

# ANNUAL CHAMBER REPORT

2008 ~ 2009

WASH  
**WINE**  
COUNTRY  
PERFECTLY BALANCED

GREATER YAKIMA  
*Chamber of Commerce*  
[www.yakima.org](http://www.yakima.org)



August 3, 2009

TO: Board of Directors  
FR: President & CEO  
RE: 2008-2009 Annual Report

General Overview:

Our fiscal year 2008-2009 started out on a positive note. The economy looked good and so did our prospects. At the beginning of the year it was proposed that we would begin to expand our capabilities, staff and programs. However, by December it became clear that we would have to adapt and adjust our plans in light of the economic downturn. This we did while maintaining the same level of service to our members and community. Our events and activities did not suffer and we increased the quality and frequency of our programs. Staff turn-over due to voluntary resignations provided us with the opportunity to find and hire people with the appropriate skills to fill vacant positions. Our Board Retreat resulted in a new, more focused mission and vision statement, which gave us three effective task forces to further define who we are and what we are going to do. That work, now nearly completed, gave us a new organization structure and the leadership to carry forward our plans. Administratively, we re-wrote and updated our personnel policy manual and by-laws. Finally, anticipating a decline in revenues, we developed a contingency plan that enabled us to reduce expenses and finish the year slightly over budget.

Financial Overview: (2008-2009)

Income Highlights:

Renewing Dues	\$11,219 over budget projections
New Member Dues	\$44,351 under budget projections
Programs & Events	\$ 7,810 over budget projections

Expense Highlights:

Administrative (Incl. Salaries)	\$47,117 under budget projections
Facilities	\$ 1,470 over budget projections
Government Relations	\$ 1,021 under budget projections
Program/Events	\$ 7,772 under budget projections

Year-End Net:	Projected (-) \$21,538	Actual (-) \$19,397
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Over Four Years (04-05 through 08-09)

	04-05	05-06	06-07	07-08	08-09
Income	462,762	542,064	605,309	621,595	644,689
Members	685	777	1,061	991	938

**Administrative and Program Highlights:**

Professional Staff...

Acquired and trained four new hires.  
Andrea Haverfield – Admin VP Operations  
Scott Filkins, Director of Sales and Marketing  
Kim Gunvaldson, Director of Career Connections  
Lindsay Rose, Customer Service Manager

Marketing...

Produced and broadcast KYVE-Chamber monthly TV show “Showcase Yakima” with a format to promote business and community attractions.

#### Government Relations:

Advocated for business at City of Yakima & Union Gap Council Meetings.  
Developed and distributed 2009 Business Legislative Agenda.  
Hosted AWB State Candidate Interviews in Yakima.  
Conducted a Candidate's Forum for state candidates.  
Conducted a pre-session legislator's reception and send -off party.  
Organized and led a local business delegation trip to Olympia.  
Conducted 7-Legislator conference calls for members.  
Met with the state Senate Democratic Caucus leaders in Olympia.  
Assisted in drafting a regional legislative agenda.  
Utilized "Voter Voice" to send 14 legislative alerts to over 1,900 members.

#### Business Education Partnership:

Developed contract with Parsec for BEP web page support services.  
Recruited Mt. Vernon Chamber to provide BEP services initiating a new revenue stream for the Chamber.  
Obtained and serviced 14 service agreements with 14 local school districts.  
Promoted and helped organize the Skills USA event for local students.  
Collaborated with AWB-US Chamber to develop a Work Readiness Certificate.  
Helped developed a \$5,000 with WV School District for BEP Program.

#### Business Education: (BIZ Seminars)

Conducted two Major BIZ Seminars (Brad Worthley & Keith Woods)  
Initiated the NX-Level Business Training Seminars.  
Conducted four noon-hour "Seminars for Success" a series of four 1/1/2 hour workshops providing best practices for business managers.

#### Local Issue Management:

Researched and took action to represent business interests by engaging the County and City governments with regard to the following issues...  
County Storm Water Detention.  
FEMA Flood Plains Designations.  
Yakima School District Capital Funding Bond.  
EMT Funding Propositions.  
Supported downtown PBIA start-up organization and funding.  
Modified a Shopping Cart Retrieval Ordinance to lesson penalties

#### Membership Programs and Services:

Conducted 12 monthly General Membership Luncheons.  
Published and distributed 12 issues of the Action Report magazine.  
Held 12 Business after Hours events.  
Introduce "Enhance Web Page Listings" for members.  
Introduce new options for members to pay dues.  
Conducted numerous grand openings and ribbon cuttings for new members.  
Conducted annual Business Expo event.  
Conducted Annual Awards Banquet and Ted Robertson Tribute Dinner.

#### Collaboration with other Organizations:

Promoted Army Reserve/National Guard Business Covenant Campaign.  
Help organize "mobilization party" for the 81<sup>st</sup> Infantry Brigade in Selah.  
Provided consultation for new Central Washington Hispanic Chamber.  
Worked with YVCVB on their Yakima Valley branding program.  
Citizens for Safe Yakima Valley Communities (CSC).  
Wrote grant acquiring \$50,000 for public safety media campaign.  
Served as Treasurer and provided office and meeting space.  
Employed and trained CSC staff.  
Worked with YPD on "Second Chance Grant".  
Incorporated "North First Street First" organization and helped organize a North 1<sup>st</sup> Street Clean-Up Day event.

#### Administrative and Internal Controls:

Updated Employee Policy Manual and Chamber bylaws  
Managed a clean outside, independent audit of Chamber operations.