♦ 2 annual banquet tickets per year (valued at \$40 each)
- ♦ 3 newsletter ads per year (valued at \$225)

Founder membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 4 Cody Club tickets per year (valued at \$11.50 each)
- ♦ 4 annual banquet tickets per year (valued at \$40 each, for a total of \$160)
- ♦ 1 website ad (on either the 'visit' or 'live' page valued at \$1000)
- ♦ 6 newsletter ads per year (valued at \$450)

Community Legacy membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 8 Cody Club tickets per year (valued at \$11.50 each, for a total of \$92)
- ♦ Business card and Brochure space in the Visitor Center
- ♦ A table at the Annual Chamber Banquet (\$320 value)
- ♦ 1 website ad (on either the 'visit' or 'live' page valued at \$500)
- ♦ 6 newsletter ads per year (valued at \$450)
- ♦ Your logo on the homepage (a \$750 value)

Buffalo Bill Partner membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 16 Cody Club tickets per year (valued at \$11.50 each, for a total of \$184)
- ♦ Business card and Brochure space in the Visitor Center
- ♦ A table at the Annual Chamber Banquet (\$320 value)
- ♦ A table at the Buffalo Bill Art Show & Sale (valued at \$1,400)
- ♦ 1 website ad (on the homepage, valued at \$1,200)
- ♦ 8 newsletter ads per year (valued at \$600)
- ♦ Your business logo on all official Chamber communications to members (valued at \$1,500)

836 SHERIDAN AVENUE / 307-587-2777 / WWW.CODYCHAMBER.ORG / FIND US ON FACEBOOK & TWITTER

CHOOSE THE INVESTMENT LEVEL THAT WORKS FOR YOU!

The Cody Country Chamber of Commerce has designed our dues structure with your business in mind. Whether you are just starting out, or ready to give back to your community, we have the solution to help you achieve your goals.

MEMBERSHIP TIERS

Basic Membership Level: Designed for individuals, non-profits, and businesses that are just starting out. Getting involved and staying engaged is the first step.

Basic Benefits for all levels include:

- ♦ Invitations to all Chamber networking events
- ♦ *Cody Chamber Electronic Newsletter* subscription
- ♦ Cody Club luncheon notifications

Non Profit & Individual

- ♦ includes the basic benefits.
- ♦ Please note Non-Profits will also include a basic website listing.

Investment: \$100

Scout

- ♦ Online Membership Directory basic website listing
- ♦ Business referrals from Chamber & Visitor Center staff.
- ♦ Business card or brochure displayed in the Visitor Center
- ♦ Member to Member Discount Program
- ♦ Opportunity to enroll in the Wyoming Chamber Health Benefit Plan
- ♦ Bulk mail permit stamp use
- ♦ Membership sticker

Investment: \$200

Pony Express membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 2 Cody Club tickets per year (valued at \$15 each)

Investment: \$325

Mid Tier Memberships are designed for businesses in the growth phase with an emphasis on value and business promotion.

World Ambassador membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 4 Cody Club tickets per year (valued at \$15 each)
- ♦ 2 annual banquet tickets per year (valued at \$40 each)
- ♦ 3 newsletter ads per year (valued at \$225)

Investment: \$ 550

Founder membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 4 Cody Club tickets per year (valued at \$15 each)
- ♦ 4 annual banquet tickets per year (valued at \$40 each, for a total of \$160)
- ♦ 1 website ad (on either the 'visit' or 'live' page valued at \$500)
- ♦ 6 newsletter ads per year (valued at \$450)

Investment \$1300



Upper Tier Memberships serve to safeguard the community and promote future growth.

Community Legacy membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 8 Cody Club tickets per year (valued at \$15 each, for a total of \$120)
- ♦ Business card and Brochure space in the Visitor Center
- ♦ A table at the Annual Chamber Banquet (\$320 value)
- ♦ 1 website ad (on either the 'visit' or 'live' page valued at \$500)
- ♦ 6 newsletter ads per year (valued at \$450)
- ♦ Your logo on the homepage (a \$750 value)

Investment: \$2300

Buffalo Bill Partner membership includes all the basic benefits plus:

- ♦ A premium web listing (\$150 value)
- ♦ 16 Cody Club tickets per year (valued at \$15 each, for a total of \$240)
- ♦ Business card and Brochure space in the Visitor Center
- ♦ A table at the Annual Chamber Banquet (\$320 value)
- ♦ A table at the Buffalo Bill Art Show & Sale (valued at \$1,900)
- ♦ 1 website ad (on the homepage, valued at \$1,200)
- ♦ 8 newsletter ads per year (valued at \$600)
- ♦ Your business logo on all official Chamber communications to members (valued at \$1,500)

Investment \$4600

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GOAL #3 CHAMBER FACILITY

1. **Explore the possibility of a new Chamber facility**, using Wyoming Business Council grant funding in conjunction with the City of Cody Plan developed by Plan One Architects identifying needs and possible solutions. We have worked with the City of Cody extensively and continue to do so regarding building solutions having successfully navigated issues such as the sewer line failure, front porch failure, and flooding and remodeling of kitchen area
2. Use this as an opportunity to **determine facility priorities**, considering as a roadmap the uses of the existing Chamber facility (Chamber, Visitor Center, Art League, etc.) **Also accomplished** through the work around the exploration of a new facility
3. Use this as an opportunity to **re-brand the Chamber** identity in the community **With staff stability**, and the targeted focus on being the 'front porch' of the Cody community through consistent social media and marketing, this area is consistently improving
4. Develop the fiscal strength of the organization so that the new facility does not prove to be a financial burden. **Successfully completed** the creation of the Cody Commerce Foundation. A 501©3 arm of the Chamber of Commerce. The Cody Commerce Foundation will establish an avenue for donations and the pursuit of grant funding

More Than Just Membership...

- Buffalo Bill Art Show and Sale
 - Increased Revenue
 - 2015- \$1,155,575
 - 2016- \$1,253,599
 - 2017- \$1,356,191
 - 2018- \$1,326,915
 - Successfully implemented a new MOU/Agreement with the Buffalo Bill Center of the West that will ensure the stability of the show through 2020
 - Completion of 5-year project with Vic and Angie Payne- Buffalo Bill Bench





Visitor Center

- Success:
 - Increased Visitation
 - New Porch
 - New Carpet
 - New Interactive Kiosk
 - Planned Social Media Interaction
 - Increased Support from Park County Travel Council



Post Renovation

Vacation Guides

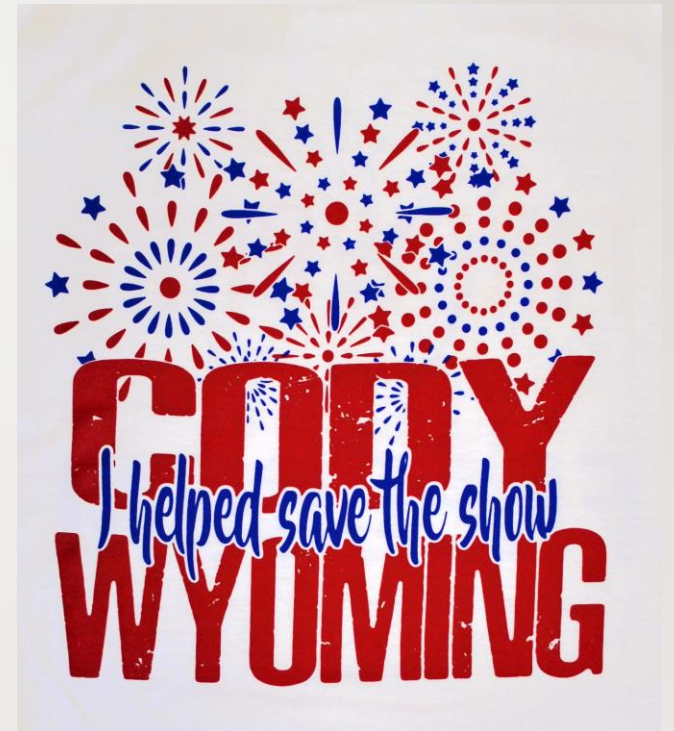




Wild West Arts Fest

- Successfully transitioned from all merchandise accepted to a true arts festival where 100% of the goods sold are hand-crafted
- Improved contract for all vendors
- Working on re-brand for 2019 Show

Stepping Up to the Challenge: Fireworks



Celebration! Park and Pancakes



Founders' Day



Cody Bucks Solution for the Next Stage

WY CODY BUCKS

Always Shop Cody First

\$50 **CODY BUCKS** **\$50** 001073

GOOD AS CASH TOWARD ANY PURCHASE AT CODY COUNTRY BUSINESSES
Merchants: Please handle this item just as you would a personal check.
VOID AFTER 6 MONTHS FROM ISSUE DATE

DATE ISSUED **AUG 2016**

PAYABLE TO Any Cody Business \$ 50.00***

Fifty and no/100 DOLLARS

Chamber Authorized Signature AUTHORIZED SIGNATURE

CUSTOMER SIGNATURE

Sponsored by Cody Country Chamber of Commerce

WY CODY BUCKS

Always Shop Cody First

\$20 **CODY BUCKS** **\$20** 041561

GOOD AS CASH TOWARD ANY PURCHASE AT CODY COUNTRY BUSINESSES
Merchants: Please handle this item just as you would a personal check.
VOID AFTER 6 MONTHS FROM ISSUE DATE

DATE ISSUED **AUG 2016**

PAYABLE TO Any Cody Business \$ 20.00***

Twenty and no/100 DOLLARS

Chamber Authorized Signature AUTHORIZED SIGNATURE

CUSTOMER SIGNATURE

Sponsored by Cody Country Chamber of Commerce

WY CODY BUCKS

Always Shop Cody First

\$10 **CODY BUCKS** **\$10** 007452

GOOD AS CASH TOWARD ANY PURCHASE AT CODY COUNTRY BUSINESSES
Merchants: Please handle this item just as you would a personal check.
VOID AFTER 6 MONTHS FROM ISSUE DATE

DATE ISSUED **AUG 2016**

PAYABLE TO Any Cody Business \$ 10.00***

Ten and no/100 DOLLARS

Chamber Authorized Signature AUTHORIZED SIGNATURE

CUSTOMER SIGNATURE

Sponsored by Cody Country Chamber of Commerce

What's Next?

