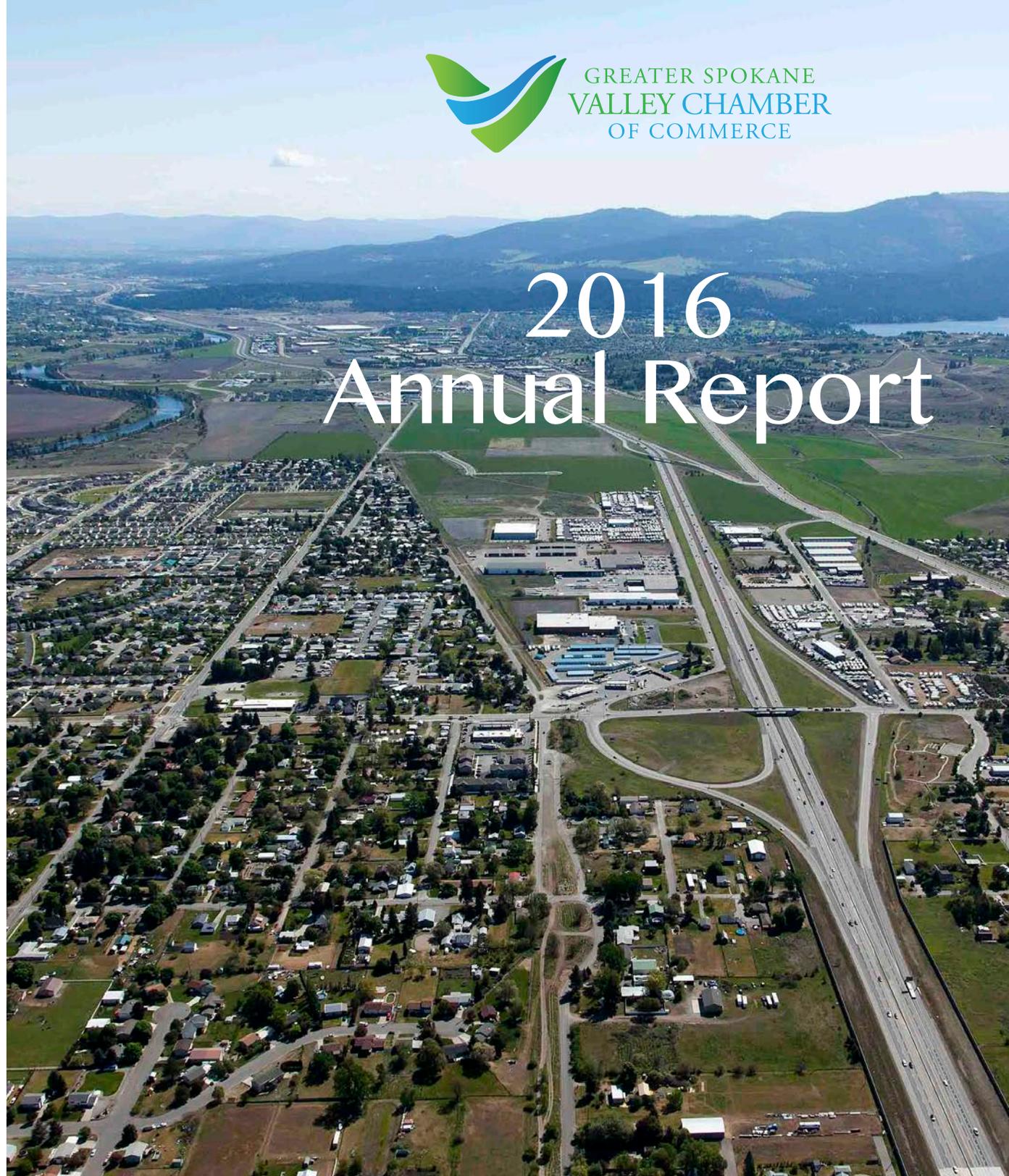




GREATER SPOKANE  
VALLEY CHAMBER  
OF COMMERCE

# 2016 Annual Report



GREATER SPOKANE  
VALLEY CHAMBER  
OF COMMERCE

1421 N. Meadowwood Lane, Liberty Lake, WA 99019  
509-924-4994 | [spokanevalleychamber.org](http://spokanevalleychamber.org)



## Sowing the Seeds for a Greater Spokane Valley

We are entering an exciting season for the Greater Spokane Valley. The five strategic initiatives--the BIG 5 for the Greater Spokane Valley--were announced in September 2015. Since that time, the Valley Chamber has focused its efforts on preparing the soil and planting the seeds:

- Leadership is in place for each of the initiatives
- Community conversations are underway to leverage existing projects and plans
- Serving the business community through active and engaged advocacy at local, state and national levels

The Chamber continues to build momentum for the BIG 5 by convening and collaborating with community partners to address these initiatives. We invite businesses to join us and rally behind the initiatives that will generate a revitalizing change in our region.



Katherine Morgan  
President & CEO  
Greater Spokane Valley Chamber



Ben Small  
2016 Board Chair  
Central Valley School District

### Mission

We are in business to help you do business.

### Vision

We are the unifying business force dedicated to community vitality and economic prosperity for the Greater Spokane Valley.

## Reflections on 2016

### Manufacturing Gets Spotlight

Recognizing the significant impact of our local manufacturing industry, the Valley Chamber accepted the invitation to take on the production of the local manufacturing tradeshow and dinner. The Chamber rebranded the show, Manufacturing Matters EXPO, and in our first year, doubled attendance for exhibitors and attendees at the EXPO and dinner. The EXPO is well-positioned for growth.

### Chamber Events Grow for Members

The Business Showcase expanded this year with sold-out exhibitors and record attendance. Our high quality Business Connections programs consistently attracted 25% more attendees over last year, creating a vibrant networking experience.

### Member Value Expanded

We introduced our free “Let’s Talk Shop” workshops, held each month specifically for small business members. The Chamber also launched two networking groups, designed for lead generation and business referrals for our members.

### Advocacy for our Members

We traveled with a delegation of business, education and community leaders to advocate on behalf of the Spokane region during the joint Chambers 2016 D.C. fly-in trip to our nation’s capitol and again to Olympia. The Valley Chamber advocated for local schools by voicing support for the East Valley Maintenance & Operations Levy and the delay of the ‘levy cliff’ to secure a strong transition for funding education for our school districts.

### We Celebrated

The Greater Spokane Valley Chamber of Commerce celebrated our 95th anniversary of serving the business community. To celebrate the ‘wins’ of the week, the Chamber launched the ‘Friday Favorites’ e-newsletter, which is sent from the desk of our President & CEO. The Chamber was honored with an ‘Award of Communication Excellence’ from the Association of Chamber of Commerce Executives for ‘Friday Favorites.’

## Chamber Media

The Greater Spokane Valley Chamber of Commerce seeks to connect its members, the business community at large, prospective citizens and businesses, and regional and local governments through a variety of printed materials, social and online media, including: spokanevalleychamber.org, Facebook, Twitter, online marketing via e-blasts, “The Link” weekly newsletter, “Friday Favorites” weekly newsletter, “3 Things” monthly email, Annual Report, Legislative Agenda, and Business & Community Directory.

The Chamber advertised in the following publications and Facebook:

The Current, Journal of Business, Book of Lists, and Spokesman Review.

## Online Engagement

(January through October 2016)

Chamber Website Visitors:

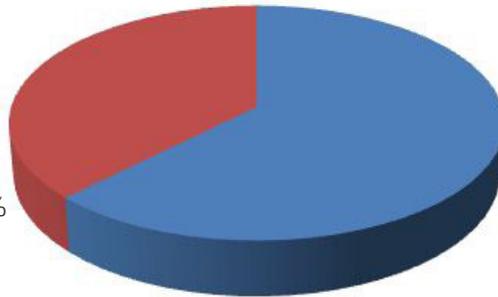
31, 821 unique visitor hits

Member Directory Views:

16, 235

### Website Visitors

Returning Visitors 37.6%



New Visitors 62.4%



Facebook Likes: 2,509

New Likes: 599 (up 24% in 2016)

Lifetime Post Total Reach (last 180 days): 32,214

Lifetime Post Total Impressions (last 180 days): 66,113



Twitter Followers: 993

New Followers: 265 (up 27% in 2016)

Tweets: 1,624

Tweet Impressions (last 180 days): 33,100

## Annual Sponsors

INVESTOR:



COMMUNITY PARTNERS:



VISIONARY PARTNERS:



## Greater Spokane Valley Chamber Staff

Katherine Morgan – President & Chief Executive Officer

Melanie Russell – Director of Strategic Initiatives

Alissa Muñoz – Business Development Manager

Courtney Susemihl – Director of Marketing & Events

Anita Cramer – Director of Communications

Sue Rusnak – Office Manager

Mamie Cary – Bookkeeper

Madeleine Howeler – Office Volunteer

In 2016, the Valley Chamber organized **73 member events** and programs, promoted **13 ribbon cutting** celebrations and open house events, and facilitated **47 committee** meetings with more than **81 active volunteers**.

# 2016 Board of Directors

## EXECUTIVE COMMITTEE/OFFICERS

Ben Small, Chairman – Central Valley School Dist. 356  
Greg Repetti, Chair Elect – Valley Hospital  
Katherine Morgan, President & CEO – Greater Spokane Valley Chamber  
Erica Young, Treasurer – Anderson, Peretti & Co., CPA's, P.S.  
Julie Van Wormer, Secretary – Mirabeau Park Hotel  
Jeff Adams, Vice Chair – Horizon Credit Union  
Todd Kiesbuy, Vice Chair – Avista Utilities  
Denny York, Past Chair – Fairmount Memorial Association  
Steve Florance, Member at Large – Inland NW Insurance

## BOARD OF DIRECTORS

Barry Baker – Baker Construction & Development Inc.  
John Guarisco – MDI Marketing  
Joe Frank – Greenstone Corp  
Gordon Hester – Kiemle & Hagood Company  
Doug Yost – Centennial Real Estate Investments  
Dave Thompson – Dave's Bar & Grill  
Sharelynn Moore – Itron, Inc.  
Scott O'Brien – Providence Health Care  
Belinda Caillouet – STCU  
Kevin Person – Wagstaff, Inc.  
Jeff Philipps – Rosauers Supermarkets, Inc  
Paul Read – Journal of Business  
Kary Gibbs – US Bank  
Debbie Sieverding – KXLY TV  
Bonnie Quinn – QUINN  
Kevin Rasler – Inland Empire Paper Co  
Tracey St. Onge – Washington Trust Bank

## EX-OFFICIO MEMBERS (Non-voting)

Steve Peterson, Mayor – City of Liberty Lake\*  
Kevin Freeman, Mayor – City of Millwood  
Arne Woodard, Deputy Mayor – City of Spokane Valley  
Randy Russell, Superintendent – Freeman School District 358  
Dick Denenny – Hub International  
Philip Rudy – Rudy, Philip L., DDS  
Shelly O'Quinn, Commissioner – Spokane County  
Ken Briggs – Spokane Valley Partners  
Dick Brantley, Ambassador Chair – Stuart Advertising  
Scott King – United States Air Force - Fairchild AFB  
T.J. Hake – Visit Spokane  
Will McCain, Pastor – ONE\*  
Chris Cargill – Washington Policy Center  
Kelly Shea, Superintendent – East Valley School District  
Dr. Gene Sementi, Superintendent – West Valley School Dist. No. 363

# Committees

**Ambassadors** – Our Ambassadors serve as welcoming agents by greeting new members and guests at Chamber events, attending ribbon cutting ceremonies, and introducing new members to other member businesses.

**Government Action** – The Government Action committee researches, educates and advocates for the business community on regulatory and legislative issues that impact economic prosperity in the Greater Spokane Valley.

**Business Development** – The Business Development committee is focused on member engagement and retention by identifying and meeting the individual needs of our business members.

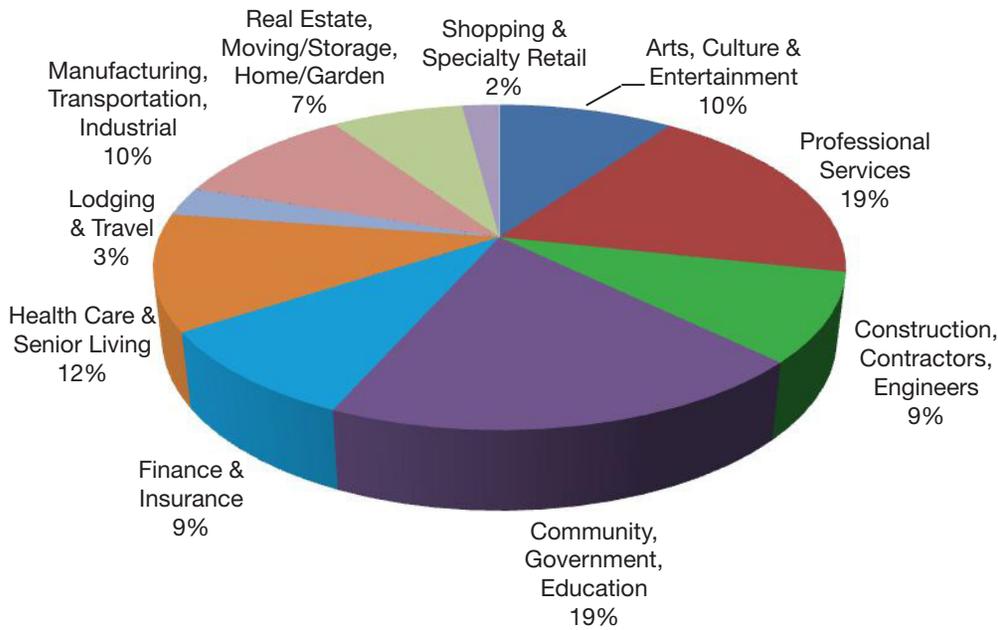
**Transportation** – The Transportation committee facilitates monthly programs that focus on infrastructure needs and opportunities to bolster economic growth in the Greater Spokane Valley.

**Spokane Valley Chamber Foundation Board** – The Spokane Valley Chamber Foundation provides support and advocacy to stimulate workforce development through the creation and sponsorship of scholarships, leadership development, and educational programs.

The Sam Campbell Scholarship was created through memorial gifts given to honor a former business leader. The original gifts are growing in a specially designated investment fund. Each year a \$500 scholarship is given to a local graduating high school student who wishes to pursue studies toward a degree in business or a business-related major.

The Foundation Board has been hard at work to create and expand our scholarship offerings. A new scholarship program is now in place for Greater Spokane Valley graduating seniors pursuing a two-year career/technical program degree at the Community Colleges of Spokane in careers such as manufacturing, health sciences and construction. Our goal for the first year is to provide 25 scholarships at \$1,500 for the 2017-18 academic year—enough scholarships to fill a classroom. Sincere thanks to these founding donors: Cd'A Metals, Dave's Bar & Grill, Kaycee Murray, Modern Electric Water Co., STCU, and an anonymous donor.

## Member Listing by Category

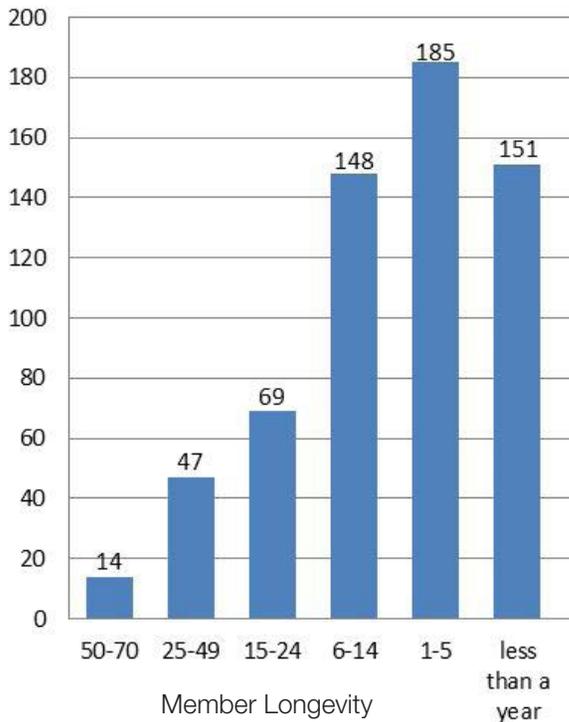


## 614 Members

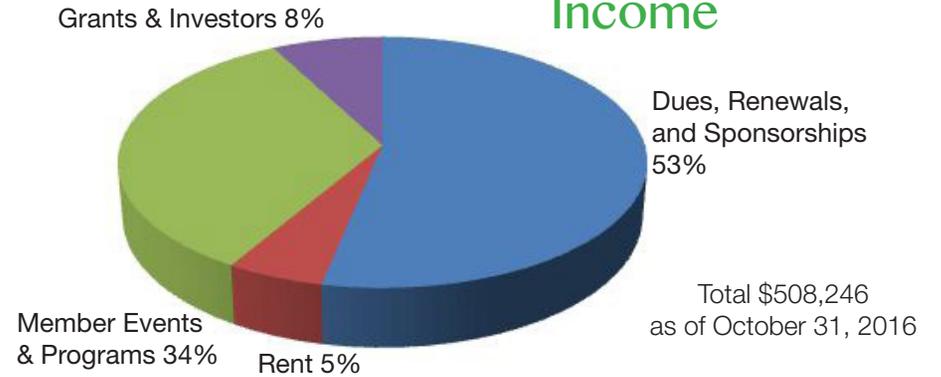
as of October 31, 2016

- West Plains - 1%
- North Idaho - 4%
- Other (Outside of Spokane County) - 3%
- Liberty Lake - 12%
- Spokane - 33%
- Spokane Valley - 47%

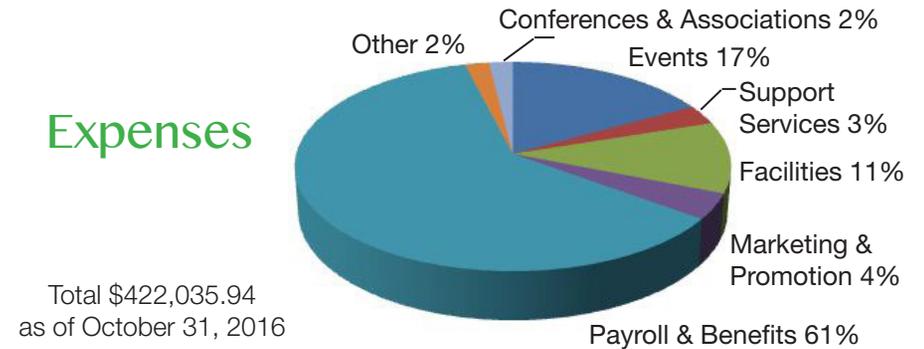
We are thankful to our members who continue to support us year after year. As of October 2016 we hit 90% membership retention.



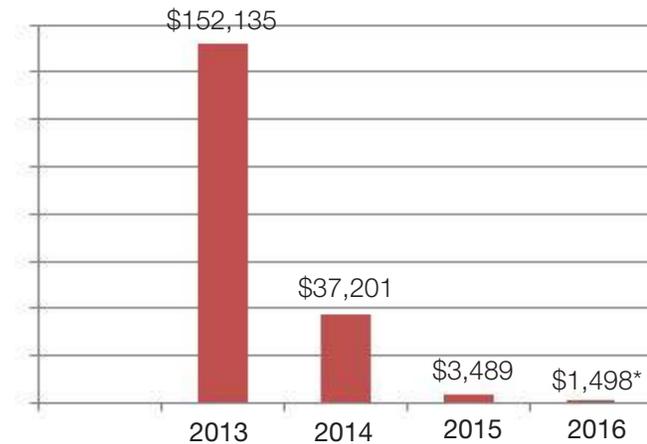
## Income



## Expenses



## Debt Reduction



Debts (Credit Cards, Loans Payable, & Accounts Payable)

We took on the challenge of reducing our debt and made the final long-term debt payment on September 2, 2015, earlier than our agreed maturity. Our Accounts Payable are now current and reflected here as the only remaining balance. \*(as of October 31, 2016)

# The BIG 5 for the Greater Spokane Valley

The community was invited to participate in a three-step virtual process to unearth the five initiatives to move our community forward. Citizens, business professionals and elected officials submitted ideas, then ranked those collective ideas based on their values.



## **Greater Outdoors** – *Promoting and protecting the vitality of the outdoors.*

Through collaboration with business, government entities, and citizen groups, this initiative encourages opportunities to enhance the quality of recreation, nature and parks, while stimulating economic growth.

- Initial research from City of Spokane Valley demonstrates early reports of needs/opportunities for outdoor sports-plexes in the Valley.
- Formal study conducted in partnership with Cities, County and CVSD to identify supporting needs in an outdoor sports-plex project. Draft report anticipated November 2016.
- Stakeholders identify needs with the County for upgrades to parks and Plantes Ferry.
- Discussions with champions for our rivers and trails continue to identify means by which we can promote and protect existing efforts and collaborate.

## **Greater Goods** – *Promoting the Greater Spokane Valley as an emerging leader in high-tech manufacturing.*

With a strong manufacturing base present in the Greater Spokane Valley, this initiative supports the expansion of high-tech manufacturing through advocacy and pioneering partnerships, contributing to a sustainable economic future.

- The Chamber produced the rebranded “Manufacturing Matters EXPO” held at the Spokane County Fair & Expo Center, September 2016.
- Efforts underway to bring together studies from our partners in the region to identify next steps for economic growth, expansion and support for manufacturing in our Valley continues.

## **Greater Learning** – *Integrating business and education to create the workforce of the future.*

The vitality of our community resides in the quality of our workforce. Building on the foundation created by our former Business Education committee, this initiative brings together industry and education to facilitate innovative learning opportunities and partnerships, which inspire a vibrant and educated workforce for the future and attract new businesses to the Greater Spokane Valley.

- Meetings with Superintendents to identify needs and opportunities to forge a deep collaborative effort with our business community in a strategic step forward.
- Discussions of quarterly engagements to span the market over a possible 2-year period to build out not merely a strong workforce, but illumine and inspire pathways for our youth, both in higher ed and technical training.



## **Greater Cures** – *Growing medical research from concept to cure.*

By focusing on the expertise of medical providers, local medical schools and available suitable property in the Greater Spokane Valley, this initiative propels the advancement of medical research and care in our region.

- Middle to Med school pipeline discussion to expand and touch all aspects of the medical field and provide inspiration to the opportunities found in the medical community offering 20% of the jobs in the national GDP.

## **Greater Vision** – *Building an enterprising identity for the Greater Spokane Valley region.*

By recognizing the strengths of the Greater Spokane Valley region, this initiative defines and promotes our region for its quality of life, dynamic workforce, and vibrant research, manufacturing and technology industries.

- Retail research done by City of Spokane Valley contributes to economic potential
- Economic Forecast inspired by the BIG 5 for our Valley presented by Steve Scranton, Chief Investment Officer for Washington Trust Bank
- City of Spokane Valley Comprehensive Plan completed and includes the BIG 5
- Aspirational and inspirational speaker series continues to invest in an enterprising identity and positive culture in the Greater Spokane Valley.

## **Bridging the BIG 5 Initiatives** –

- In a partnership with Community Colleges of Spokane, the Spokane Valley Chamber Foundation bridged the BIG 5 initiatives of Greater Learning and Greater Goods by creating a scholarship program for students going into the trades.
- Plans are underway with Valley schools and *Lemonade Day*, a national organization and event with the goal of teaching entrepreneurship to youth. The initiatives of Greater Learning and Greater Vision are bridged by this special event scheduled for May 20, 2017.