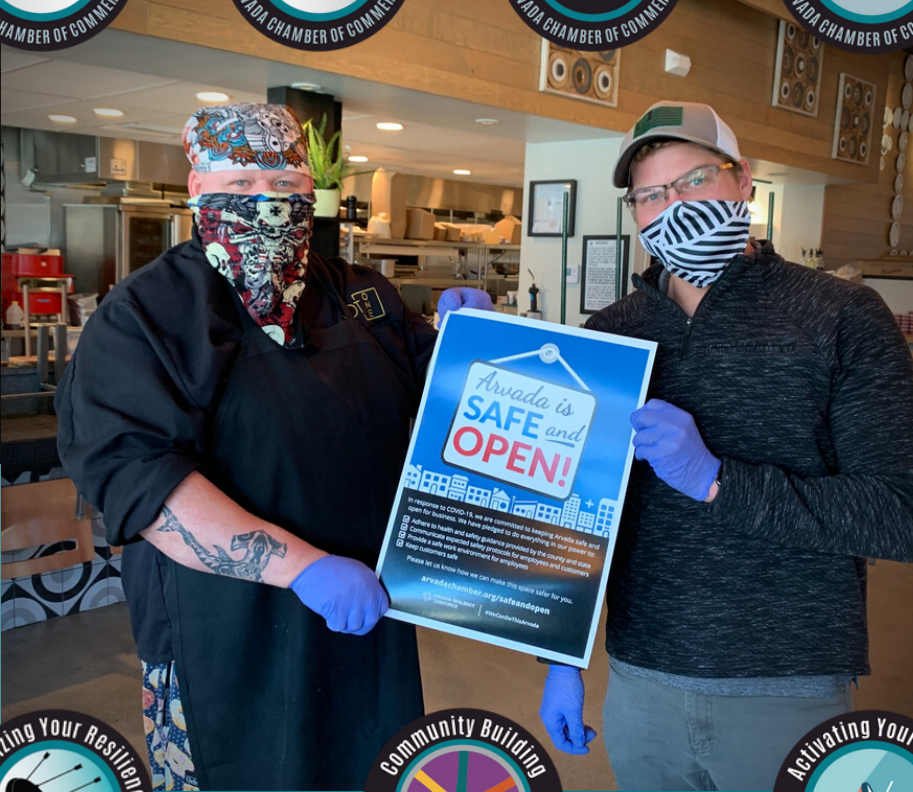


ANNUAL REPORT

2020



Chairman's Reflection

On behalf of the Arvada Chamber of Commerce Board of Directors, I want to extend a heartfelt thank you. The business community stepped up in a big way in 2020 to support each other, the Chamber and this amazing community that we all love. These challenging moments prove why Arvada truly is the best place to live, work, play and learn. While there were many lessons over the past year it has been exciting to see the resilience and spirit that shined through. With these newfound opportunities, I am eager to see where we go next!

Jeremy Gregory, Chair
Olde Town Flower Shoppe



2020 BOARD OF DIRECTORS

Jeremy Gregory, Chair, Olde Town Flower Shoppe

Larry Barker, Chair-Elect, Sonsio

Chris Adams, Thrive Workplace

Nathan Cooper, SMACNA

Paul Danborn, Frie, Arndt, Danborn & Thiessen P.C.

Megan Durning, Lutheran Medical Center

Michael Frie, PBS Wealth Management

Hazel Hartbarger, H. and Associates

Katie Groke, Apex Park and Recreation District

Matt Herbert, I-Kota

Chris Hill, Odyssey Beerwerks

James Johnson, Varra Financial

Vanessa Kendrick, Your Castle Real Estate

Jennifer Kroetch, Red Rocks Community College

Rita Lawrence, All Secure Lock & Security

Scott Phillips, Centura Health

Ed Rothschild, AlphaGraphics

Dave Runyon, Arvada Church Network

A New Kind of Chamber

For years, the Arvada Chamber has talked about our role as a convener, catalyst and champion in our community. 2020 put in stark relief what this really means. One business can make a splash, but a coordinated business community can make waves. This is the power of the Arvada Chamber. We serve as the place for businesses to come together and drive pro-business policy, solutions and connections. Engaged business leadership is what will ultimately lead to healthy businesses and a thriving community. Our commitment is to listen to and convene our incredible businesses to drive true impact. #WeCanDoThisArvada



Kami Welch
President
Arvada Chamber of Commerce

CHAMBER STAFF

- Kami Welch**
President
- Samantha Geerdes**
Events Director
- Ryan Hecht**
Marketing Director
- Molly Kust**
Operations Manager
- Douglas Cole**
Membership Manager

2020 Membership by the Numbers

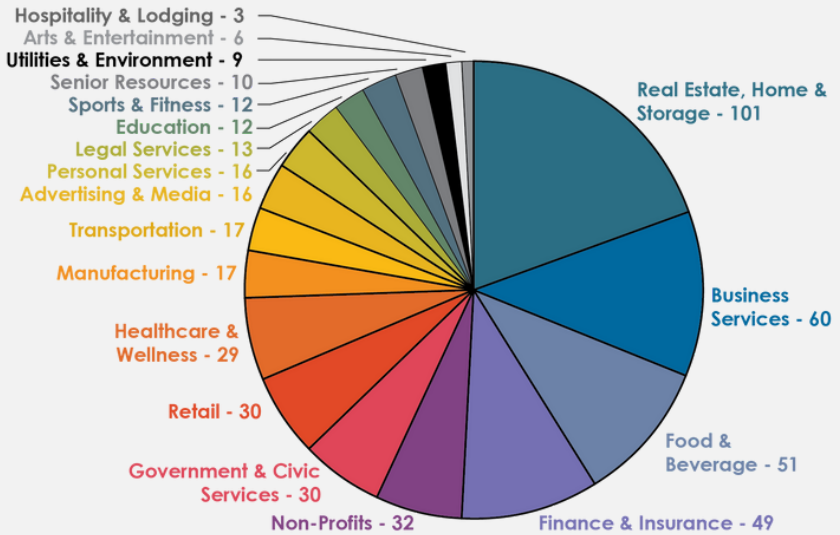
513

Members
in the
Arvada
Chamber

71

New
Members
in 2020

The Industries That Make Up Our Chamber



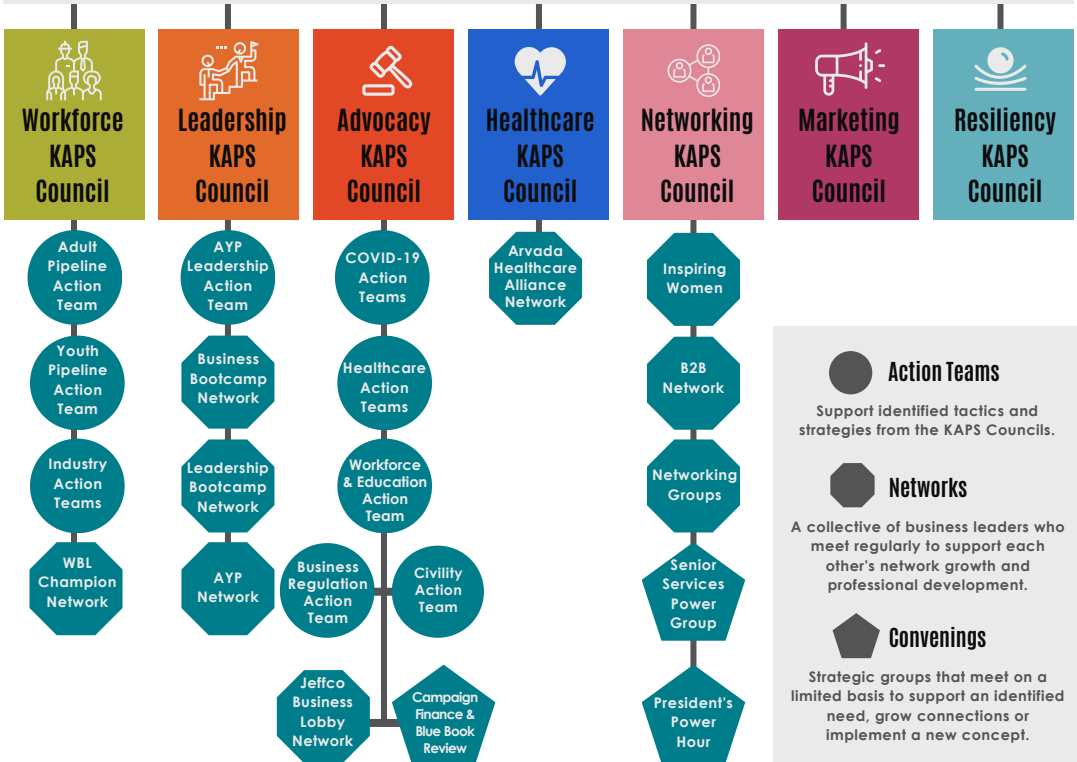
Member Engagement Opportunities

We believe that through the collective knowledge and impact of convening business leaders, we can work together to solve our community's biggest challenges. In 2020, we offered a wide variety of ways to get involved to give every business a seat at the table.



Priority KAPS Councils

Each Arvada Chamber priority area has an oversight committee called the Kick-Ass Problem Solvers (KAPS) Council. These councils are responsible for the development and review of tactics, determining outcome measurements, and implementing engagement strategies.



Maximizing Your Resiliency

As announcements of COVID-19 started to rattle Arvada last March, the Chamber and organizations across the community united together to create the Arvada Resiliency Taskforce. Partners include the Arvada Chamber of Commerce, Arvada Economic Development Association, Arvada Visitors Center, City of Arvada, Olde Town Business Improvement District, Apex Park and Recreation District, Community First Foundation, Thrive Workplace, and The Arvada Center for the Arts & Humanities.

Along with this cross-section of Arvada partners, the Arvada Chamber is committed to supporting efforts to understand the ongoing impact of COVID-19 and respond quickly with innovative programs, resources and policy shifts.

The Arvada Resiliency Taskforce accomplished the following outcomes last year:



Business surveying and comprehensive needs assessments

We initially contacted over 3,400 businesses, hosted industry support calls, and implemented a regular Business Pulse for check-ins on urgent needs.



Curation of local, state and federal resources and information

We created more than 20 digital toolkits, directories and resources, including the Business Toolkit and Chamber's free Arvada Strong membership.



Responsive programming that maintains economic vitality

We helped communicate and distribute funds and resources to businesses from the City of Arvada, Jefferson County and Adams County.



Communication platforms to connect and inform businesses

We created a Takeout Takeover directory, featuring over 120 restaurants, and a Safe and Open directory with over 270 businesses. We produced the Invest In Arvada magazine that was mailed to every household.



Opportunities for the community to come together

We hosted over 20 free virtual events, including town halls and educational programming. The All In Arvada campaign encouraged local spending and rewarded \$5,000 in gift cards to local businesses.



Arvada Resiliency Taskforce

The Road to Recovery

- **March 5: Gov. Polis announces state's first confirmed cases.**
 - March 6: Arvada Chamber debuts the Coronavirus Business Toolkit.
- **March 10: Gov. Polis declares a state of emergency.**
- **March 16: Gov. Polis orders Colorado bars, restaurants closed.**
 - March 16: First Arvada Resiliency Taskforce meeting.
 - March 16: Takeout Takeover is launched.
- **March 20: Colorado restaurants can now deliver alcohol along with to-go food.**
 - March 24: Chow For Champions is launched.
- **March 25: Gov. Polis orders statewide stay-at-home order as cases top 1,000.**
 - March 30: ART sends postcard to every Arvada business to offer resources and learn how to best provide support.
 - April 13: The City of Arvada launches "Arvada Emergency Business Recovery Initiative" featuring a \$2.5 million loan fund to help qualifying small businesses.
- **April 24: Adams and Jefferson counties join Denver in extending stay-at-home orders to May 8.**
 - May 5: ART launches the "Safe and Open" pledge.
- **May 9: County-wide Safer-at-Home orders begin, retail in Arvada can start curbside service.**

On March 5, 2020, Governor Jared Polis announced Colorado's first confirmed cases of COVID-19. Since that moment, the coronavirus pandemic altered the lives of every Arvada resident and business owner. Below, take a look back at state and county mandates and responses from the Arvada Chamber and Arvada Resiliency Taskforce (ART).



- **May 27: Restaurants can resume outdoor and indoor dine-in service at 50% of the posted occupancy.**
 - June 12: Olde Town and the City of Arvada begin street closures, providing extended patio space retail and restaurant businesses.
 - June 29: The City of Arvada launches program providing free PPE to businesses.
- **July 16: Gov. Polis issues statewide mask mandate.**
 - July 21: The Arvada Chamber and ART mail the "Invest In Arvada" publication to every Arvada residence.
 - September 16: The Arvada Chamber launches toolkit with information on testing and steps to take in the event of a positive case at your business.
 - September 21: The City of Arvada announces 2nd round of Business Recovery Funding
 - September 21: The Arvada Chamber and ART announce the Source Local contest for 10 free marketing, communications and printing packages.
- **November 9: Jefferson County moves to Level Orange.**
- **November 20: Jefferson County moves to Level Red.**
 - November 23: The Arvada Chamber announces the All In Arvada campaign to encourage supporting local and award over \$5,000 in gift cards to Arvada businesses.

2020 RESILIENCY BOOTCAMP

New for 2020, our Resiliency Bootcamp was designed for small business owners and high-level managers looking to strengthen their business and be nimble in the face of adversity. Topics ranged from leading during a crisis, to disaster preparedness, technology, marketing, business sustainability and more.

"A key takeaway for me was assigning quarterly rocks (or objectives) aligned to 1, 3, and 5 year metrics," said Angela Baber at Jeffco Schools Foundation. "Then developing a marketing plan sensitive to the current climate, anchored in our vision statement, transparent to our community, and built in conjunction with our rocks."

2020 Resiliency Bootcamp Graduates

Angela Baber, Jeffco Schools Foundation
Cherie Fletcher, Arvada Fire Protection District
Jason Garcia, Mile High Tax & Accounting
Mollie Gilligan, Payroll Vault
Courtney Gregory, Olde Town Flower Shop
Jeremy Gregory, Olde Town Flower Shop
Patti Inglis, Sonsio
Angela King, Red Rocks Community College
Molly Kust, Arvada Chamber of Commerce
Ben Lawrence, All Secure Lock & Security
Kelly Marks, CES
Kristie Melendez, Smart Marketing
Jennifer Nuhfer, Spearca Communications
Rachel Rodriguez, Family Tree
Kimberly Rouland, Arvada Center
Melissa Ryder, City of Arvada
Joe Seehusen, Colorado Home Realty
Kathryn Seehusen, Colorado Home Realty
Tammy Sullivan, Lamar Street Center
Scheri Thatcher, Two Dot Consulting
Heather Tune, The Solution

CHOW FOR CHAMPIONS

In March, participants of our leadership programs helped solve an answer to the question: how can we support local front-line workers AND our local restaurants? Chow for Champions was born, in which contributions from both local businesses and residents contributed to purchase meals for first responders, healthcare workers, and other essential employees in Arvada. Over \$6,000 was raised to feed 800 workers.

PPE DISTRIBUTION

Through Cares Acts Funding directed from the City of Arvada, the Chamber was able to supply over 270 local businesses and non-profits with free Personal Protective Equipment. We couldn't have done this without the support of Custom Environmental Services, who provided us a place to both store and distribute the supplies.

MINI-GRANTS FUNDING

The Chamber played an active role administering COVID-19 mini-grants funding from the City of Arvada and Adams County. Over \$300,000 went to Arvada businesses to cover compliance, operations, technology and winterization expenses.

Advocacy For Your Business

Through the Arvada Chamber, Arvada businesses are the voice that influences pro-industry regulation and opportunity in Arvada, Jefferson County, Adams County and Colorado.

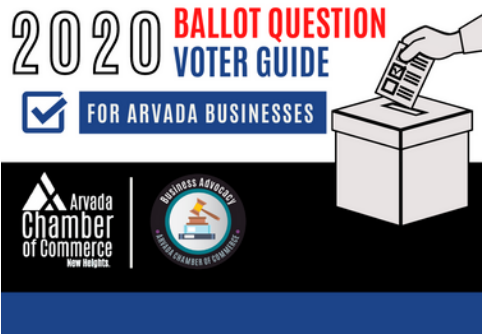
This vision is at the heart of Chamber advocacy efforts as we work to inform policy that impacts our business community. 2020 offered a new form of advocacy related to public health. The Arvada Chamber served on Response and Recovery Taskforce's for both Adams and Jefferson County as funding, programs and resources were allocated to ensure that the business voice was heard. Additionally, we advocated for and supported the rollout of the 5-Star Certification program in both counties.

While the 2020 legislative session looked far different than a normal year we maintained a pulse on shifts for the business community including the many questions that were on the 2020 ballot. Through our partnership with the Jefferson County Business Lobby and strong relationships with local legislators we engaged in countless discussions by sharing survey data and telling business stories of impact to ensure that the business voice was heard.

Finally, we continued to educate our community at large with nearly 1,000 attendees in 2020 joining us for our Community Impact Forums that included topics such as Ballots and Breakfast, Annual Mayors Roundtable, candidate forums, COVID-19 updates and more.

2020 Community Impact Forums

- January** | The Growth Debate
- February** | Understanding the Public Option
- April** | A Futurist's Perspective
- May** | The State of the City
- June** | Elected Officials Discussion
- July** | State of Education
- August** | County Election Forum
- September** | State Election Forum
- October** | Ballots and Breakfast
- November** | Mayors Roundtable



Increasing Access to Healthcare

In 2020, we were proud to introduce the Arvada Healthcare Alliance (AHA). Healthcare concerns are growing for our members and their families and we are focused on improving your local healthcare rates and access through the collective negotiating power of the Chamber.

Primary care office and virtual appointments: Same- or next-day for urgent needs. Phone consults within one business day. 24/7 access to provider via phone for urgent needs. Web consults (through Paladina Health portal) within one business day.

Women's health. Asthma / pulmonary treatments. Basic ENT procedures. Basic wound care. Dermatologic procedures. Ingrown toenail removal. IUD insertion & removal. Joint & bursa injection / aspiration. Pap smear. Skin biopsy. Skin cyst removal. Skin tag & wart removal (cryotherapy). Stitches. Suture / staple removal.

Acute illness visits & treatment. Basic vision screening. Biometric screening. Blood pressure and vitals screening. Chronic condition management. Comprehensive personal evaluation & routine physicals. Coordination with other providers. Depression and anxiety. Fitness & nutrition coaching. Health risk assessment. Hearing screening. Lab draws. Lifestyle & risk-reduction coaching. Pediatric visits. Pre-operative evaluations & clearance. Sports physicals. Basic Metabolic Panel. Glucose Test. Hemoglobin. Hemoglobin A1c. Lipid Panel. Microalbumin-creatinine Ratio.

Fecal occult blood test, guaiac. Flu test, rapid. Glucose, blood. Mononucleosis spot, rapid. Pregnancy test, urine. Strep, rapid. Urine dip. Flu vaccine. Hepatitis A series. Hepatitis B series. Hib. HPV series. Meningococcal. MMR. Pneumococcal. Polio. Rotavirus. Td. Tdap. Varicella.

WE HAVE IT COVERED

At just \$99/month, the Arvada Healthcare Alliance (AHA) covers 90% of direct primary care through Paladina Health. AHA works with or without an underlying medical benefits plan and pairs beautifully with high deductible health plans. Your AHA plan will support all general office visits for annual screenings, illness and ongoing care management. That's 24/7 access to physician services in an Arvada clinic for better health and peace of mind. Learn more at arvadachamber.org/aha.

Kicking off this program with direct primary care, small businesses were able to get access to the Paladina network at the cost typically reserved for large employers. Recognizing the opportunity associated with local negotiations, the Healthcare KAPS Council has built the infrastructure to support expansion to additional medical fields including vision, dental, wellness and behavioral health. More to come in 2021!

Additionally, education has been a cornerstone of the efforts out of this priority area as we have hosted a number of forums and educational opportunities around healthcare in 2020, including the following:

- COVID-19 Public Health Updates with Jefferson County officials
- Doc Talk with 9 Health and Dr. Payal Kohli
- Tips for Saving Money on Healthcare Seminars, hosted by Michael Juergens with the Leavitt Group

SEPT 30 • 8:00 AM TO 9:00 AM

The Arvada Chamber of Commerce and 9Health present

Doc Talk

With Dr. Payal Kohli, 9Health Medical Expert

Arvada Chamber of Commerce
NEW BRANCH

9Health



Learn how the Arvada Healthcare Alliance may benefit you and your business at arvadachamber.org/aha

Improving Your Talent Pipeline

The Arvada Chamber is dedicated to ensuring Arvada businesses have access to the quantity and quality of top-notch talent they need to be successful.

As March hit we realized that business needs related to workforce were rapidly changing with many industries needing to reduce employee counts. We quickly built out the COVID-19 workforce toolkit to support those seeking employment and answer employer questions related to changes in workforce. These efforts continued throughout the year as we shared HR and employment resources and connections to help local businesses thrive.

We worked diligently to maintain our proactive approach to Arvada Works as we continued efforts to find partnership opportunities for businesses, nonprofits and our education system. With this in mind, we launched Seamless WBL as a local platform to allow for meaningful connections in a more effective manner. With nearly 50 businesses committed to improving our talent pipeline through this system we are eager to continue to support these relationships.

We also worked with stakeholders and leaders across our Workforce KAPS Council, Youth Pipeline Action Team, Adult Action Team, and Industry Action Team on these outcomes:

- Development of a fully integrated Data Dashboard
- Creation of a business work-based learning toolkit
- Business engagement strategies and opportunities

Finally, we are committed to learning and sharing our efforts across the country and were pleased to be engaged in the following events and programs:

- U.S. Chamber of Commerce CTE Curriculum Development
- Hosting of the Western Association of Chamber Executives Workforce Bootcamp
- Inclusion in the Federal Reserve Bank of Dallas Employer-Led Workforce Case Study
- Participation as a U.S. Chamber of Commerce Foundation TPM Fellow

2020 Workforce Survey Results

Top Skills Needed

Communication,
Highly Motivated
and Reliable

Favorite Work-Based Learning Offerings

Panel Discussion,
Mock Interviews
and Career Fair

Nearly 40% of businesses are willing to participate in work-based learning at least once a month.



Activating Your Story

Our goal is to make sure every member has access to the incredible Chamber network and communication resources that will help amplify your message across Arvada.

1,674

**2020 Digital
Member Mentions**

7,623

**Total Social
Media Followers**

68,910

**2020 Total
Website Views**



January, 2020

Our hope is somebody walks out the door with the exact product that they desire and it might not be one they ever knew existed. That's the passion we have: sharing stories about coffee with people that want to know.

Greg Pierce, Co-Owner
Red Silo Coffee Roasters



2020 RIBBON CUTTINGS

- Anytime Fitness
- Balefire Goods
- NeuroGrove
- Gold Line Grab-n-Go
- Bare Necessities
- Tracy's
- Dream Dinners
- Nutrition Therapy Institute
- Mr. Handyman
- Kape Roofing
- Coatings, Inc.
(50th Anniversary)



February, 2020



Read more member stories at
arvadachamber.org/activating-your-story

Developing Future Leaders

The Arvada Chamber is committed to providing award-winning programs, events and committees that are designed to cultivate the leadership that will accelerate your business. In 2020, we converted all leadership engagement opportunities to a virtual experience and added benefits to help members lead through a challenging year.

2020 LEADERSHIP BOOTCAMP

In 2020, 33 Arvada business and non-profit professionals graduated from the Arvada Chamber's 2020 Leadership Bootcamp. Completed virtually over 12 weeks, the program helped participants gain a better understanding of themselves and their co-workers, improve communication skills and recognize that they can lead even if they aren't in a leadership role currently.

"Leadership Bootcamp was an essential step in my professional journey," said Brenna Clendaniel from the Arvada Center for Arts & Humanities. "From the knowledgeable speakers to the local connections and networking, I feel more connected to Arvada and I have a full slate of techniques to carry into my future."

Congratulations to the 2020 Leadership Bootcamp Graduates!

Aalia van Binsbergen, Sonsio
Brenna Clendaniel, Arvada Center
Mackenzie Egan, Mackenzie A Egan, OD
Amanda Fent, Family Tree
Levi Geffre, I-Kota
Jeff Hahn, Family Tree
Lindsey Honaman, Piper Electric
Darrin Haymond, Sonsio
Deana Hill, Odyssey Beerwerks
Matt Horn, Rocky Mountain Partnership
Patti Inglis, Sonsio
Chris Koehler, Nutrition Therapy Institute
Sophia King, Stone Leaf Pottery
Ben Lawrence, All Secure Lock & Security
Kelly Marks, CES
Chris Martin, Golden Triangle Construction
Tonia Martinez, Career Transformations

Deanna Mayberry, Beyond Home
Mariela Michael, Family Tree
Brittany Morrow, Thrive Workplace
Scott Nance, Front Range Excavating, Inc.
Izabela Petrykowska, AEDA
Cassie Ratliff, Family Tree
Sarah Richards, Calm Spirit Acupuncture
Rachel Rodriguez, Family Tree
Ryan Rowlette, IVCF
Caitlin Sexton, Thrive Workplace
Josh Schwartz, The Bluegrass Lounge
Laura Simpkins, Family Tree
Lisa Smith, Team Rubicon
Peter Spelke, I-Kota
Tammy Sullivan, Lamar Street Center
Heather Tune, The Solution



2020 BUSINESS SUMMIT

In November, the Chamber held its second annual (and first virtual) Business Summit, "Together Arvada: Surviving, Thriving and Innovating our way Into 2021 and Beyond." The one-day conference brought together over 130 attendees, two keynotes and six breakout sessions. As a virtual event, attendees were able to take advantage of a new platform which allowed for interaction with other attendees and presenters, speed networking between sessions, and viewing recordings of all sessions.



(Above) Larry Barker, Sonsio, and Barbara Stevens, Foundation to Grow, presenting at the Lessons From The Corner Office session at the 2020 Business Summit

ARVADA YOUNG PROFESSIONALS (AYP)

Arvada Young Professionals is dedicated to positively shaping the future of Arvada through professional development, community involvement, and building authentic relationships. The AYP Action Team worked fast to flip the meeting model and bring a year of relevant topics to young professionals. Members explored many skills, including virtual public speaking, work-life balance, budgeting, and resume building.

"AYP is one of the few opportunities I've found available for young professionals to feel supported as they elevate their professional and leadership skills," says Samantha Schultz, owner of Plan Your Perfect Vacation. "I personally have gained expert tips and information that I've been able to apply immediately."

NEW LEADERSHIP CONTENT

In 2020, the Arvada Chamber introduced a member-exclusive content library, with business education topics from the Chamber, our members and community partners. We also launched the What's Important Now podcast, featuring business and community leaders with timely updates and advice to help Arvada businesses and non-profits thrive.



Growing Your Network

45

**Members in
Networking Groups**

1,201

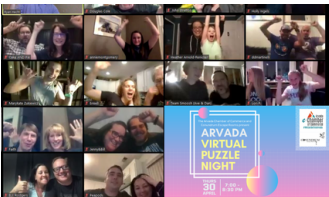
**Members
Attending Events**

53

**Members in
Inspiring Women**

As we all know, events in 2020 looked a lot different than in years past. We were able to have a great Annual Dinner in January to celebrate the "Roaring 2020s" and award Business and Non-Profit of the Year, among others.

Once COVID-19 limited in-person gatherings, we quickly pivoted to hosting online virtual events. From Business After Hours and Community Impact Forums to educational webinars, virtual puzzle nights, and our 69th Annual Awards Luncheon, we gathered around our computer screens to network, learn, have fun, support and celebrate our business community! We were able to host an in-person golf tournament at Top Golf as well as celebrate new businesses and big anniversaries with Ribbon Cuttings.



Get involved with the Chamber's networking opportunities at arvadachamber.org/networking

2020 Arvada Chamber Sponsors



Adams County Government

AlphaGraphics

Comcast

Fairway Independent Mortgage Corporation

Family Tree

FirstBank of Arvada/Ward Rd

I-Kota, Inc.

J&K Roofing

Jefferson Center

Lakeside Insurance Center

Lange Land Surveys

Professional Construction Services

Red Rocks Community College

Steuben's



arvadachamber.org
303.424.0313