



2021

# ANNUAL REPORT

CELEBRATING COMMUNITY

**WENATCHEE**  
CHAMBER OF COMMERCE  
**VALLEY**

# WENATCHEE CHAMBER OF COMMERCE VALLEY

## 2021 CHAMPION MEMBERS



Cashmere Valley Bank



SERVING CENTRAL WASHINGTON



## 2021 INFLUENCER MEMBERS



## 2021 ADVOCATE MEMBER



## 2021 BRAND VISIBILITY MEMBERS



**THANK YOU TO ALL OF OUR MEMBERS**

## ABOUT THE CHAMBER

The Wenatchee Valley Chamber of Commerce is a membership organization that serves to represent and promote the interests of the businesses in our community. We engage with community partners and offer programs to strengthen the business climate in the valley. The Wenatchee Valley Chamber of Commerce also serves the community by promoting our area as a destination for business, sports, and leisure travel including tournaments, competitions, trade shows, corporate meetings, and conventions to maximize additional overnight visitors, visitor expenditures, state and local tax revenues, and job opportunities.

## MISSION

The Wenatchee Valley Chamber of Commerce champions our community's quality of life and economic vitality through collaborative leadership and sound business advocacy.

## VISION STATEMENT

The Wenatchee Valley Chamber of Commerce is the leader in creating a more vibrant and prosperous business climate in our region. We unify our community around objectives that will strengthen and grow our local economy, build business diversity and improve our quality of life.

## CORE VALUES

- 1 People Matter Most
- 2 Right Thing, Right Reason, Right Time
- 3 Abundance Mentality
- 4 Servant's Heart
- 5 Warriors – Serve the Work, Love the People



[instagram.com/wenatcheevalleychamber](https://www.instagram.com/wenatcheevalleychamber)



SERVE THE WORK, LOVE THE PEOPLE

## LETTER FROM EXECUTIVE DIRECTOR



The Wenatchee Valley Chamber of Commerce is comprised of hundreds of diverse startups, entrepreneurial, advanced, and legacy businesses. Our business members represent a wide breadth of retail, hospitality, agriculture, service, financial, and technology companies employing thousands of employees in Wenatchee Valley.

The diverse and wide range of business members drives the Wenatchee Valley Chamber of Commerce's commitment to provide valued innovative programs, events, and services. 2021 challenged our resilience and we had to rise up through the lingering effects of the pandemic. Our Chamber remained committed in its approach to being the recognized leader for business success, community growth, and strategic economic development.

**Celebrating Community**, the Wenatchee Valley Chamber of Commerce is a leading voice both in the local community, and North Central Washington, advocating responsible pro-business policies to progress a thriving robust economic environment.

The Chamber has actively leveraged resources that empower a collaborative environment and advocates for businesses, education, and tourism in order to promote opportunity and success. Working together with local and regional stakeholders, creating dynamic alliances with other valued community innovators, business leaders, and elected officials, the Wenatchee Valley Chamber of Commerce is an influential collaborator.

Elevating our business members to greater professional heights, our Chamber accomplished much work in the area of workforce readiness and leadership development. The Chamber continued to empower the future workforce and leaders by designing many successful business networking events to convene meaningful business to business opportunities; collaborative job fairs, leadership programs, and inspiring professional development forums.

We are proud to serve our community, honored to represent our business members, and privileged to champion a vigorous and prosperous business environment.

Onwards together,

**Steven J. Wilkinson**  
Executive Director

# 2022 CHAMBER BANQUET AWARDS

## 2021 BUSINESS OF THE YEAR



Goodfellow Bros.

## 2021 NON-PROFIT OF THE YEAR



TOGETHER! For Youth

## 2021 CORNERSTONE AWARD WINNERS

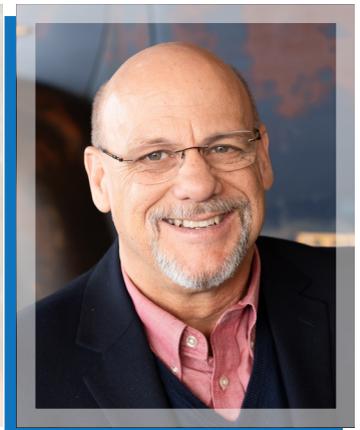


Bruce Beckett



Donny Guerrero

## 2021 OUTGOING BOARD MEMBERS



Jess Monnette, Wilma Cartagena, Stacy Luckensmeyer and Steve Bishop

# AMBASSADORS

## Wenatchee Valley Chamber of Commerce

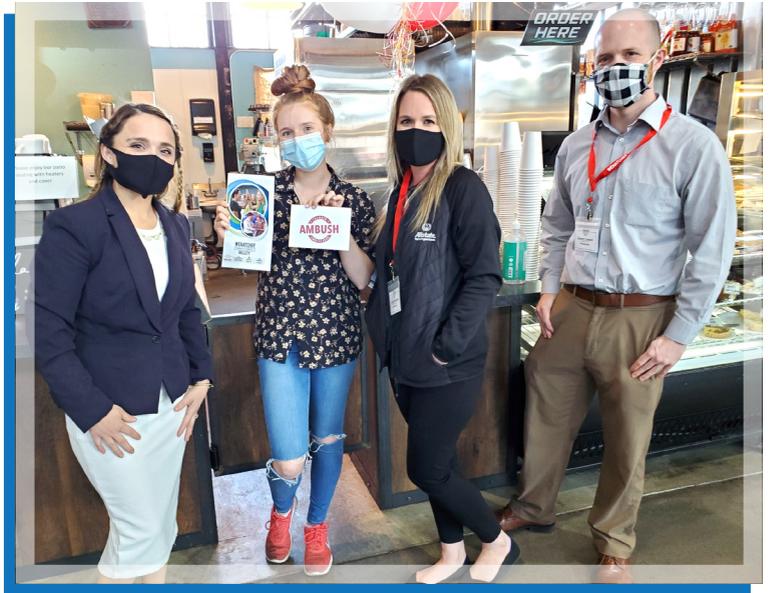
**Ambassadors** serve as a liaison between the Chamber and its members and act as the face of the Chamber in the community.

It is the goal of the Wenatchee Valley Chamber of Commerce that Ambassadors are viewed by all as experts in membership and that Ambassadors are continually guiding new, existing and prospective members on how best to find and take advantage of the value of Chamber membership.

The Ambassadors and Chamber Staff love celebrating local businesses and can also be found “Ambushing” members in the community!

“

Continually guiding  
new, existing and  
prospective members.



Amy Smith, *Guild Mortgage*

Annie McRae, *Weidner - 600 Riverside*

Bob Burton, *Hagadone Directories*

Everett Lamers, *People's Bank*

Heidi Huddle, *Allstate Heidi Huddle Agency*

Jessi Mendoza, *Numerica Credit Union*

Jessica Fowler, *Riverside 9*

Everett Lamers, *People's Bank*

Mina Gomez, *Edward Jones*

Mistie McLaughlin, *Mistie McLaughlin Photography*

Russ Alman, *Digital Media Northwest*

Eloise Barshes, *Chelan Douglas Volunteer Attorney Services*

Steve Sandman, *Cherry Creek Media*

Travis Guzik, *Draggoo Financial*

Kenneth Mattson, *SCORE Central Washington*

William Burwell, *Windermere Real Estate*

# COMMUNITY LEADERSHIP

**Community Leadership Wenatchee Valley (CLWV)** is a nine month commitment to personal growth, professional development, and community awareness. Participants develop a broad knowledge of the Wenatchee Valley and key issues facing the region as they hear from community leaders and tour local facilities. Participants become a strong network of informed and motivated citizen leaders who guide the future



growth of the Wenatchee Valley. Whether you have lived in the area a short time or decades, CLWV will open your eyes to new challenges and opportunities and the role you can play in shaping the future of the region.



## 8 Sessions Held

### List of locations:

- 1 Agriculture Industry
- 2 Hydropower
- 3 Education
- 4 Local Government & Transportation
- 5 Healthcare

# EVENTS & PROGRAMS



SPONSORED BY:  
**AMERICAN FAMILY INSURANCE**  
Jake Davison, Agent

**5** Events Held  
**157** Attendees

Sponsored by Jake Davison/  
American Family Insurance

**2** Candidate Forums held  
with **56** Attendees

Annual Banquet  
**502** Attendees



**12** Events Held  
**256** Attendees



**3** Events Held  
**143** Attendees



## STAY CONNECTED WITH US!

# CAREERS AFTER SCHOOL™

The purpose of **Careers After School™ (CAS)** is to help students and their support networks discover occupations and training pathways through enriching career-connected learning events held on-site at local businesses. During CAS business and industry partners provide valuable information, hands-on activities and connections to better equip our youth as they make plans for the future.



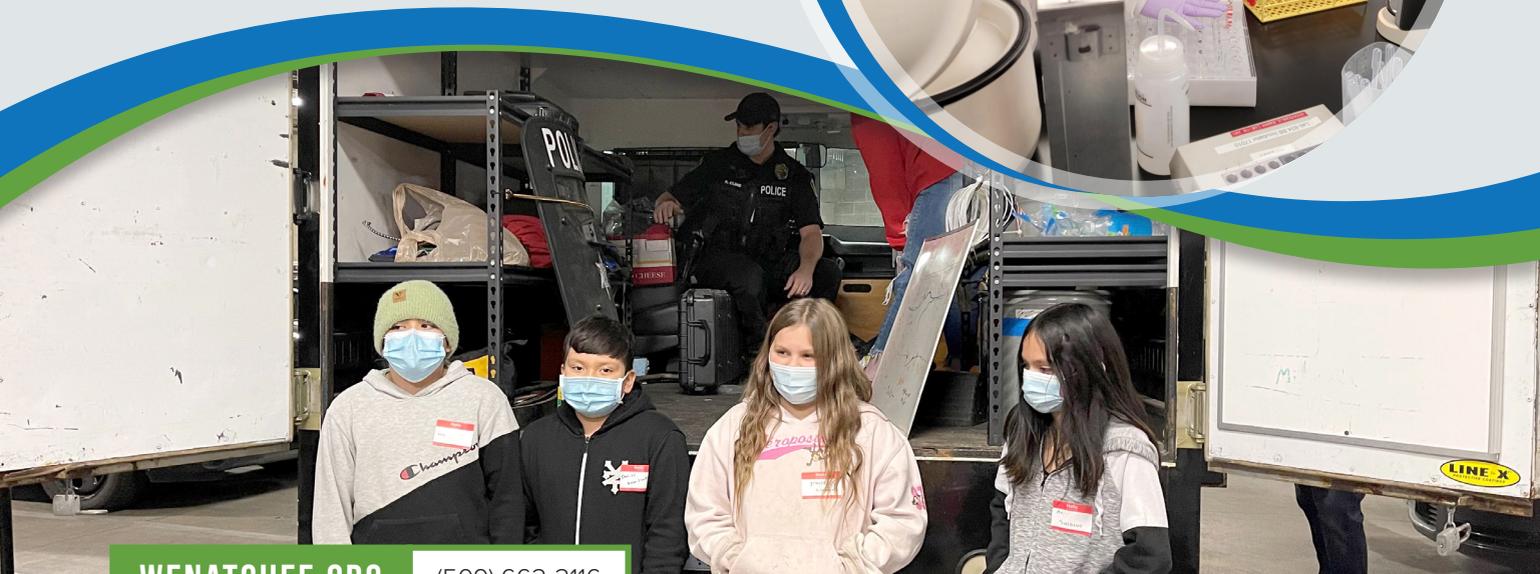
*2020-2021 Events had to be rescheduled*

**2021-22 School Year is FULLY booked, 10 events in total!**

- Law Enforcement, Wenatchee Police Department
- Medial Lab Technicians & Microbiology, Confluence Health
- Cardiology, Confluence Health
- Chelan-Douglas County Fire Department
- Water Treatment, Alcoa
- Graphic Design & Print Shop, Chelan Co PUD
- Carpentry, Building NCW & Gold Construction
- Fish & Wildlife, Chelan Co PUD
- Video Production, Voortex Productions
- Municipal Court, City of East Wenatchee

Connecting students to our local business community initiates a mutually beneficial relationship that gives businesses the opportunity to actively engage with the workforce of tomorrow, laying the groundwork for future success.

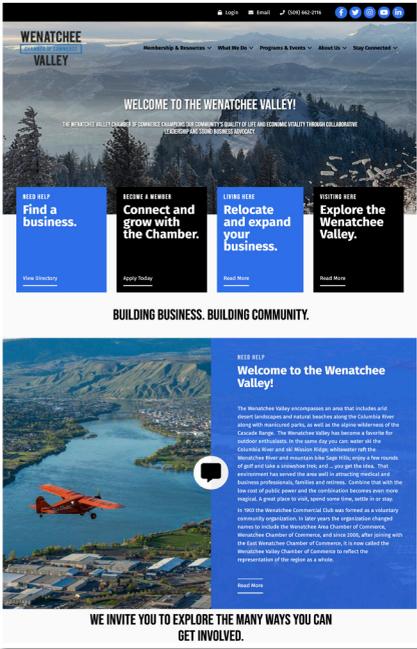
**Careers After School™** is sponsored by **Wenatchee Valley College Foundation**. Events are free to attend and open to 6-12 grade students, parents, educators, and school support staff. Light refreshments, snacks and a raffle from **The Yogi Grind** included.



[WENATCHEE.ORG](http://WENATCHEE.ORG)

(509) 662-2116

# WEBSITE — WENATCHEE.ORG



**64,938 sessions**  
(decrease of 2.8% over 2020) with  
**121,970 page views**

### Top pages viewed were:

- The Home Page **18,162**
- COVID19 Update **3,485**
- List of Members **2,702**
- Events **2,702**

### Sessions by City:

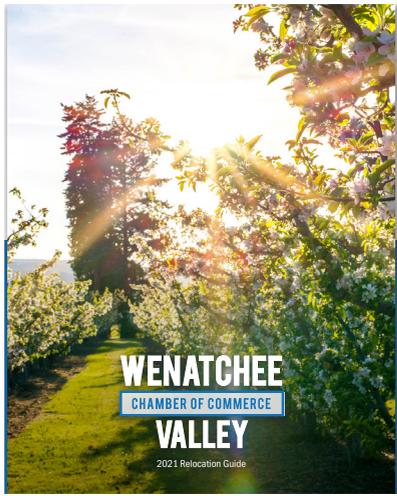
- Wenatchee **18,002**
- Seattle **8,063**
- East Wenatchee **5,437**



**4,191 Facebook Followers**

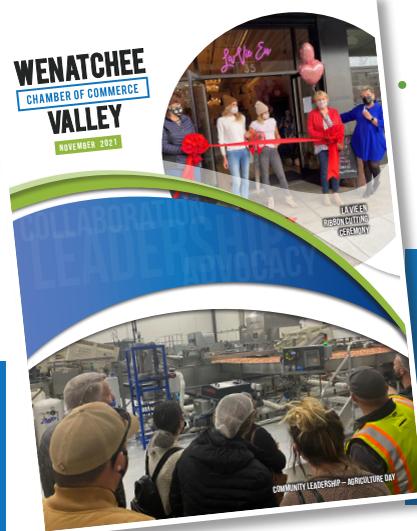


**1,645 Instagram Followers**



**44-Page Relocation Guide**

**60,702 Digital Views**  
**Over 300 Requested Printed Copies**  
**Over 500 Printed Copies**  
distributed to recruiting specialists and hoteliers



**12 Monthly Mailers Sent**



# ADVOCACY COMMITTEE

The WVCC **Advocacy Committee** is a proponent for wise investment and sustainable policies that foster economic growth, enhance our regions competitiveness in all markets, global and local alike, and upholds our Valley's quality of life. On behalf of more than 670 members of the Wenatchee Valley Chamber of Commerce, the Advocacy Committee advances issues of vital importance to the business community and our region.



In 2021, much of the Advocacy Committee's work continued to focus on keeping businesses open and operating by being a trusted resource and providing sound business advocacy and education.

## WVCC RESPONSE TO COVID-19

COVID-19 led to unprecedented economic disruption resulting in the loss of businesses and the livelihoods of thousands across the region. All institutions, whether business, non-profit, government, education needed to adapt in various ways to be successful. The WVCC consistently advocated for a COVID-19 response that protected our medically vulnerable and our economic viability. Our core strategy was to take a leadership role and be part of the solution. The WVCC Board established five key goals:



**Safely and sustainably re-open all businesses and return employees to work by ending inequitable criteria and using standards-based criteria for being open.**



**Facilitate robust community engagement with local, state and federal health authorities to share information leading to decisions in the best interest of Chelan and Douglas County residents.**



**Continue to take positions and conduct the operations of the WVCC in a fashion that further establishes the WVCC as a credible resource and trusted advocate at all levels of government.**



**Assist local, state, and federal government leaders in making informed decisions on future financial assistance.**



**Identify and secure tools for assessing regional economic impact and recovery. Use regional data to inform state budget and policy decisions to achieve stability and predictability.**



Bruce Beckett is with the Beckett Group and a contracted lobbyist for the WVCC. Within the first year of partnering with Bruce, Our Valley Our Future received \$140,000 appropriation to advance game changer projects. With the help from Bruce, that same year the Statewide Tourism Marketing Program was reinstated. Bruce has helped organize Legislative Housing Tours which brought legislators to learn about the housing challenges facing our communities. As the pandemic proclamations evolved, much of the progress achieved in getting businesses reopened was due to the collaborative work of Bruce Beckett.



**36** Renewals Sent Out



**20** Weekly Calls During Legislative Session



**40** Government Affairs Updates Sent



**12** Monthly Meetings

## SUPPORTING ENTREPRENEURS AND SMALL BUSINESS

The **Advocacy Committee** and WVCC Staff focused their efforts on getting businesses in the region the important information they needed to stay on top of the changing COVID-19 regulations as well as other issues impacting businesses beyond the pandemic. In addition to weekly Government Affairs newsletters that went out to over 2,660 community members in Chelan and Douglas County and maintaining a government affairs resource page on the WVCC website, the Chamber hosted several events to allow opportunities for people to hear from elected officials, candidates, and subject matter experts. Staying up to date with local, state and federal changes to policies allows business owners to make informed decisions on how to operate their business and support their staff in a rapidly changing environment.

- Hosted **State of the Region** events

- Chelan County Commissioner Bob Bugert and Douglas County Commissioner Marc Straub joined us for a State of the Region from a County Commissioner perspective.
- City of East Wenatchee Mayor Jerrilea Crawford and City of Wenatchee Mayor Frank Kuntz joined us for a State of the Region from a Mayoral perspective.

- Held **Legislative Updates** with Bruce Beckett

- Members had three opportunities to discuss legislative issues directly with WVCC Lobbyist Bruce Beckett.

Bruce updated members on legislation the Chamber was concerned about or in favor of, as well as peripheral issues that could potentially impact businesses. Much of the legislative session surrounded the COVID-19 pandemic response and relief.

- Hosted a **Congressional Town Hall**

- Congresswoman Kim Schrier (D-WA, 8th District) and Congressman Dan Newhouse (R-WA, 4th District) joined the Wenatchee Valley Chamber of Commerce for a Town Hall to discuss issues that impact small businesses.

- Held two **Candidate Forums**

- Candidates forum for Eastmont district 3 and 4 at-large and Wenatchee school board positions 2 and 4.
- Candidate's Forum for Wenatchee City Council - district 2 and at-large B, East Wenatchee City Council position 4, and Douglas County Fire District 2.

- **Legislative Preview** with 12th Legislative District Elected Officials

- State Senator, Brad Hawkins, State Representative Keith Goehner and State Representative Mike Steele joined us for a legislative preview to discuss important topics ahead of the 2022 Legislative Session.

# HISPANIC BUSINESS COUNCIL

The Wenatchee Valley Chamber of Commerce (WVCC) in collaboration with the leadership of the NCW Hispanic Chamber of Commerce established the **Hispanic Business Council (HBC)** in January 2020. The Council seeks to build trust and remove barriers through outreach and education. The Hispanic Business Council's focus is on expanding the WVCC's programming, advocacy, and business development efforts within the Hispanic and minority business community. The pandemic revealed the importance of our collective effort as a business community. The HBC continues to support and help minority-owned businesses in navigating the unique challenges these businesses face through filling out grant/loan applications, assisting with business licenses and renewals and understanding the fundamental parts of a business plan. The HBC has also partnered with the Chelan-Douglas Regional Port Authority to develop low-income, incubator spaces for small businesses. The HBC's long-term goal is to be the voice for all minority-owned businesses, empower and mentor minority business owners and integrate all businesses in our community.



2

Events Held

Over 500

Community Members participated in the events



**Mina Gomez**  
*Chair*  
*Edward Jones Financial*



**Lorena Urrutia**  
*Peoples Bank*



**Ruben Betancourt**  
*Vice-Chair*  
*Columbia Valley Community Health*



**Christina Escalera**  
*Numerica Credit Union*



**Elvis Garcia**  
*Past President*  
*The Yogi Grind*



**Samuel Arellano**  
*Peoples Bank*



**Joanna Avila**  
*Keller Williams Realtor*



**Michael Arciga**  
*Douglas Co. Sewer District No. 1*



**Norma Gallegos**  
*Hand In Hand Immigration Services*



**Daiam Navarro**  
*Worksource*



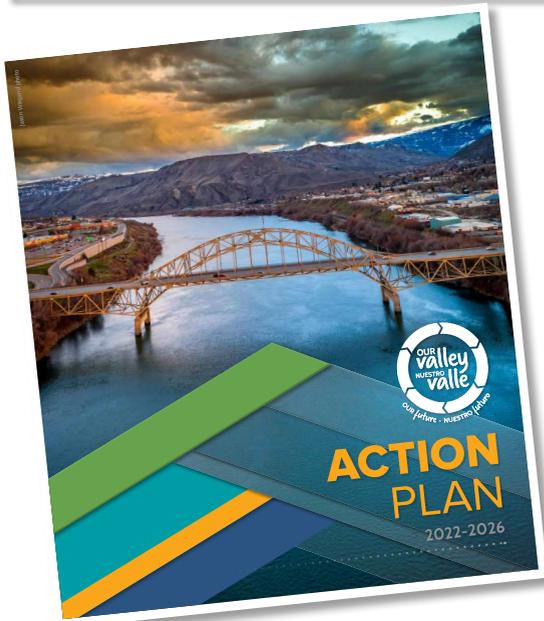
**Edwin Fonseca**  
*La Tortuga Loca*



**Judy Waterhouse**  
*John L. Scott Real Estate*

**Eric Limon**  
*Washington Trust Bank*

# OUR VALLEY OUR FUTURE PARTNERSHIP



**Our Valley Our Future/Nuestro Valle Nuestro Futuro** released its initial five-year Action Plan in January 2017. The Wenatchee Valley Chamber of Commerce was identified early on as a lead partner in many of the action items identified.

During the five-year (2017-2021) implementation phase, the Wenatchee Valley Chamber of Commerce worked on 17 key items and was the lead agency on many.

The WVCC continues to participate in Our Valley Our Future as a lead agency in One Community – a regional effort for thinking collaboratively and inclusively. The second five-year plan (2022-2026) identifies the WVCC as a lead partner and support on 18 key items. The six game changers are major initiatives that involve multiple sectors and partners, the WVCC among other organizations will lead these efforts.



- **Building a tech-based network to promote economic opportunity in Our Valley:** Build on the region's ongoing efforts to establish a comprehensive technology "ecosystem" — an interconnected network of entities and individuals promoting tech-based innovation and enterprise, attracting private investment, enhancing economic diversity, and providing career opportunities and jobs.
- **Ensuring an adequate supply of housing that meets the needs of Our Valley residents:** Identify issues and solutions leading to an adequate housing supply that meets the needs of residents throughout the region. Conduct this work with the help of regional housing groups.
- **Transforming Our Valley to become a model carbon-free regional economy:** Transform Our Valley into a model for an innovative post-carbon economy that creates jobs, attracts businesses, improves the health and wellness of residents, retains the community's natural environment, and builds regional resiliency by maximizing the value of hydropower, our principal renewable resource, along with other renewable energy resources.
- **Preparing life-long learning and inclusive workforce development options for Our Valley residents:** Prepare both youth and adults for new and emerging workforce opportunities, creating upward mobility and career development throughout our lives. Create equal respect for and understanding of all career and credential programs and pathways. Ensure that everyone has access and resources to learn.
- **Many Voices, One Region:** Find common ground and address critical community issues by bringing together people from different backgrounds and perspectives to listen and be heard, to learn, to build and rebuild relationships and trust, to identify shared commonalities, and to bridge divides and heal community divisiveness.
- **Diverse Leadership:** Recruit and prepare people from under-represented groups — such as people of color, indigenous people, people with disabilities, students, retirees, people from a lower socioeconomic status, and people who are gay, lesbian, bisexual, and transgendered — for leadership positions in the region, all with an end goal of creating a more authentic, inclusive, productive, and harmonious community

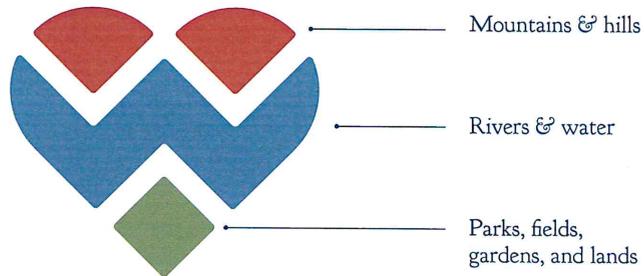
## Heart Symbol

Located at the center of Washington State, Wenatchee has the opportunity to convey its love and bounty of outdoors in one symbol.

Two cone-like shapes construct the top and first layer of the heart representing the mighty mountains and rolling hills. These shapes are a brownish-red color in full color instances of the logo.

A zig-zag shape rifts through the middle of the heart representing the rivers and aquatic bodies running through the city's veins. This shape doubles as a "W", adding another layer of meaning as this letter is in the "heart" of the heart symbol itself. This shape is a blue color in full color instances of the logo.

A diamond shape at the bottom of the heart supports the heart symbol, representing the parks, fields, gardens, and lands throughout Wenatchee. This shape is a green color in full color instances of the logo.



In June of 2021 the **Visit Wenatchee** strategic plan for the next three to five years was completed. The results included short term (2021), mid term (2022) and long-term strategies. As well, our positioning statement:

*Wenatchee is the Heart of Washington state. Our region is known for its breathtaking natural beauty, focus on innovation, thriving economy, and inviting approach. Our commitment to collaboration, sharing big dreams, and taking care of one another have carefully built a safe and bountiful travel destination perfect for wanderlust explorers.*

In 2021, the regional tourism and hospitality industry began its amazing comeback story.

- From 2019-2021 hotel room inventory increased ↑ 12.25%
- From 2020-2021
  - occupancy increased ↑ 22.3%
  - average daily rate increased ↑ 19.4%
  - revenue per available room (or RevPAR) increased ↑ 46%
- In 2022 the new My Place opened, and AVID hotel will open soon, adding over 150 additional rooms

These positive results may be attributed to the fact that people feel safe and welcome in our region. Our open spaces, outdoor assets, and vibrant community provide a refreshing backdrop for all those who are fortunate enough to visit our beautiful valley.



### visitwenatchee.org performance

- Total sessions increased 65%
- Total pageviews increased 63%
- Top performing pages
  - Annual events page increased 128%
  - Events page increased 121%



### Visit Wenatchee Digital Media

- Facebook reach increased 73%
- Instagram reach increased 109%
- Twitter impression vs following performance is 38%

## STAFF



**Executive Director**  
Steve Wilkinson



**Outreach Coordinator**  
Maya Johnson-Burgos



**Director of Chamber Operations**  
Chelsea Ewer



**Visitor Center Host and Tasting Room Assistant**  
Jan Lutz



**Destination Marketing Operations Director**  
Jerri Barkley



**Visitor Center Host and Tasting Room Assistant**  
Sabrina Strieck



**Community Connections and Communications Specialist**  
Rosa Pulido



**Accounting**  
Linda Davis

## OFFICERS



**President**  
Cheri Dudek-Kuhn  
*Traction Advantage,  
East Wenatchee*



**Secretary/Treasurer**  
Geoff Bailey  
*Goetz, Bailey & Yale,  
East Wenatchee*



**Vice President**  
Glenn Adams  
*Confluence,  
Wenatchee*



**Past President**  
Tod McLaughlin  
*Apple Valley Honda,  
East Wenatchee*

## BOARD OF DIRECTORS



**Rachael Petro**  
*Petro Strategic Solutions LLC,  
Wenatchee*



**Nalini Paton**  
*Arlberg Sports,  
Wenatchee*



**Brad Allen**  
*Sage Real Estate Services,  
Wenatchee*



**Miguel Cuevas**  
*Residence Inn by Marriott,  
Wenatchee*



**George Harter**  
*CMI Orchards,  
Wenatchee*



**Elvis Garcia**  
*The Yogi Grind,  
Wenatchee*



**Joe Holeman**  
*Holeman Law Group,  
Wenatchee*



**Stewart Craig**  
*Edward Jones,  
East Wenatchee*



**Jeff Rounds**  
*Libke Insurance,  
Wenatchee*



Wenatchee Valley Chamber of Commerce  
PO Box 850  
Wenatchee, WA 98807

PRSRT STD  
U.S. Postage Paid  
Wenatchee, WA  
Permit No. 65

OR CURRENT RESIDENT

**137 North Wenatchee Avenue, Suite 101** (Corner of Second and Wenatchee Avenue)  
**(509) 662-2116 | [wenatchee.org](http://wenatchee.org)**