

## 118TH FOUNDER'S DAY BANQUET

Each year, the Chamber acknowledges excellence in its business community by recognizing outstanding leaders during the annual Founder's Day Banquet. Business of the Year, Volunteer of the Year, The Scout Award, and multiple community leader awards for 2018 were presented at the Chamber's 118th Founder's Day Banquet on November 2, 2018.

### BUSINESS OF THE YEAR

Accents Floral

### VOLUNTEER OF THE YEAR

John Cowger

### THE SCOUT

Kathy McDonald

### CHAMBER BOARD PRESIDENT SERVICE AWARD

Brett Whitlock

### AMBASSADOR CHAIR SERVICE AWARD

Briana Jeffs

### AMBASSADOR SERVICE AWARD

Leon Smith

## THANK YOU

Reflecting on 2019, our efforts would not be possible without the support of our diverse membership, partners, the City of Cody, Park County and surrounding communities. Our organization could not function without the extensive support of business professionals who volunteer their time to the efforts of our Ambassadors, Buffalo Bill Art Show & Sale, Cody Events, Executive, Finance and Government Affairs Committees and Board of Directors.

We are proud to present our 2019 Annual Report that details the work of our Chamber staff, committees and Board of Directors that serve to ensure the Community of Cody will prosper as the premier western location for business and travel through our ongoing advocacy.

*Cody Country Chamber of Commerce*

## 2019 BOARD

### Officers

**Kenny Lee**, President & Cowtown Candy  
**Tim Mahieu**, VP & Level 4 Wealth Management  
**Scott Petersen**, Treasurer & Big Horn Federal Saving Bank  
**Theresa Donley**, Secretary & Donley Team - Western Real Estate

### Directors

**Krystal Baum**, Rand Creek Ranch  
**Quintin Blair**, Blair Hotels  
**Lisa del Valle**, Wyoming Buffalo Company  
**John Dickson**, Wal-Mart  
**Matt Hall**, City of Cody  
**Jordan Jolley**, High Country Mercantile  
**James Klessens**, Forward Cody  
**Ashley McCarten**, Pinnacle Bank  
**Bruce Sauers**, Buffalo Bill Center of the West  
**Cody Schatz**, Engineering Associates

### Committee Chairs

**Ambassadors**, **Leisa Wilson**, Holiday Inn  
**Buffalo Bill Art Show Committee**, **Angie Payne**, Vic Payne Studio  
**Cody Events Committee**, **Cassandra Wagler**, High Dessert Construction and Restoration  
**Executive Committee**, **Kenny Lee**, Cowtown Candy  
**Finance Committee**, **Scott Petersen**, Big Horn Federal Savings Bank  
**Government Affairs Committee**, **Cody Schatz**, Engineering Associates  
**Membership Committee**, **Ashley McCarten**, Pinnacle Bank

## STAFF

### Cody Country Chamber of Commerce

**Tina Hoebelhenrich**, President & CEO  
**Kathy Thompson**, Buffalo Bill Art Show & Sale Director  
**Lisa Constantine**, Visitor Services Manager  
**Elizabeth Stuard**, Executive Assistant  
**Laurel Thompson**, Marketing & Membership Coordinator  
**Brenna Place**, Bookkeeper

### Park County Travel Council

**Claudia Wade**, Executive Director  
**Amanda Coyle**, Executive Assistant



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## 2019 ANNUAL REPORT



*Strengthening Our Community*



## OUR MISSION

The Cody Country Chamber of Commerce, the community's 'front porch,' represents the interests of its members and the entire business community, extends exceptional western hospitality and promotes an unparalleled visitor experience.

## 2019 BY NUMBERS



**Total Members**  
571



**New Members**  
47



**Networking Events**  
28



**3 Chamber Health Plan Enrollments**



**Education Events**  
17



**Ribbon Cuttings**  
29



**Emails Sent**  
321k+



**Bi-weekly Newsletter**



**Social Followers**  
5k+



**Website Pageviews**  
225k+



**650+ Events on Official Events Calendar Viewed Combined 77k+**



**Website Visitors**  
59k+

### VISITOR CENTER

In 2019, the Cody Visitor Center was a recipient of Park County Travel Council's lodging tax grant. This year, our Visitor Center welcomed over **120k visitors** to the Cody Community. The staff at the Cody Visitor Center is very knowledgeable about our area and attractions and the resources available to them as they assist travelers. Every spring, they participate in the Recommend Cody Tour to experience the attractions firsthand such as the Buffalo Bill Dam Visitor Center, Cody Firearms Experience, Cody Stampede Rodeo, Cody Theatre, Cody Cattle Company, Cody Heritage Museum, Old Trail Town, and The Historic Cody Mural to name a few.

The most requested information pertains to lodging, food and beverage, local attractions, and outdoor recreation opportunities, as well as, road, travel and weather information. The Visitor Center staff distributed **19k** Wyoming Highway maps, **8.5k** Cody Yellowstone Field Guides, and **2.5k** Experience Yellowstone Planners produced by Xanterra. This year, we had visitors sign our guestbook from **49 states** and **28 countries**.

## YEAR IN REVIEW

### BUFFALO BILL ART SHOW

The 38th Annual Buffalo Bill Art Show & Sale, which benefits the Buffalo Bill Center of the West and the Chamber of Commerce, generated more than **\$1 million in total art sales**. The gross revenue from the events, to include sponsorships, art and ticket sales, is estimated at **\$1.4 million**. There were **over 900 people** in attendance between the live auction, Friday, September 20th, and the Quick Draw, Saturday, September 21st. This year, nearly **80 of our 106** artists were in attendance.



### CODY CLUB

As a longstanding tradition for the Cody Community and our Chamber membership, we hosted **17 Cody Club Luncheons and Roundtables**. We had a variety of community leaders and professionals present to include the City of Cody, Park County Commissioners, Homeland Security, Cody Yellowstone, Small Business Alliance, and Forward Cody to name a few. Our 2019 Roundtable series focused on marketing and covered topics such as social media, advertising, cybersecurity, and marketing risk and response.



### CODY EVENTS

The Cody Events Committee volunteers devoted countless hours to coordinate quality community events that promote Cody's unique cultural heritage. This year's events included Cody's Annual Pub Crawl, Horsin' Around Cody, Trick or Treat Downtown Cody, Cody Cowboy Christmas Stroll and Lighted Parade and the Santa House.



## YEAR IN REVIEW

### LIVE AFTER 5

Live After 5 is a social business after hours function that aims to provide businesses with exposure and networking opportunities. In 2019, there were **11 Live After 5 functions**, **9 hosted** by local chamber businesses and **2 hosted** at the Chamber during the summer months for easy access to the Concerts in the Park series. Direct benefits for the host business have included increased reach, increased exposure, customer relations management and networking and partnership opportunities.



### ADDITIONAL EVENTS

The Chamber of Commerce also hosts several annual events that are not committee driven and designed to benefit our members and community. This year, we hosted the 6th Annual Park n' Pancakes community breakfast in celebration of the East Gate opening. This coincides with our annual members only shred event. During the week of July 4th, visitors enjoy our annual arts and crafts fair Wild West Arts Fest.



### GOALS FOR 2020

Cody was selected by the Wyoming Business Council and University of Wyoming Extension in 2019 to participate in a Community Review. This has been an amazing opportunity for our community to receive expert insight and guidance on creating a locally driven vision for our future.

In 2020, the Cody Country Chamber of Commerce will implement a strategic doing plan to help our membership and business community tackle recurrent issues addressed in our community review process such as workforce development, year-round economy and travel and tourism.

In addition, our organization will focus on internal development to include employee education and accreditation opportunities, membership incentive programs and membership growth and retention.