

## 119TH FOUNDER'S DAY BANQUET

Each year, the Chamber acknowledges excellence in our 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 2019 were presented at the Chamber's 119th Founder's Day Banquet on February 21, 2020 held at the Irma Hotel.

### BUSINESS OF THE YEAR

Wayne's Boot Shop

### VOLUNTEER OF THE YEAR

Laureen Joest

### THE SCOUT

Bill Garlow

### CHAMBER BOARD PRESIDENT SERVICE AWARD

Kenny Lee

### AMBASSADOR CHAIR SERVICE AWARD

Leisa Wilson

### AMBASSADOR SERVICE AWARD

Sue Bischoff

As the new year begins, we want to take the time to thank you, our members, for all you have done to persevere through 2020. While there have been many challenges, your business and everything you have overcome, continue to make Cody a stronger community through your efforts and resilience. This year, we are especially proud to share a summary of our accomplishments through our 2020 Annual Report.

We know that our businesses and community will still face challenges, but we look forward to serving you. On the horizon is a new two-year Strategic Plan, where we have chosen to focus on championing our community. By providing not only business resources, community information, and networking and marketing opportunities, but also promoting Cody as a destination, we will continue to focus on our commitment to serve as the Cody community's Front Porch.

*Tina Hoebelheinrich, President & CEO  
Cody Country Chamber of Commerce*

## 2020 BOARD

### Officers

**Tim Mahieu**, President &  
Level 4 Wealth Management  
**Travis Hill**, VP & 307 Real Estate  
**Cody Schatz**, Treasurer &  
Engineering Associates  
**Lisa del Valle**, Secretary &  
Wyoming Buffalo Company

### Directors

**Dave Barrows**, Barrows Z3 Retreat  
**Krystal Baum**, Rand Creek  
Ranch  
**Quintin Blair**, Blair Hotels  
**Mike Darby**, Irma Hotel  
**John Dickson**, Wal-Mart  
**Matt Hall**, City of Cody  
**Jordan Jolley**, High Country  
Mercantile  
**Mandy Kern**, First Bank of Wyoming  
**James Klessens**, Forward Cody  
**Michelle Koch**, Merit Energy  
**Kenny Lee**, Past President &  
Cowtown Candy  
**Ashley McCarten**, Pinnacle Bank  
**Scott Petersen**, Big Horn Federal  
Savings Bank  
**Bruce Sauers**, Buffalo Bill Center  
of the West

### Committee Chairs

**Ambassadors, Ashley Trudo**, Cody  
Regional Health  
**Buffalo Bill Art Show Committee,**  
**Angie Payne**, Vic Payne Studio  
**Cody Events Committee, Kenny**  
**Lee**, Cowtown Candy  
**Executive Committee, Tim Mahieu**,  
Level 4 Wealth Management  
**Finance Committee, Cody Schatz**,  
Engineering Associates  
**Government Affairs Committee,**  
**Cody Schatz**, Engineering  
Associates

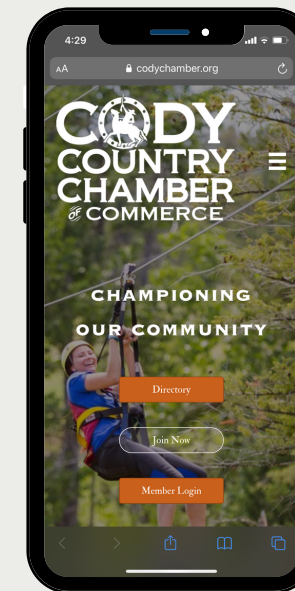
## STAFF

### Cody Country Chamber of Commerce

**Tina Hoebelheinrich**, President &  
CEO  
**Elizabeth Stuard**, Executive  
Assistant  
**Kathy Thompson**, Buffalo Bill  
Art Show & Sale Director  
**Laurel Thompson**, Marketing &  
Membership Coordinator  
**Denise Wiegand**, Bookkeeper

### Park County Travel Council

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



### Get social with us!



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CODY, WYOMING 82414  
 (307) 587-2777  
 CODYCHAMBER.ORG  
INFO@CODYCHAMBER.ORG



CHAMPIONING OUR COMMUNITY

## 2020 ANNUAL REPORT

## 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.



## RESPONDING TO COVID-19

While the year started off strong with the second phase of the Cody Community Review underway, the celebration of Cody Club's 100th Anniversary, and honoring influential leaders and businesses at our 119th Founder's Day, in early spring, the Cody Chamber staff took on the new challenge of responding to COVID-19 and supporting our membership in the face of unprecedented challenges.

By starting with relevant, reliable, and timely delivery of information, the Cody Chamber launched a comprehensive series of communications and resources to ensure our members had all the necessary tools for success including:

- COVID Newsletter Series
- COVID Resources Page
- Cody Country Curbside Web & Facebook Pages
- Open & Safe and #CodyCountryStrong Campaigns

In partnership with the Wyoming Office of Tourism and Park County Homeland Security, the Cody Chamber became a community distribution facility for free masks and gloves, aiming to improve community welfare and safeguard our members from this financial burden.

We also partnered with Park County Public Health and Cody Regional Health during our Open & Safe campaign, to assist in the distribution of COVID kits, signage, testing information and more. We were also an active sponsor and participant in Mask Up Park County.

**300** OPEN & SAFE WINDOW CLINGS DISTRIBUTED

**2K** VISITS TO OUR COVID RESOURCES PAGE

**5K** VISITS TO CODY COUNTRY CURBSIDE

**110K** CODY COUNTRY CURBSIDE IMPRESSIONS

**200K** MASKS DISTRIBUTED AND COUNTING



## VISITATION

Despite a brief closure during the months of March and April, the Cody Visitor Center welcomed over 55K visitors to the Cody community this past year.

Yellowstone National Park's East Gate opened on May 18th, kicking off our summer season just a few weeks behind schedule. While YNP saw a 7% decrease in numbers, they welcomed 3,732,360 visitors over the course of the year, as individuals and families searched for solace in the great American outdoors. Cody's East Gate entrance alone welcomed 426K of those visitors - down only 4% from 2019.

Not only was our community facing the challenges of COVID, but Cody's two-year Sheridan Avenue construction project began in late spring. To ensure visiting guests were able to enjoy all Cody Country has to offer, the Cody Chamber developed a small tear-off map with a section for WYDOT updates to distribute in our Visitor Center and to our members in the hospitality industry.

In service to our local community and visitors, we continue to be the only local vendor for the Wyoming State Parks Pass, thereby highlighting our partnership with the state parks service and our emphasis on safe use of public lands.

## COMMUNITY & EVENTS

Through the tireless efforts of our Board of Directors, committees, volunteers, and staff members, the Cody Chamber was able to continue hosting important community events throughout the remainder of the year both in-person and virtually.

Our Ambassadors Committee continued promoting local business by hosting in-person and virtual Ribbon Cutting events for 14 new and existing businesses in our area.

Our ability to pivot allowed the Buffalo Bill Art Show & Sale events to take place during Rendezvous Royale - a week long celebration of the arts in Cody. While in person attendance was limited, hundreds of patrons, artists, and community members were able to enjoy a variety of art related events throughout the week leading up to our annual Art Walk, remastered Saturday morning Quick Draw Downtown and the 39th Buffalo Bill Art Show & Sale which was offered at two in-person events and virtually for the first time! Over \$700K in art was sold.

The Cody Chamber Events Committee devoted countless hours to coordinate our annual Trick or Treat Downtown, Cody Cowboy Christmas Stroll and Trail of Lights Parade, and the Santa House which were enjoyed by community members of all ages.



## PROMOTING BUSINESS

In a year where COVID protocols forced isolation, the promotion of shopping local had never been more important. As a result, the Cody Chamber produced 20 videos with nearly 10K views, highlighting Cody Chamber members and the importance of shopping local. This shop local campaign was inspired by Small Business Saturday, a national campaign in which we serve as the Cody Community Champion, and helped us develop the Keep the Cheer Here and #ShopCodyWY campaigns.

In addition to these exciting new promotional campaigns, the Cody Chamber also promoted local business and spending through the continuation of our annual Stay. Shop. Win. challenges, 7th Annual Button Bash, Recommend Cody video, and our year-round local gift certificate program which sold \$157,680 in Cody Bucks, thereby, keeping those dollars in our community.

## YEAR BY NUMBERS



**TOTAL MEMBERS**  
480



**NEW MEMBERS**  
31



**NETWORKING & EDUCATION EVENTS**  
30



**SOCIAL FOLLOWERS**  
7.2K



**EMAILS SENT**  
56K



**RIBBON CUTTINGS**  
14



**WEBSITE PAGEVIEWS**  
224K



**WEBSITE VISITORS**  
68K



**BI-WEEKLY NEWSLETTER**