

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

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Cheri Ryan

Membership Director
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Angelique Lochridge

Events Manager
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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
TOTAL	\$71,255	\$75,812	\$4,557
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
TOTAL	\$38,497.88	\$20,580.21	\$17,917.67

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

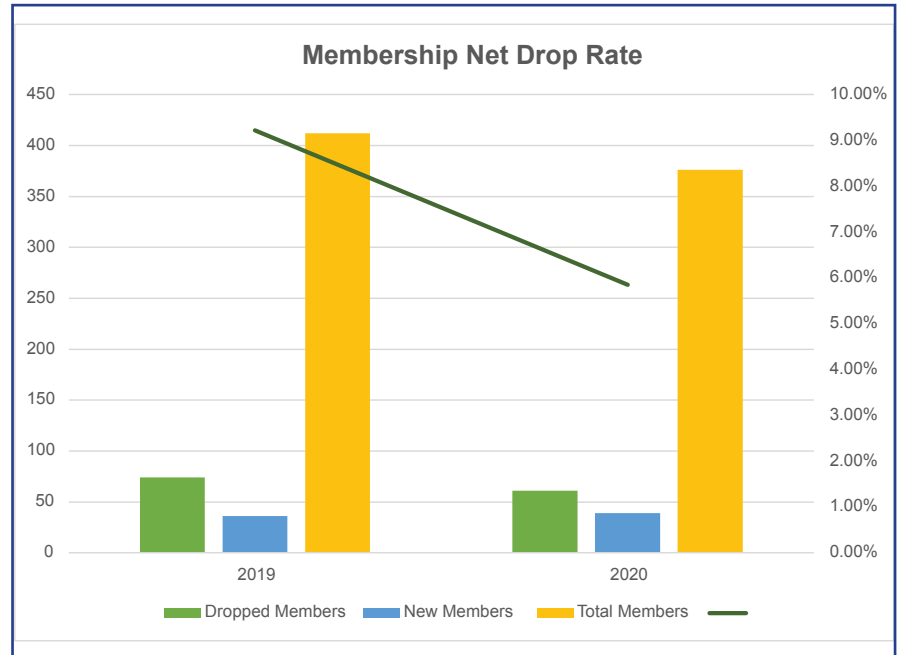
A robust and diversified membership is paramount to the success of the Chamber. Engagement from our business community is a critical component to ensuring meeting our vision. Membership revenue allows the Chamber to provide key resources for our businesses and entrepreneurs, supporting an economy where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



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 ▾

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


**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](#)

**Centura Health**
COO BREAKFAST

















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



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

32,368
People Reached

626
Engagements

[Boost Again](#)

Boosted on October 10, 2020
By Angelique Lochridge

Completed

People Reached **32.4K**

Link Clicks **275**

[View Results](#)

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.

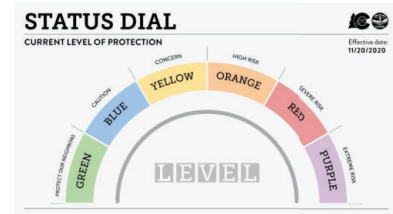
We continue to grow our email marketing strategies and look forward to including member to member discounts, job opportunities and events regularly in newsletters moving forward into 2021.

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](#)

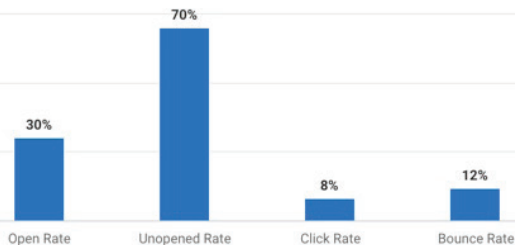
Legislature Called into Special Session

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.

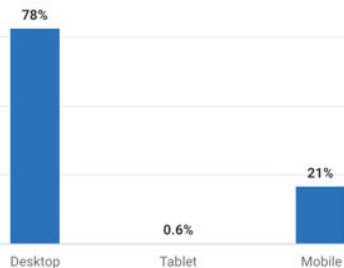
The special session will include:

- 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

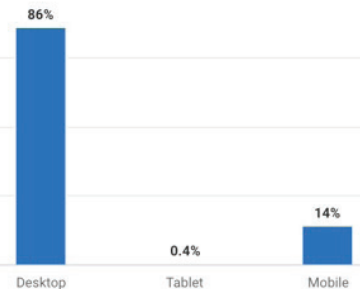
120,610 Sends



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 hot sheet 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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