

# The Summit County Chamber of Commerce



## Annual Report 2020



April 2021

## Executive Summary

2020 was a year of transition and change for the Summit Chamber. With a new Executive Director in place, and the introduction of COVID-19 to our community, the Chamber has been able to elevate our relevance in the community and emerge as strong partners to not only the business community, but also our County Government.

While 2020 has been beyond challenging, the Summit Chamber was able to accomplish a number of items for our membership. From our updated website that includes COVID-19 resources for both businesses and employees, to our advocacy at the local, state and federal level, the Chamber is committed to helping businesses navigate these challenging times.

In 2020 we were able to host 12 Town Hall forums with Summit County Public Health, ensuring the business community had the most up to date information. The Chamber sent out weekly newsletters ensuring timely communications and transparency. The COO Breakfast went virtual this year and was the most successful to date. We continue to work with our Chapters to build a strong foundation and have two monthly lead groups and a bi-monthly coffee meet-up for members to participate. We look forward to bringing back mixers when the time is right.

Summit Prosperity Initiative, the economic development arm of the Summit Chamber, conducted three economic impact surveys (<https://www.summitchamber.org>) since the start of the pandemic and has also hosted two Co.Starters ReBuild programs, a nationally-recognized program geared specifically towards entrepreneurs. Additionally, SPI has launched the Summit Biz brand, consisting of informal coffee meet-ups, educational workshops, and more. These programs provide a place for business owners to meet and discuss the challenges and barriers to success in various settings.

Like many, the Summit Chamber has made some changes and we are thrilled to roll out our new tiered membership structure in 2021. This new structure allows us to customize benefits for members and better serve your needs.

Through these unprecedented times, our number one priority remains serving as the voice of our members and ensuring that we can continue to work and play in one of the best communities in the country. We continue to be guided by our strategic plan and look forward to a prosperous 2021 for all.

Thank you for your continued support.

Respectfully,

Blair McGary  
Executive Director



# Board of Directors

## EXECUTIVE BOARD

### **Doug Berg**

President  
Farmer's Insurance

### **Nell Wareham**

Vice-President  
Climax Mine

### **Mark McManis**

Treasurer  
HomeSmart Realty Group

### **Lindsey Cotton**

Secretary  
Krystal Media

### **Laura Lyman**

At Large Member  
Alpine Bank

### **Ian Donovan**

Chapter Liason

### **Mark Nunn**

Past President  
Edward Jones

### **Tony Pestello**

Past President  
I-Furnish



## BOARD AT LARGE

### **Kerstin Anderson**

Town of Dillon

### **Tim Applegate**

Sauce on the Blue

### **Allen Bacher**

CMC/ABECO

### **Del Bush**

Peak Payment Pros

### **Nora Gilbertson**

Town of Frisco

### **Lori Gleason**

Green Leaf Design, LLC

### **Kristylee Gogolen**

Tandem Design Lab

### **Bruce Horii**

Beaver Run Resort

### **Elisabeth Lawrence**

County Commissioner

### **Mark Mathews**

Keystone Neighbourhood Co.

### **Corry Mihm**

SPI/Project Works

### **Sheri Paul**

Digital 970

### **Peter Siegel**

Copper Resort Group

### **Peyton Rogers**

Town of Breckenridge

### **Catherine Schaaf**

Early Childhood Education

## STAFF

### **Blair McGary**

Executive Director  
[blair@summitchamber.org](mailto:blair@summitchamber.org)

### **Cheri Ryan**

Membership Director  
[cheri@summitchamber.org](mailto:cheri@summitchamber.org)

### **Angelique Lochridge**

Events Manager  
[angelique@summitchamber.org](mailto:angelique@summitchamber.org)

### **Mike Kurth**

Accountant  
Summit Bookkeeping



# Committees

## Budget Committee

Mark McManis	Lindsey Cotton
Doug Berg	Allen Bacher

**The Budget Committee** is responsible for the review and oversight of the budget. They review and report monthly financials to the Board of Directors. They guide and direct investment objectives and they formulate and validate the annual budget.

## COO Breakfast Committee

**Chair:** Mark Nunn

Elisabeth Lawrence	Ian Donovan
Doug Berg	Bruce Horii
Tim Applegate	Peyton Rogers
Tony Pestello	Lindsey Cotton

**The COO Committee** is responsible for guiding and directing the execution of the annual COO Breakfast. Duties include reviewing the estimated expenses and revenues to ensure a financially successful event. The committee guides the format of the program and assists with the organization of volunteers and day of execution.

## Legislative Affairs Committee

**Chair:** Mike Spry

Sheri Paul	Del Bush
Tony Pestello	Jeremy Kennell
Paul Clukies	Catherine Schaaf
Lori Gleason	

**The Legislative Affairs Committee** is responsible for monitoring and advising the Chamber Board of local policy that could potentially affect the business community. advocates on business related issues at the local level. The Committee works with Staff to develop a local policy agenda focused on a pro-business, pro-employee environment.

## Membership Committee

Sheri Paul	Peyton Rogers
Lori Gleason	Laura Lyman
Kelly Hepburn	Kristylee Gogolen
Tamera Duran	Doug Berg
Raequel Rhodes	

**The Membership Committee** is tasked with integrating new members into the Chamber and into our business community. This committee provides a personal introduction to the Summit Chamber, other business owners, and individuals that provide networking benefits to the new business owner. Ribbon cuttings, invitations to Chamber social events such as mixers, exposure through social media, and a welcome kit round out some of the benefits provided to new members from Chamber Diplomats.

## Scholarship Committee

Elisabeth Lawrence
Allen Bacher
Catherine Schaaf

**The Scholarship Committee** is responsible for coordinating and awarding scholarship dollars to Summit High School students. In 2020 the Summit Chamber distributed \$2000 worth of funds, in addition to the \$1500 distributed by the Frisco Chapter of the Summit Chamber.

## 2020 Highlights

**Love the Summit Online Auction** - In March 2020, residents were asked to stay home and business was limited to “essential services”, restricting restaurant operations to to-go services only and closing retail and short-term lodging completely. The Chamber responded by partnering with local municipalities and resort communities to launch the Love the Summit Online Auction. The Auction was open from April 20 - May 4 and was an opportunity for locals and visitors to support the business community by purchasing a product or gift card to be used in the future. The Auction included 281 items, had a total of 526 bidders and raised a total of \$70,732.50 that went directly back to participating businesses.



**Participation on County Economic Recovery Team** - The Summit Chamber has represented the Business Community on the Summit County Economic Recovery Team, led by Summit County Government. This small group of business representatives is part of the overall Summit County Emergency Response, and specifically reports to the BOCC on the state of the economy throughout the pandemic. Staff has contributed an estimated 60 hours of time to this committee.

**Summit County Virtual Election Forum** - The Summit Chamber partnered with the Summit Daily News, Summit Association of Realtors, and the Summit Builder's Association to host a two-night, virtual forum highlighting ballot initiatives as well as a candidate town hall. An estimated 600 people viewed the live event over two nights.

**Launch of Updated Website** - The website was identified as an area of improvement by staff early in 2020 and work quickly began to create a new, more modern, user friendly website. In December 2020, staff launched an updated, modern website for the Chamber to act as the virtual “store front”.

**Colorado Gap Fund Grant** - The Chamber applied for and was awarded a \$15,000 grant from the Colorado Gap Fund Grant. This grant provides more than \$31M in small business loans and grants to boost small business enterprises that are the economic engines throughout the state. The Gap Fund is a combination of public and private dollars including the CARES Act and Colorado donors.

**The Chamber has always been an important part of our community.**

**...We are truly grateful for the friendly spirit you have shown to both members and non-members in this very difficult time for all of us.**

**-Bobby Starekow**

**Innovation Grants** - The Chamber partnered with Summit County Government to administer the Summit County Innovation Grant. The purpose of this grant program was to help small businesses adapt to immediate, short-term challenges created by COVID-19 restrictions, and help businesses continue to operate through the pandemic. The goal of the program was to help businesses operate at the highest level while maintaining public health protocols. Thanks to Summit County Government, we were able to administer \$181,534.41 to 68 businesses.

## Financial Update

The Summit Chamber Budget is approved annually by the Board of Directors. The Summit Chamber is funded by three primary sources: membership revenue, investment revenue, and event revenue.

2020 proved to be a challenging year for many. Primarily a result of an increase in staffing expenses, the Summit Chamber began 2020 by passing a budget of negative \$27,822.50. When shutdowns and restrictions extended into April, the Budget Committee reconvened to make appropriate modifications to the budget. After review, a negative \$56,750.00 budget was projected.

The Investment accounts for the Chamber began 2020 with a balance of \$152,078.76. In July 2020, the Chamber withdrew \$30,000 from the investment accounts to help cover operating expenses during the economic downturn, as a result of the pandemic. The end of the year balance of the investment accounts was \$139,430.87.

Event Revenue took the largest hit this year, as restrictions shuttered the event industry. The BBQ Festival and Keystone Wine and Jazz Festival, both large fundraisers for the Chamber, resulted in an approximate loss of \$12,000 in revenue to the organization. These losses were offset by a very successful COO Breakfast that saw a 48.2% year over year increase in revenue.

	2020 Actual	2020 Budget Pre-COVID	COVID Revised Budget	Impact
Revenues	\$204,285.75	\$254,657.50	\$193,050	\$10,785.75
Expenses	\$205,368.00	\$282,480.00	\$249,800	\$44,432.00
Net Income	-\$1,082.25	-\$27,822.50	-\$56,750.00	\$55,667.75

### Balance Sheet

	Jan 2021	Jan 2020	Variance
Total Assets	\$246,577.63	\$226,442.65	\$20,134.98

### Revenue Highlights

	2020 Actual	2020 Pre-COVID	COVID Budget	Variance to COVID Budget
Membership	\$83,033.33	\$89,757.50	\$82,550.00	\$483.33
Investments	\$18,599.76	\$7,500	\$0.00	\$18,599.76
COO Breakfast	\$54,170.98	\$42,000	\$30,000	\$24,170.98

# Events Report

## EVENTS SUMMARY

Events looked very different in 2020 with many events reimagined to a virtual format, or in many instances, cancelled all together.

Traditionally, the Chamber participates as the host of the Country Store at the Frisco BBQ Challenge, and was slated to be the volunteer beneficiary for the Keystone Wine and Jazz Festival. The BBQ Festival and Keystone Wine and Jazz Festival resulted in an approximate loss of \$12,000 in revenue to the organization. Additionally, the Chamber has been unable to host mixers or in person events of any kind.

- **31 Coffee Meet Ups**
- **20 Educational Webinars**
- **12 Town Halls with Summit County Government**
- **8 In Person Events (pre-pandemic)**
- **Average of 67 people per webinar/event**

## EVENTS PIVOT IN 2020



When the pandemic hit in March, our way of life changed, as did our way of networking and connecting with one another. It quickly became clear that people were desperate for ways to continue to connect with one another in our new virtual world. The Chamber partnered with Summit Prosperity Initiative, and began hosting weekly Coffee Meet Ups, an informal forum for businesses to discuss common challenges, barriers, and just a place to share with other like-minded individuals.



In addition to the Coffee Meet Ups, the Chamber has been able to host a number of educational workshops, as well as partner with Summit County Government and Public Health to host timely Town Halls that helped inform both the business community and the general public of dial changes and restriction updates in real time.



## Events Report



### COO BREAKFAST

The COO Committee was challenged with rethinking the COO Breakfast and determining the best way to produce the event during the pandemic. It was quickly determined that this well-loved event would need to go virtual and staff began working on the logistics. The result was a smashing success **with a 48.2% year over year increase in net revenue, resulting in a net revenue of \$54,532.00.**

**48.2% Year Over Year  
Increase in Net Revenue  
for the COO Breakfast**

	COO Breakfast 2019	COO Breakfast 2020	Variance
Revenues			
Ticket Sales	\$16,630.00	\$7,705.00	-\$8,925
Silent Auction	\$9,300.00	\$16,262.00	\$6,962
Sponsorships	\$45,325.00	\$51,100.00	\$5,775
Donations	\$0.00	\$745.00	\$745.00
<b>TOTAL</b>	<b>\$71,255</b>	<b>\$75,812</b>	<b>\$4,557</b>
Expenses			
Marketing	\$4,738.00	\$3,400.00	-\$1,338.00
Labor	\$13,510.25	\$15,840.40	\$2,330.15
Food and Catering	\$10,215.79	\$0.00	-\$10,215.79
Supplies	\$9,306.29	\$239.81	-\$9066.48
Credit Card Fees	\$727.55	\$1,100.00	\$372.45
<b>TOTAL</b>	<b>\$38,497.88</b>	<b>\$20,580.21</b>	<b>\$17,917.67</b>



# Events Report

## BUSINESS EXCELLENCE AWARDS

Planning was underway for the 2019 Business Excellence Awards when the pandemic hit in March. Scheduled for April 9, 2020, the event was originally postponed until October, but it quickly became apparent that an in-person event would not be possible. Rather than a virtual event, Chapter members distributed the awards to the winners and a media campaign was launched to highlight the winners.

The campaign included a 10 day social media campaign that featured nominees in two categories per day (three on the 10th day). This was followed by a 5 day campaign that announced the winner in two categories per day (3 on the final day). Additionally an email campaign was created to highlight the nominees and winners. Winners were also offered the opportunity to film an interview with TV8 to be featured on Summit Sunrise and a number of features were run in the Summit Daily News.

We look forward to bringing the awards back in 2021 and celebrating both our 2019 and 2020 nominees and winners.

### Lori Gleason wins Summit Chamber Ben Fogle Award for commitment to business community

News | FOLLOW NEWS | July 16, 2020



Antonio Olivero | FOLLOW  
aolivero@summitdaily.com



Lori Gleason was bestowed the Summit Chamber of Commerce's Ben Fogle Award for her commitment to the county's business community.

### Links to Summit Daily News Articles

[Lori Gleason wins Summit Chamber Ben Fogle Award for commitment to business community](#)

[SummitCove Lodging wins Summit Chamber's Best Place to Work Award](#)

[After entrepreneurial leap, Becca Spiro wins Summit Chamber new business award for Frosted Flamingo](#)

[Through coronavirus challenges, Lenka's Loving Care wins Summit Chamber customer service award](#)



# Membership Report

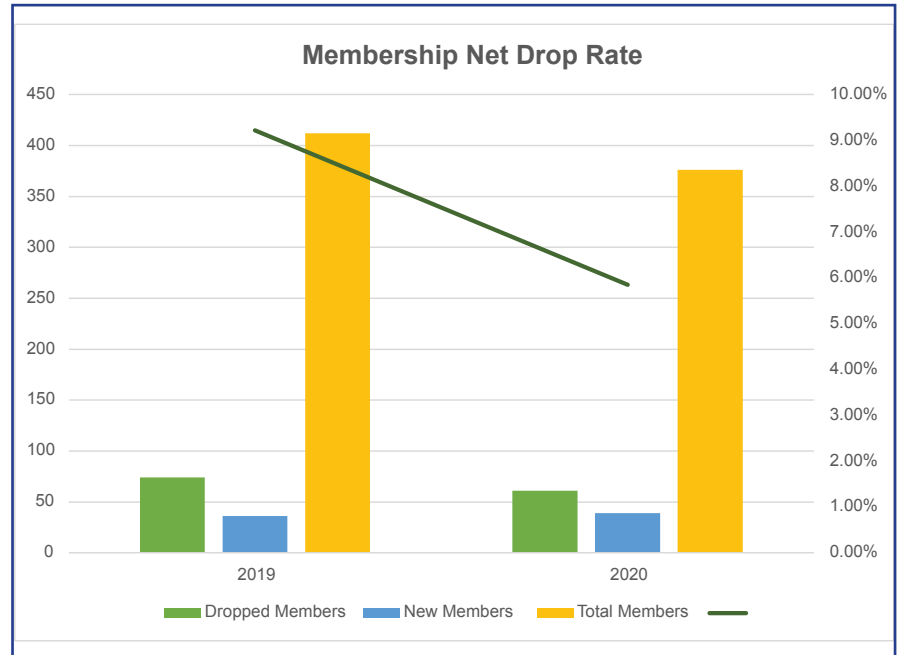
A robust and diversified membership is paramount to the success of the Chamber. Engagement from our business community is a critical component to ensuring meeting our vision. Membership revenue allows the Chamber to provide key resources for our businesses and entrepreneurs, supporting an economy where all can live and thrive.

It has long been a goal to enhance the Chamber's value proposition through exploring a pricing model focused on a tiered membership investment. Staff proposed a new tiered membership structure to the Board in July 2020 and a soft rollout began in Fall 2020.

The goal for membership in 2020 was to increase member value and create a defined member retention plan that would ensure the Chamber's long-term success.

Despite the pandemic, 2020 saw a slightly higher retention rate at 16% drop rate compared to an 18% drop rate in 2019. The Chamber saw a slight increase in new businesses joining the Chamber with 36 joining in 2019 and 39 in 2020.

This results in a 5.8% net drop rate in 2020 versus a 9.2% drop rate in 2019.



Member Benefits		Molybdenum \$7500		Platinum \$5000		Gold \$2500		Silver \$1000		Bronze \$500		Base \$250	
1 Feature Video produced by TV8 - Story of the business - \$350 Value		✓											
Corporate Table at annual COO Breakfast - \$1200 Value		✓											
Community Partner Sponsor for COO Breakfast** - \$1650 Value		✓		✓									
Sponsorship Package at the BEAs*** - \$1200 Value		✓		✓									
Tickets to Annual Business Excellence Awards - \$180 Value		4 VIP Tix		2 VIP Tix									
Half of a corporate table at COO Breakfast - \$600 Value		N/A		✓									
Logo on storyboard signage at all mixers and events		✓		✓									
Spotlight Article with photo included in 2 newsletters/year - \$400 Value		600 words		400 words		250 words							
Banner Ad on Website* - \$500 Value		9 months		6 months		3 months							
Logo included in every SC newsletter footer - \$250 Value		✓		✓		✓							
Logo/Recognition in Annual Report		✓		✓		✓							
Free Entry to Mixer events****		Unlimited		24/year		12/year							
Sponsorship of a nonprofit at the Bronze Level - \$500 Value		✓		✓		✓							
Bronze Membership for associated businesses		✓		✓		✓							
Host After Hours Mixer		✓		✓		✓							
Facebook and Instagram placements* - \$350 Value		12x/year		9x/year		6x/year		3x/year					
Special acknowledgement on SC website		✓		✓		✓		✓					
Host an educational seminar		✓		✓		✓		✓					
Free E-mail blasts to our member database per year*		Unlimited		Five		Three		Two		One			
Summit Biz Weekly Coffee Meetups and Educational Sessions		✓		✓		✓		✓		✓			
Strategic legislative voice on issues that affect your business		✓		✓		✓		✓		✓			
Leads Group memberships (space available dependent)		✓		✓		✓		✓		✓			
Listing in membership directory		✓		✓		✓		✓		✓			
Customizable business profile page on website		✓		✓		✓		✓		✓			
Post to online events calendar, job listings, and newsroom		✓		✓		✓		✓		✓			
Member Pricing for Chamber hosted events and programs		✓		✓		✓		✓		✓			
Participation on strategic committees		✓		✓		✓		✓		✓			
Access to Summit Choice Healthcare program		✓		✓		✓		✓		✓			
Exclusive member to member discounts		✓		✓		✓		✓		✓			
Discounted benefits with strategic media partners		✓		✓		✓		✓		✓			

- Any membership level can sponsor a 501(c3) nonprofit for \$100 (Non-profit will receive base level benefits).

- 501(c3) Nonprofits receive 40% off membership rates (available for gold, silver, and bronze levels only).

- Membership valid for calendar year. Monthly payment options are available.

- Voluntary donation to Summit Prosperity Initiative, the Economic Development arm of the Summit Chamber, available.

For more information contact Cheri at [cheri@summitchamber.org](mailto:cheri@summitchamber.org)



Number of Members	
2016	334
2017	314
2018	372
2019	412
2020	376

\*Content provided by member, approved by Chamber.

\*\*Black Diamond or similar sponsorship level.

\*\*\*Advertising Partner or similar sponsorship level.

\*\*\*\*Valid for all employees.

# Summit Prosperity Initiative

2020 has been a year of strong growth for the Summit Prosperity Initiative (SPI), the Economic Development Arm of the Summit Chamber. The need for an economic development entity in Summit County has long been overshadowed by the strong economy that we have enjoyed since the last economic downturn. The pandemic highlighted what could happen to our economy when tourism wanes and the importance of a diversified economy, to ultimately, make us more resilient as a community.

One of the largest challenges for this group to overcome was the ability to raise dollars to operationally support the initiative. In 2020, a number of grant opportunities became available and SPI requested \$133,200 in support through various entities. **SPI was able to secure approximately \$104,700 in funding through those requests.**

## Economic Impact Surveys

When the pandemic hit and businesses were asked to close in the middle of March, arguably the busiest month here in Summit and one where many businesses make upwards of 30% of their yearly revenue, we knew the financial impacts were going to be extensive. SPI quickly moved to create an Economic Impact Survey to assess the effect on the economy. Initially, it was believed that we would only be shut down for two weeks. As those two weeks grew to months, it was determined that quarterly surveys would be needed. These surveys have been an important tool for both businesses and

elected officials as they navigate this pandemic and in Q2 of 2021, they will be used as a baseline for an economic dashboard, hosted by Summit County Government.



## Summit Biz ReBuild, powered by Co.Starters

Pre-pandemic, SPI was poised to launch the first Co.Starters Core program at the beginning of April 2020. When the pandemic hit, like many, SPI had to pivot their plans and in June 2020 were able to launch the Co.Starters ReBuild program. This program was created to help businesses navigate the uncertainties of the pandemic and start to rethink their business models. Summit County was the first in the Country to launch this program and we were pleased to have 20 participants graduate in July 2020. SPI launched a second cohort in September 2020 and was able to graduate another round of participants.





# Chapters

Under the Summit Chamber umbrella, we have created chapters within each of our communities. These chapters are committed to identifying and addressing the needs of their particular communities, while simultaneously working together to unite our organization and county. This structure enables each Chapter to support events and activities that are right for their unique community. It also gives a stronger, more focused voice within each governmental entity.

The Chamber currently supports the Breckenridge, Exit 205 (Dillon and Silverthorne), Frisco, Copper Mountain Resort Association, Keystone River Run Merchants and Summit Independent Business Alliance Chapters.

A large focus for 2020 was uniting the Chapter Leadership Teams and working to establish a foundation from which the Chapters can operate. The need to create processes and structure around the meeting was identified and as a result, a list of recommended committees was established. The Chapter Leadership teams are slowly working to implement these committees and programs.

Some projects that have been completed by the Chapters in 2020 include:

**Breckenridge Candidate Forum** - On February 23, 2020, the Breckenridge Chapter, in partnership with the Summit Chamber, hosted a Breckenridge Candidate Forum. The event was held at the Lodge and Spa at Breckenridge and 8 of the 9 candidates were able to participate. Kelly Hepburn, the Chair of the Breckenridge Chapter, moderated the event with the help of Blair McGary, Executive Director. Approximately 100 people were in attendance and it was a great event for the Chapter.

**Frisco Promenade Contest** - The Town of Frisco closed Main Street to vehicle traffic during the summer of Covid-19 to provide businesses more room to spread out guests while social distancing, giving locals and visitors a lovely place to gather safely. The Frisco Promenade had to be quickly envisioned and built by each participating business on Main Street, so the Frisco Chapter added an element of fun by hosting a “Best Looking Promenade Contest”. Decorative and engaging spaces and storefronts were judged, and the winner of the contest, The Next Page Books & Nosh (pictured), was awarded a \$160 gift card to be used at local businesses using the Love Frisco, Shop Frisco gift card program.



**Exit 205 School Lunch Debt Program** - The Exit 205 Chapter continues to fundraise for the Exit 205 Lunch Debt program, a program designed to raise money and awareness to help pay off school lunch debts. This program raised \$788.83 in 2020 and has contributed \$14,436 to school lunch debt throughout the years.

**Always Mountain Time Coat Drive** - The Chapters came together to support the annual AMT Coat Drive, which took place on December 4, 2020, as a presenting sponsor. This \$900 investment was split three ways between the Chapters and each Chapter was able to record a marketing spot specific to their area. The Chapters and the Chamber were highlighted in over 300 promotional spots and over 100 live reads. Chapter representatives were also invited to volunteer the day of the drive.



# Marketing Report

## Social Media Stats

The goal of the Summit Chamber's social media plan is to grow our followers, increase brand awareness, and invite people to our virtual meetings and webinars.

In 2020 we were primarily focused on Facebook. We look forward to expanding our reach through Instagram and Twitter in 2021.


## Facebook Highlights

	2019	2020	Variance
Followers	704	1471	+767
Likes	700	985	+285
Posts	146	268	+122
Events	N/A	107	N/A

The [Summit Chamber Facebook](#) page's total reach (Chamber content was served to their Facebook screen) exceeded 149,000 over the course of 2020.




**Total average daily reach of 4,139 people.**

## Facebook Event Highlights

**The Summit Chamber**  
Published by Angelique Lochridge · October 10, 2020 · ...

Learn what you need to know about skiing in Summit County, CO this winter from the Chief Operating Officers of our 5 local ski areas.






Join the Summit Chamber Thursday, October 15th for Summit County's "unofficial" kick-off to winter, the Centura Health COO Breakfast. The information-packed 90-minute event will be streamed online with the COOs from each ski area giving everyone the most up-to-date information regarding their operations. The event will close out with a lively ... [See More](#)





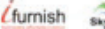




BROADCAST - OCTOBER 15, 2020 8:30 - 10 AM

### READY FOR SOME POWDER?

Watch ONLINE for the most up-to-date information straight from the Chief Operating Officers of our 5 local ski areas



[www.2020COOBreakfast.com](http://www.2020COOBreakfast.com)



EVENT.AUCTRIA.COM  
**Auctria** [Learn More](#)

32,368  
People Reached

626  
Engagements

[Boost Again](#)

Boosted on October 10, 2020  
By Angelique Lochridge

Completed

People Reached32.4K

Link Clicks275

[View Results](#)



**The Summit Chamber** ▾

Last 365 Days ▾



**106**  
Events

+23 last 90 days



**30.7K**  
People Reached

+10.3K last 90 days



**1K**  
Event Responses

+220 last 90 days



**7**  
Ticket Clicks

+0 last 90 days

# Marketing Report

## Chamber Newsletter Stats

Email marketing is a great way to reach a large audience and has been an incredible tool for the Chamber to use to distribute information through these ever-changing times.

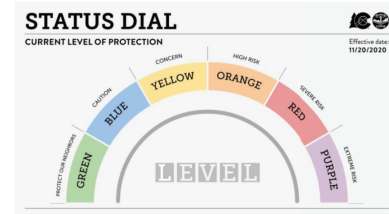
We continue to grow our email marketing strategies and look forward to including member to member discounts, job opportunities and events regularly in newsletters moving forward into 2021.

### 2020 Newsletter Numbers:

- 152 email campaigns sent to 120,610 emails total.
- 30% open rate, which is 17% higher than the industry average
- 8% click through rate, which is 7% higher than the industry average.



### Summit County Moves to Level Red on Updated State Dial



Governor Polis announced changes to the State's dial framework today that include introducing new Level Red - Severe Risk and Level Purple - Extreme Risk categories. The new framework goes into effect this Friday at 5 p.m.

The Level Red restrictions include the following:

- Personal gatherings: No gatherings among multiple households
- High-risk populations: Very strongly advised to stay at home
- Restaurants: Indoor dining closed. Take-out, curbside, delivery, and to-go service permitted; outdoor/open air allowed only with single-household groups. Last call is 8 p.m.
- Offices: Reduced to 10 percent capacity; remote work is strongly encouraged
- Gyms/fitness: Reduced to 10 percent capacity, maximum 10 indoors per room; outdoors in groups less than 10. Reservations required.
- Group sports and camps: Virtual, or outdoors in groups less than 10
- Critical and non-critical retail: 50 percent capacity, with increased curbside pickup and delivery encouraged. Dedicated senior and at-risk hours encouraged.
- Personal Services: 25 percent capacity, 25-person cap
- Schools: In-person suggested for K-5; hybrid or remote learning suggested for grades 6-12
- Child care: Open, with standard ratios.

[Updated Capacity Chart](#)

[Resources to Support Businesses](#)

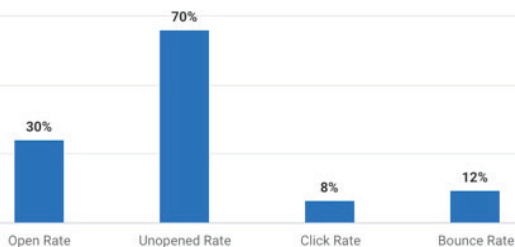
### Legislature Called into Special Session

Governor Polis announced that he will be calling a special legislative session to provide immediate relief to the economic and financial hardships that many Coloradans are facing.

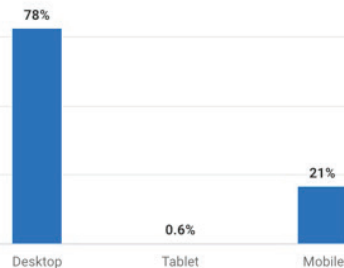
The special session will include:

- a **small business relief package** for those businesses that have been most impacted by capacity limits, including bars and restaurants, with direct aid and tax relief, in order to assist them in surviving the winter months
- **housing and rental assistance** for those struggling to make ends meet
- **support for child care providers** to help them open and stay open to ensure parents can get back to work
- **expanding broadband access to students and educators** to ensure students can learn online during periods of remote learning; and

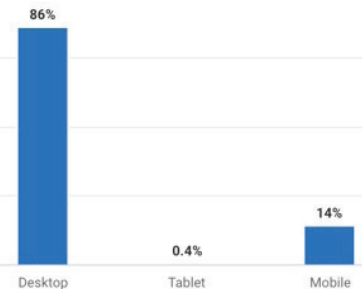
### 120,610 Sends



### 32,405 Opens



### 2,678 Clicks





### **Summit Chamber “Business of the Day” with Krystal 93**

The Chamber partnered with Krystal Media to create the Business of the Day campaign to increase exposure for the Summit Chamber, improve membership benefits for members and create branding and name recognition for business owners and merchants. The campaign ran from June 2020 through September 2020 and each day a Summit Chamber member had the opportunity to be featured as the “Summit Chamber Business of the Day”. The business received guaranteed placement 3x per day on Krystal 93 during the morning, lunch and afternoon drive. Businesses were also included in DJ hot sheet mentions across all

Krystal Media platforms. Additionally, the Chamber was able to produce an ad spot that highlighted the efforts of the Chamber to support the business community. 58 businesses participated in the very successful campaign.

### **Summit County SIBA Campaign with Krystal 93**

The Summit Chamber and the Summit Independence Business Alliance partnered with Krystal 93 to produce the annual “Shop Local” holiday campaign. Promotions ran from November 25 - December 1 and December 16 - December 22, 2020, and included 40, 60 second ads on all three Krystal Media stations. Businesses were invited to sponsor the campaign for \$495/business and the Chamber had 8 businesses participate. The campaign was a \$500 investment for the Chamber and resulted in 504 ads, plus hotsheet reads, for a total value of \$10,800.



### **“Shop. Local. Summer.” with Always Mountain Time**

The Chamber partnered with Always Mountain Time (AMT) to participate in the “Shop. Local. Summer.” campaign. Participating businesses were included in one full week of the “Shop. Local. Summer.” campaign and received 35 promotional announcements on each of the four local Summit County radio stations and also received 20, 30 second ads on the station on their choice. This was a free investment for businesses and approximately 48 businesses participated in the campaign. The campaign was a \$500 investment for the Chamber.

### **Summit County SIBA Campaign with Always Mountain Time**

The Summit Chamber and the Summit Independence Business Alliance partnered with AMT to produce the annual “Shop Local” holiday campaign. Participating businesses received 45 commercials on the station of their choice in December or January, and the Chamber was included in over 300 promotions encouraging people to shop and spend locally over the holiday season. Businesses also had the opportunity to participate in on-air giveaways. Businesses could sponsor the program for \$450/business and the Chamber’s investment was \$500.

## Member List

### Molybdenum Level Members



### Platinum Level Members



### Silver Members

Aquamarine Coin & Commercial Laundry  
Core Concept Technology  
Doug Berg Insurance Agency, Inc.  
Homewood Suites by Hilton  
SpotOn  
Town of Frisco  
Town of Silverthorne

### Bronze Members

ABECO - Allen Bacher  
All Flooring Design  
Colorado Rocky Mountain Resorts  
Drift Media Solutions  
House of Signs / Sign Tech  
Krystal Media  
Laurie Moroco Performance & Leadership Consultant  
Maximum Comfort Pool & Spa  
Mountain Temp Services  
Summit Dental Group  
Town of Breckenridge



# Member List

## Base Level Members

360 Blue Properties  
5 Diamond Lodging  
9280' Tap House  
A-Lift Pizza  
Abbey's Coffee  
Active Communications - AT&T  
Adaptive Action Sports  
Addison Bentley Commercial, LLC  
Adolfson & Peterson Construction  
Advanced Digital Media Services  
Adventure Paddle Tours  
Affinity Wealth Management Group  
Agape Outpost  
ALLO Communications  
Alpine Bank - Breckenridge  
Alpine Bank - Copper  
Alpine Bank - Dillon  
Alpine Bank - Frisco  
Alpine Club Seasonal Locker Rental  
Alpine Inn  
Alternative Chiropractic Center  
Always Mountain Time  
American Family Insurance-Wiese Agency  
Antlers Liquor & Wine Cellar  
Arapahoe Basin Ski Area  
Arriesgado  
Arrow Insurance Management, Inc  
Ashley Enterprises  
Aspen Grove Kitchen & Bath, Inc  
At Your Breck and Call  
AVA Rafting & Zipline  
Avalanche Physical Therapy  
Basecamp Wine & Spirits  
Baxter Mountain Team- Independent broker at ReMax Properties of the Summit  
Beasts Undiscovered, LLC  
Beat of the Rockies  
Beaver Run Resort  
Belgian Bean

Best Western Ptarmigan Lodge  
Better Business Bureau  
BHH Partners  
Blue River Car Wash Inc  
Blue River Sports  
Blue River Vision  
Blue Valley Ski and Board Rentals  
Bluebird Kids Clothing Company  
BR3 Properties  
Breck Ironworks  
Breckenridge Associates Real Estate  
Breckenridge Grand Vacations  
Breckenridge Heritage Alliance  
Breckenridge Outdoor Education Center  
Breckenridge Ski & Sport  
Breeze Ski & Snowboard Rentals - Copper Mtn  
Brian Edney  
Buffalo Mountain Apparel  
Buffaloe Heart Tattoo Studio  
Bureau of Land Management  
Butler for County Commissioner  
Buyer's Resource Eby Real Estate  
C.B. Grille  
Cam Sale Film Department  
Cameez Frozen Yogurt  
Camp Hale  
Camp Hale Outfitters  
Carbonate Real Estate & Property Management  
Chocolate & Cashmere  
Christy Sports - Keystone  
Christy Sports- SnowFlake @ Copper  
City Market  
City Pop Gourmet Popcorn & Candy  
Clear View Windows LLC  
Climax Jerky  
CMC Proudly Offering Marvin  
Windows & Doors  
Colorado Cool Cabins Inc.  
Colorado Craft Brokers, LLC

Colorado Custom Retreats, Inc.  
Colorado Mountain College  
Colorado Retina Associates  
Colorado Vacation Directory  
Conoco Convenience  
Store-Copper Mountain  
Copper Creek Golf Club  
Copper Mountain Business Center  
Copper Mountain Childcare  
Copper Mountain Community Chapel  
Copper Mountain House of Jerky  
Copper Mountain Lodging  
Copper Mountain Resort  
Copper Mountain Resort Association  
Copper Sports  
Copper Vacations and Crystal  
Peak Realty  
Copy Copy  
Creative Cabinetry  
Cures N' Curiosities  
Custom Eyes  
Dan Gibbs  
Denver Tech Insurance  
Dercum's Dash/Crestwood Homes  
Digital 970  
Dillon Community Church  
Dillon Ridge Liquors  
Domus Pacis Family Respite  
Double Diamond Restaurant  
DoubleTree Breckenridge  
Downhill Duke's  
Dusty Stephenson Digital Marketing Consultant at RevLocal  
Dwell Summit Real Estate  
Eagle BBQ  
Eagle Summit Wilderness Alliance  
Early Childhood Options  
Edward Jones Office of Bridget Hattingh  
Edward Jones Office of Mark Nunn  
Edward Jones, Breckenridge:  
Office of Robin L. Drabant

## Member List

Effectv Video Marketing  
Einstein Brothers Bagels  
El Zacatecano  
Elevation Law LLC  
Elevation Salon & Pedicure Spa  
Encore Electric  
Epic Mountain Express  
Everything Colorado  
EVO3Workspace  
Fire Smith Manufacturing  
FirstBank of Summit County  
Fogle, Elaine  
Friends of the Dillon Ranger District  
Frisco Inn on Galena Street  
Frisco Lodge  
Frisco Workforce Center CO  
Dept of Labor  
Fuxi Racing USA  
Gear to Go  
Gorsuch Ltd.  
Grand Hall Food Court - Copper Mountain  
Grand Mountain Bank  
Grand Welcome of Breckenridge and High Rockies, CO  
Gravitee  
Great Western Lodging  
Green Leaf Design LLC  
Greenscapes  
Greer's Appliance Center  
Gustino's Lakeside Pizzeria  
Hampton Entertainment  
Health & Harmony Nutrition  
Health Links  
High Country Conservation Center  
High Rockies - Whiskey Bar and Wine Bar  
HighSide Brewing  
HillStar Management  
HomeSmart Realty Group  
Howard Head Sports Medicine Centers-Breck  
Ice Castles, LLC

Incline Bar & Grill  
Innovative Family Dental  
Insurance of the Rockies  
Inxpot  
iTrip Vacations  
J's Body Shop  
Jack's at Copper Mountain  
Jean Becker-Sullivan Career Counseling  
JJ's Rocky Mountain Tavern  
Kaiser Permanente Colorado  
Kaspo Inc  
Kelly's Closet Shoes and Accessories  
Kennell Strategy  
Kevin Mastin  
Key To The Rockies  
Keystone Logo Shop  
Keystone Neighbourhood Company  
Keystone Sports - Keystone  
Keystone Symposia on Molecular & Cellular  
Kickapoo Tavern  
Kids Cabin/On the Edge  
Kids Night Out  
KODI Rafting  
Kokomo  
Kumar & Associates, Inc  
La Riva Mall  
Lake Dillon Theatre Company  
Lewis & Matthews, P.C  
Lewis Home & Commercial Inspections  
Lexicon Legal Content  
Lime Restaurant  
Little Blue House by Hatley USA  
LMR Consulting  
Locals Liquors  
Loveland Ski Area  
Luigi's Pasta House  
Mahi's Street Tacos  
Majestic Mountain Movers  
Masterful Musicians  
Matheu's Fine Watches and Jewelry  
McCoy's Mountain Market

McDonald's Silverthorne  
Mike Bohlender with Remax  
Mind Springs Health  
Mountain Comfort Furnishings  
Mountain Doc DPC  
Mountain Interests Inc  
Mountain Melt  
Mountain Striping, Inc.  
Mountain Time Escape Rooms  
Mountain Top Cookie Shop & Crepes  
Mountain Top Cookie Shop / The Crepe Stand - Keystone  
Mountain Town Magazine  
Mountain View Sports  
Mountaintop Media + CampSight  
Murdoch's Ranch & Home Supply  
Names and Numbers  
NAPA Auto Parts  
National Repertory Orchestra  
Neils Lunceford, Inc.  
Nelson Walley Real Estate  
New Moon Cafe  
Next Page Books & Nosh  
Northwest Colorado Center of Independence  
Northwest Colorado Council of Governments  
Northwest SBDC  
Oasis- A Paychex Company  
OM4Men  
Outlets at Silverthorne  
Outsider  
Paddle Colorado  
Panorama Summit Orthopedics & Spine Center  
Paragon Fly Rods  
Peak 1 Express  
Peak Assets LLC - RE/MAX  
Properties of the Summit  
Peak Health Alliance  
Peak Payment Professionals  
Peak Performance Imaging Solutions  
Peak to Peak Movers

## Member List

Peak Yoga	Starbucks	Ten Mile Tavern
Pharmstrong CBD	Starbucks - Keystone	The Bakers' Brewery
Pier Collective, LLC	Starbucks at Copper	The Cheese Shop of Breckenridge
Pioneer Sports	Starting Hearts	The Clothing Cooperative
Pizza on the Run	State Farm Aragon Agency	The Colorado Shop - Keystone
Project Works	State Farm Rob Nelson Agency	The Copper Collection
Quality Inn & Suites	Steven R. Smith	The Cycle Effect
Ramada	Stjernholm Chiropractic	The Dispensary
Rame Jewelers	Stone CPA & Advisors	The Frosted Flamingo
RE/MAX- Butch Elich	Storm King Lounge	The Lodge at Breckenridge
Ready, Paint, Fire	Studio Kiva Photography	The North Face
Real Estate at Copper Mountain	Stuhr & Associates, LLC	The Pad
Rebel Sports	Sugar Lips Mini Donuts	The Pinnacle Companies
Red Buffalo Cafe	Summit 2nd Homes, LLC	The Raven Golf Club at Three Peaks
Red Mountain RV Park	Summit Association of REALTORS	The Summit Foundation
Residence Inn by Marriott - Breckenridge	Summit Automotive Group, Inc	The Wildflour Kitchen
Restoration 1 of West Denver	Summit Bookkeeping, Inc.	Timberline Adult Day Services
River Ridge Rentals	Summit Chamber of Commerce	Timberline Craft Kitchen & Cocktails
Rocket Fizz Breckenridge	Summit Combined Housing Authority	TLC Acupuncture & Natural Medicine
Rockin' R Ranch	Summit Community Care Clinic	Toast & Co
Rocky Mountain Bible Church	Summit Community Management Inc	Tommy Hilfiger
Rotary Club of Summit County	Summit County Builders Assoc	Town of Dillon
Safe On Site Sanitization	Summit County Government	Tropical Threads
Say No More Promotions	Summit Daily News	Turnkey Vacation Rentals
Scope Boutique	Summit Embroidery	TV8 Summit
Seymour Lodging Corp.	Summit Express	Union Creek
Shirt Off My Back - Copper Mtn	Summit Grease Monkey, Inc	Vacasa - Vacation Rentals
Shirt Off My Back - Keystone	Summit Habitat for Humanity	Made Easy
Ski Butlers	Summit Historical Society	Vail Resorts
Ski Country Auto Repair and Towing	Summit Independent Business Alliance	Vail Resorts Commercial Leasing
Sky Chutes Coffeehouse	Summit Net Trekker, LLC	Vail Resorts: Breckenridge Ski Resort
SkyGOAT	Summit Public Radio & TV	Vail Resorts: Keystone Resort
SkyRun Vacation Rentals	Summit Shared Space	Vantia Hardwoods
Smithwood Drive	Summit Systems	VERT Sites
Snack Shack	Sun & Ski	VIVE Float Studio
Snowbridge Square Liquors	Surefoot	Waste Management of the Rockies
Solitude Station	Surefoot - Keystone	Welk Resorts
South Park City Museum	T-Rex Grill	Which Wich? Superior Sandwiches
Spoon Cafe	Taco Bell	Woodward Copper
St. Anthony Summit Medical Center	Tamara McClelland Consulting, LLC	Xcel Energy
Stage Coach Luxury Limousine	Tandem Design Lab	ZenBusiness
	Team Summit	Zuma Roadhouse
	Ten Mile Tavern	





**Unite.  
Support.  
Lead.**



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