

Annual Meeting

February 21, 2025



BOARD OF DIRECTORS EXECUTIVE BOARD

Ian Donovan - President, Edward Jones

Peter Siegel - President-Elect, Copper Mountain Resort Association

Al Bacher - Treasurer, CMC Adjunct Professor/Business Consultant

Lori Gleason - Secretary, Green Leaf Design LLC

Corry Mihm - At Large, Project Works

Nell Wareham - Past President, Freeport McMoran-Climax Molybdenum

BOARD OF DIRECTORS

- **Vanessa Agee**
- **Tim Applegate**
- **Allen Bacher**
- **Del Bush**
- **Paul Clukies**
- **Lindsey Cotton**

- **Athena Damianos**
- **Lori Gleason**
- **Bruce Horii**
- **Seth Konkel**
- **Matt Louthierback**
- **Eric Mamula**

- **Blair McGary**
- **Corry Mihm**
- **Catherine Schaaf**
- **Tony Pestello**
- **Peyton Rogers**
- **John Woods**

Staff

Cheri Ryan

Executive Director

970.393.0518

cheri@summitchamber.org



Staff

Alex Capel

Administration/Membership

970-668-2051

info@summitchamber.org

Jennifer Vogler

Membership/Sponsorships

303.549.1511

jen@summitchamber.org





Events Team

- Angelique Lochridge
angelique@summitchamber.org
- Tom Mason
tom@epiceventpros.com
- Seth Konkel
seth@epiceventpros.com
- Alley Lochridge
alley@alochridge.com



Marketing

- Leah Rybak
leah@lmrconsulting.co

2024 Members in Review



Summit Chamber
@thesummitchamber

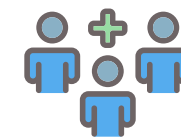
Members in Review:



451 Members



65 New Members



386 Renewed Members

2024 Website in Review



Summit Chamber
@thesummitchamber

Website in Review:



19K People Visited Our Website, 14k
Organic Traffic



12K Outbound Clicks via Ads/Referrals/Etc.



1,485 views of our Members Page

2024 Social in Review



Summit Chamber
@thesummitchamber

Emails + Social:



95 Email Campaigns



42% Open Rate



95,000 people reached through social media



3,863 followers on social

Social Media and Email Reach

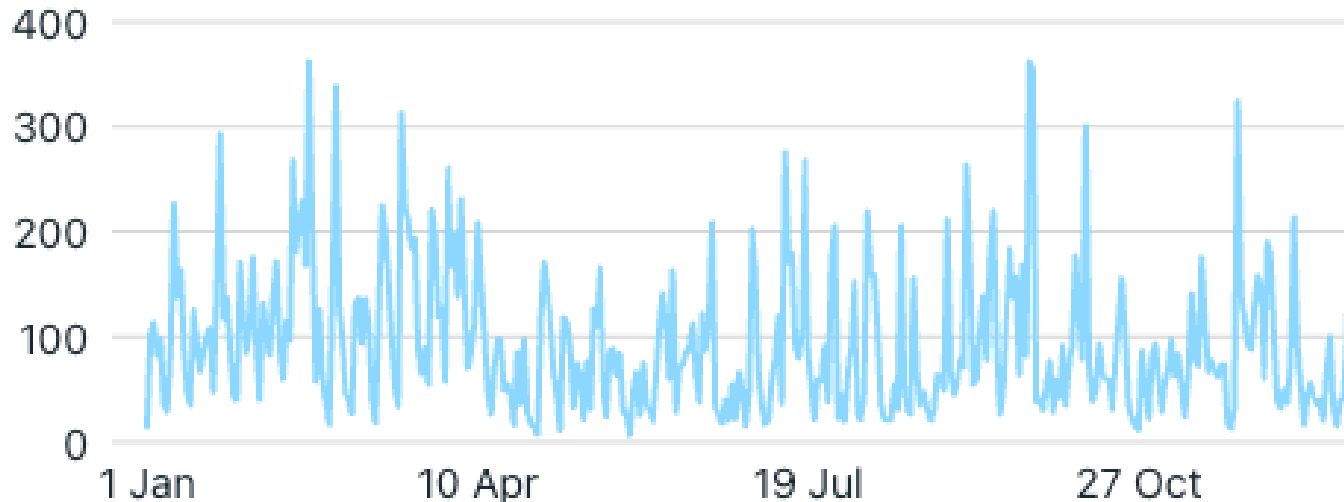
Facebook Reach

42.4K ↑ 0.3%



Instagram Reach

7.8K ↑ 4.3%



42.4K

2024 Facebook Reach
2,230 Followers

59,852

2024 Email Reach
42% Open Rate

7.8K

2024 Instagram Reach
1,700 Followers

2024 Accomplishments

- Be Local Campaign Launched
- Shop n Stroll event with Shop Breck
- Most Successful BEA So Far
- Increased Advocacy!
- New Website!
- New Team Members
- SHS Scholarships
- Candidate Forum
- Leads Groups

LOCALS
SUPPORT
LOCALS

Shop. Eat. Play.
beLOCAL
Breckenridge | Copper | Dillon | Frisco | Keystone | Silverthorne
Summit Chamber



2024 Events

- Business Excellence Awards
- Frisco 4th of July Beer Tent
- Wine and Jazz Festival
- Ski Area COO Summit
- Mixers
- Ribbon Cuttings



2024 MIXERS



- Vine Street Social
- Thirsty Pika
- Frisco Inn on Galena

- Vail Health and Howard Head
- AC Marriott

- iFurnish/Epic Print Pros/Utopia Tires
- The Vue
- Beaver Run Resort



518 Tickets Sold
\$52,000+ Raised
to Support the
Community



Summit Chamber
BUSINESS
Excellence
AWARDS

153 Tickets Sold
9 Businesses
Honored
\$2500+ Raised for
the Business
Community



2024 Budget Summary

		2024 Budget	2024 Estimated Actuals	2025 Budget
Income				
Total Membership Revenue		\$ 123,250.00	\$ 126,279.00	\$ 139,100.00
Event				
	COO Ski Area Summit	\$ 107,050.00	\$ 125,257.85	\$ 132,945.00
	Business Excellence Awards	\$ 30,000.00	\$ 32,080.25	\$ 34,700.00
	Be Local Campaign (Wine & Whiskey Wall	\$ -	\$ 1,000.00	\$ 1,500.00
	4th of July Beer Tent	\$ -	\$ 7,344.59	\$ -
	Keystone Wine & Jazz	\$ 9,000.00	\$ 9,365.69	\$ 7,100.00
	Mixers	\$ 3,000.00	\$ 3,506.96	\$ 4,000.00
Total Event All		\$ 149,050.00	\$178,555.34	\$ 180,245.00
Other Income				
	Grants			
	Non -Revenue Dues	\$ -	\$ 4,037.99	\$ -
Total All Other Income			4,037.99	
	(PD money from Climax/Kickbacks/Credit)			
4400 - Interest Income			\$ 0.04	
Total Income		272,300.00	309,228.15	320,743.00

2024 Budget Summary

	2024 Budget	2024 Estimated Actuals	2025 Budget
Expense			
Total General & Administrative	\$ 28,770.00	\$ 21,287.63	\$ 31,308.00
Community Programs and Support (scholarships)	\$ 3,000.00	\$ 1,500.00	\$ 3,000.00
Labor	\$ 166,683.00	\$ 138,443.49	\$ 179,850.00
Marketing - General	\$ 28,000.00	\$ 22,575.25	\$ 13,500.00
Events			
COO Ski Area Summit	\$ 77,750.00	93,826.32	\$ 90,028.21
Business Excellence Awards	\$ 30,450.00	\$ 30,501.26	\$ 29,150.00
4th of July	\$ -	\$ 2,600.42	\$ -
Keystone Wine and Jazz Festival	\$ 2,250.00	5,372.10	\$ 1,050.00
Mixers	\$ 1,550.00	3,099.50	\$ 3,500.00
Event Insurance		\$ 150.00	
Total Event Expense ALL	\$ 112,000.00	\$ 135,549.60	\$ 123,728.21
Total Expense	\$ 338,453.00	\$ 341,746.34	\$ 351,386.21
Total Net Operating Income (NIC Investments)	\$ (66,153.00)	\$ (16,770.64)	\$ (30,643.21)
Investment Income			
Other Income			
4900-00 · Investment Income		4,603.73	
4900-01 · Dividend Income - AMERITRADE		16.44	
4900-03 · Interest Income - AMERITRADE		12,671.68	
4900-05 · Unrealized gains/losses			
Total 4900-00 · Investment Income		17,291.85	
Total Other Income		521.21	

WHAT TO EXPECT IN 2025

- Creation of Summit Chamber Business & Community Foundation
- Full Mixer Schedule! Thank you Jen!
- Town & County Manager Forum, March 26, 2025
- Business Excellence Awards - Thursday, April 3, 2025
- COO Ski Area Summit - Thursday, October 4, 2024
- Increased Chapter/Town Work
- More Leads Groups
- More Work with the “Be Local” Campaign and Focused Support
- Collaboration with SSD on the Pathways Program/Workforce
- Stronger Partnerships with our Towns and Community Leaders
- SHS Scholarships

Chamber Champions

Molybdenum



Platinum



Gold



Contact Us

Cheri Ryan

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Thank you!

