

# ANNUAL REPORT

2021

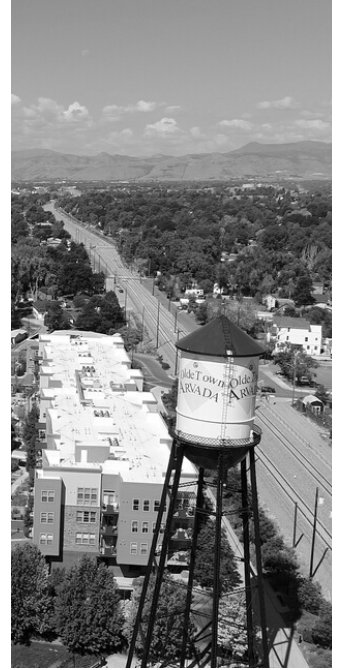


# Chairman's Reflection

On behalf of the Arvada Chamber of Commerce Board of Directors, I want to offer our immense gratitude. 2021 was another test of business and community resilience; a test that our Chamber community passed with flying colors. I continue to be amazed by the incredible response to a multitude of tragedies, trials, and changes that our entire community has experienced. The Arvada Chamber has been proud to serve Arvada as a convener, catalyst, and champion this past year and expand our capacity to grow and accomplish together. Thank you all for your continued commitment to our great community!

**Larry Barker, Chair**

Sonsio



## 2021 BOARD OF DIRECTORS

**Larry Barker, Chair**, 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

**Jeremy Gregory**, Sunflower Bank

**Katie Groke**, Apex Park and Recreation District

**Andrew Heesacker**, Arvada Rent Alls

**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

**Lisa Steven**, Hope House Colorado

**Barb Stevens**, EOS Worldwide

# Leading Beyond "Business As Usual"

In 2020, we promised a "new kind of Chamber." In 2021, we moved to action! As we grapple with systemic business and community issues such as childcare, housing, talent, state policy changes, and more, we focused on building the infrastructure and sustainable programmatic response to ensure that Arvada maintains its competitive advantage. The work of the Arvada Chamber is only possible through the thoughtful engagement and leadership of the incredible businesses, organizations, and government partners who understand the critical role that the local economy serves in the success of Arvada as a community. Arvada truly is the best place to live, work, and play! On behalf of the Arvada Chamber team, THANK YOU!



**Kami Welch**  
President  
Arvada Chamber of Commerce

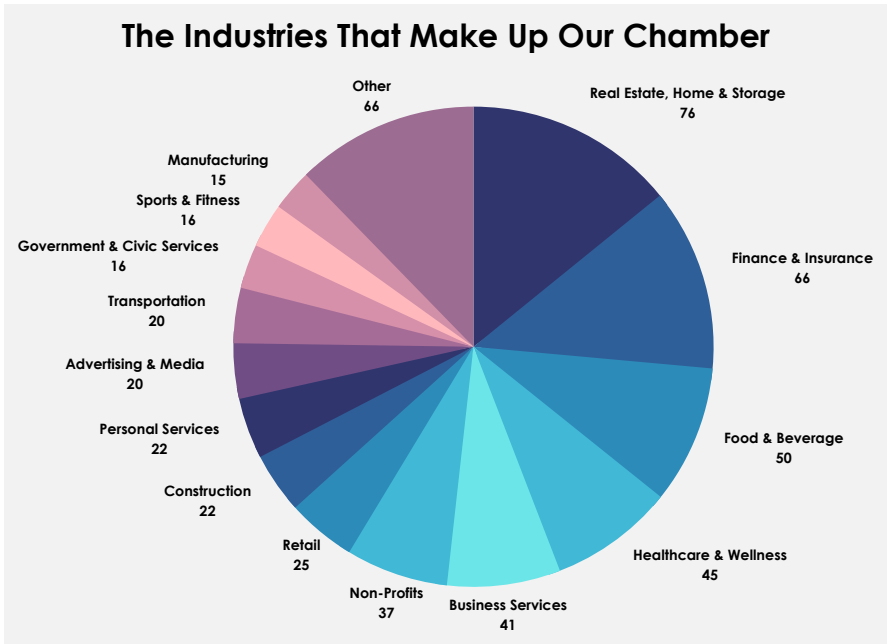
## 2021 Membership by the Numbers

**536**

Members  
in the  
Arvada  
Chamber

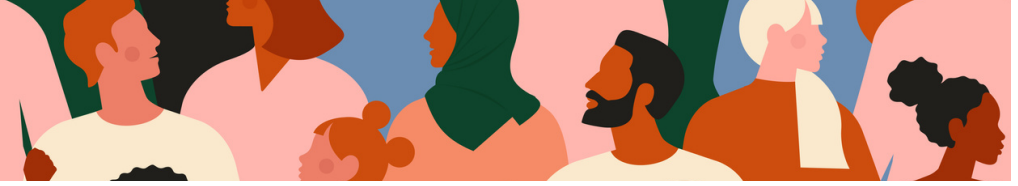
**102**

New  
Members  
in 2021



# Organizational Accomplishments

## Diversity, Equity and Inclusion Initiative



In March 2021, the Arvada Chamber signed a contract with Thriving Culture, a Denver-based consulting agency, to audit, engage and educate organization stakeholders and business leaders on diversity, equity and inclusion (DEI) best practices. As the first step of this initiative, the consulting firm performed a comprehensive cultural assessment with internal constituents as well as its membership to understand cultural, structural, and leadership gaps as well as opportunities for development.

Thriving Culture then led 4 hours of DEI training for staff and organizational leadership (board and key constituents). In 2022, the Arvada Chamber will implement a 1-year & a 3-year DEI strategy that penetrates into all aspects of its leadership, structure, processes and routines. Ultimately, that will include training and resource materials for all members to make this work successful long term.

## 2021 Chamber Awards

In 2021, the Arvada Chamber accepted two awards from the Association of Colorado Chambers of Commerce: ACCC President's Award (Kami Welch) and Best Communications Campaign (Badass Women of Arvada).

The Arvada Chamber and its partners on the Arvada Resiliency Taskforce shared two awards in 2021: Outstanding Program Award (Western Association of Chamber Executives) and Community Partner of the Year (Jefferson County Economic Development Corporation).



# Thank you, Arvada Chamber Leaders!

By convening the collective knowledge and passion of local business leaders, the Arvada Chamber is able to work together to solve our community's biggest challenges. Thank you to the many Chamber leaders who filled the below seats in 2021 to drive thoughtful, meaningful action for Arvada businesses.

## Board of Directors

Executive Committee

Legacy Board

DEI Action Team

Development Action Team

Board Selection Action Team

  
Workforce KAPS Council

  
Leadership KAPS Council

  
Advocacy KAPS Council

  
Healthcare KAPS Council

  
Networking KAPS Council

  
Marketing KAPS Council

  
Resiliency KAPS Council

Adult Pipeline Action Team

Youth Pipeline Action Team

Industry Action Teams

COVID-19 Action Team

Healthcare Action Team

Workforce & Education Action Team

Business Regulation Action Team

Civility Action Team

AYP Leadership Action Team

Senior Services Action Team



## Arvada Resiliency Taskforce

# Recovery and Resiliency

The Arvada Chamber and its partners on the Arvada Resiliency Taskforce took on an expanded role of support in the community in 2021, most notably in responding to the Olde Town tragedy on June 21. The Taskforce partnered with Jefferson Center to provide immediate mental health aide and coordinated funding to support the families of the fallen.

On November 10, the Arvada Resiliency Taskforce hosted the 2021 Arvada Business Summit, a half-day conference to educate on emergency and mental health preparedness. **Over 125 businesses attended training sessions** designed to equip local teams with the tools and resources to respond to a variety of emergency situations.



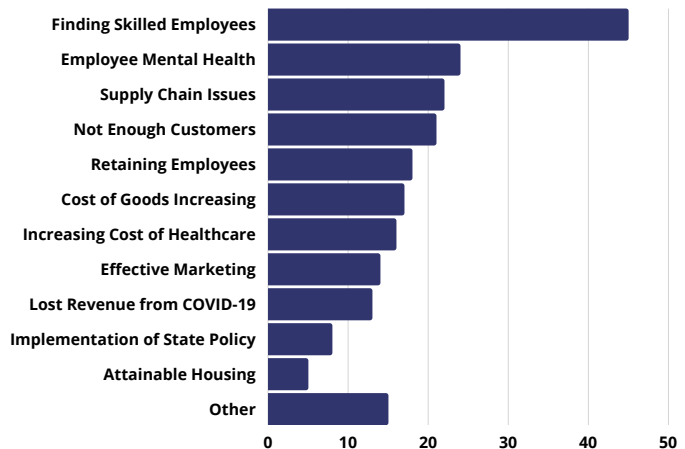
2021 Arvada Business Summit award winners for recent response and recovery leadership: The Lashing Room, Arvada Great Harvest Bread Co. and The Bluegrass Lounge.

## 2021 Business Challenges

Quarterly Business Pulse Surveys assist the Arvada Resiliency Taskforce in the development of new programming and resources to help our business community thrive. In addition to regular feedback loops, **these surveys helped the Arvada Chamber document input from 350 unique businesses.**

The full November 2021 survey results can be found at [arvadachamber.org](http://arvadachamber.org).

### Top Business Challenges (November, 2021)



# 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.

In October, the Arvada Chamber of Commerce concluded its inaugural Candidate and Elected Official Bootcamp, a two-part series designed to help foster the mutual understanding and opportunity that exists between those who serve our region and the businesses that drive the local economy. All 2021 Arvada City Council candidates participated in this Bootcamp, as well as the following elected officials: Representative Brianna Titone, Representative Lindsey Daugherty, and Senator Rachel Zenzinger. Alphagraphics, Lakeside Insurance, Hope House, and Kokoro participated in a business panel, while Odyssey Beerwerks and Barber-Nichols offered in-person tours.



“

The value of connecting the community members and the businesses with elected officials is that it gives us a hands-on applied understanding of how that business operates within our community. That makes us better at our jobs.

- Senator Rachel Zenzinger

”

Through our Advocacy KAPS Council and consistent outreach to elected officials at all levels of government, **the Arvada Chamber took positions on 25 bills during the 2021 legislative session** and published the results in our Bill Tracker Scorecard. The Arvada Chamber also published the 2021 Election Guide ahead of the November 2 election.

Finally, we continued to engage and educate our community at large with **over 800 attendees in 2021 joining us for critical conversations at our Community Impact Forums.**

## 2021 Community Impact Forums

**January** | COVID-19 Response and Recovery

**February** | Mental Health Insights

**March** | The Community Growth Forum

**April** | County Connection

**May** | The State of the City

**June** | Smart Cities

**July** | Community Leaders Discussion

**August** | State of Education

**September** | City Council Election Forum

**October** | Ballots and Breakfast

**November** | Mayors Roundtable



Learn more about the Chamber's advocacy efforts and how you can be involved at [arvadachamber.org/advocacy](https://arvadachamber.org/advocacy)

# Increasing Access to Healthcare

In 2021, we were proud to expand our healthcare offerings to more businesses with the addition of incredible providers and healthcare resources to the Arvada Healthcare Alliance (AHA). Healthcare concerns continue to grow for businesses and we will continue to evaluate innovative opportunities to support improved access and cost.



AHA is an affordable healthcare solution for members with no current coverage or those evaluating your healthcare model on quality, cost, innovation, or access to local care. With the AHA program, Arvada Chamber members can receive Direct Primary Care through Everside Health at just \$99 per month.



In 2021, the AHA program added a vision plan from Five Parks Vision and Eye Care that includes discounts for exams, glasses, contacts, and more. AHA also now includes discounted monthly Massage Therapy and Health Coaching through Boundless Body & Wellness. Additionally, the Chamber introduced new health resources and partnerships for all members, including 9Health and Amaze Health.



Stay tuned for additional options provided through AHA, including mental health and catastrophic coverage.



Learn how the Arvada Healthcare Alliance may benefit you and your business at [arvadachamber.org/aha](http://arvadachamber.org/aha)

Date \_\_\_\_\_ Signature \_\_\_\_\_  
Doc. \_\_\_\_\_



# Marketing Your Business

Our goal is to make sure every member has access to the incredible Chamber network and communication resources that will help grow your business in Arvada.



(Above) July Member Spotlight:  
Fit Body Bootcamp

In 2021, the Arvada Chamber supported members with business promotion through **over 1,200 digital member mentions, 125 blog posts, and 45 written spotlights of businesses and leaders.**

The Chamber provided educational opportunities with a free marketing toolkit and hosted the Fall 2021 Marketing Webinar Series, **a five-part crash-course in marketing for small businesses, attended by 24 business owners.**



In March, the Arvada Chamber celebrated Women's History Month by introducing the award-winning Badass Women of Arvada campaign. **Arvada nominated 125 deserving business and community leaders for the 31 spotlights published daily during the Badass Women campaign.**

## 2021 RIBBON CUTTINGS

- Stretch Zone Arvada-Five Parks
- Take 5 Oil Change
- Denison Hearing
- Gemini Imprints
- Five Parks Animal Hospital
- Jefferson Animal Clinic
- Clearview Dermatology
- Apricot Lane
- DLM Landscape Supply
- Keller Williams Avenues
- The Gardens at Quail
- Lane Academy of Martial Arts
- International Taekwon-Do Academy
- True North Restoration
- BeyondHome Playground
- PetWellClinic Arvada
- F45 Training North Arvada



August, 2021



Read more member stories at  
[arvadachamber.org/marketing](http://arvadachamber.org/marketing)

# 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.

## WORK-BASED LEARNING

Work-Based Learning (WBL) opportunities connect local students and adults with businesses in an intentional way to engage in real-world work experiences. When optimized fully, WBL is an equitable, flexible approach for employers of all sizes, industries, and locations to engage and upskill the community's talent pipeline and directly serve the needs of the local economy.

In 2021, the Arvada Chamber, along with education, business and non-profit partners, made major strides in advancing work-based learning awareness and opportunities for the community. First, we launched a regional database for employers and talent providers to connect called Seamless WBL, increasing the quality and frequency of activities that prepare job seekers for the workforce. **Currently, 81 employers have opted into the system and the list is growing daily.**



Additionally, in August, the Chamber announced the release of a Work-Based Learning Toolkit to help guide businesses through the terminology, data, roles, benefits and action steps of work-based learning.



## GROW JEFFCO

The Arvada Chamber of Commerce was proud to be a founding partner of GROW Jeffco in 2021.

GROW Jeffco is a system solution with the equitable engagement of partners across education to employers and all partners are deeply committed to systems change. This initiative addresses the misalignment of school-to-career preparation, particularly for our highest-need students, and increases the diversity and pipeline of local talent.



GROW Jeffco is committed to a system solution hand-in-hand with education to employment partners resulting in measurable positive economic impact within our county and our state. We will do this through the development of high school career hubs which will:

- Engage employers in ownership of educational outputs to align to employer needs
- Train school staff across all high schools to offer career guidance
- Engage all students in career awareness and exposure and dramatically increase equitable career and skill development opportunities for students
- Train career hub resource managers to support schools
- Co-create and engage employers in a seamless WBL system
- Launch a community career awareness campaign
- Advance policy solutions to align school-to-career systems

## ARVADA CAREER HUB



As local businesses experienced extreme staffing challenges, the Arvada Chamber launched the Arvada Career Hub in August to connect local job opportunities with local people. This digital resource is available to all businesses and non-profits that serve the Arvada community, making it the largest, most inclusive job board in the city. The Arvada Career Hub features a weekly job spotlight and links for large employer opportunities.



# Developing Future Leaders

The Arvada Chamber is committed to providing programs, events and committees that are designed to cultivate the leadership that will accelerate your business. In 2021, we hosted two 12-week leadership programs: Business Bootcamp and Leadership Bootcamp.

In April and September, **a total of 34 Arvada professionals graduated from 2021 Leadership Bootcamps.** This award-winning program is designed for current supervisors, with weekly topics covering personal leadership, leading others and leading a business.

In July, **14 Arvada business and non-profit professionals graduated from the Arvada Chamber's 2021 Business Bootcamp.** This program is designed for small business owners and high-level executives looking to grow their business, with topics focused on strengthening your potential, process and people.

## Congratulations to the 2021 Business Bootcamp Graduates!

**Karen Allen**, BeyondHome  
**Tessa Gaona**, Children's Eye Physicians  
**Peter Coffin**, College Nannies + Sitters  
**Taylor Beyers-Furst**, College Nannies + Sitters  
**Beka Hull**, College Nannies + Sitters  
**Lori Liepold**, Colorado Lending Source  
**Hunter Wood**, Elevated Seltzer  
**Garret Gifford**, Fastsigns of Arvada  
**Michael Lyon**, I-KOTA, LLC  
**Jim Ferguson**, J&K Roofing  
**Chris Dowd**, TOTO Vacation  
**Laura Sakry**, Red Rocks Community College  
**Mary-Ruth Tracy**, Tracy's Arvada

## Congratulations to the 2021 Leadership Bootcamp Graduates!

- **Alli Zelenka**, College Nannies + Sitters
- **Austin Rickard**, Marcum Commercial Advisors
- **Beka Hull**, College Nannies + Sitters
- **Brandon Baldassare**, Community Table
- **Carolyn Moreno**, Rocky Mountain Children's Health Foundation
- **Carter Shore**, I-Kota, LLC
- **David Coniglio**, I-Kota, LLC
- **Devon Doucette**, Fastsigns of Arvada
- **Emily Boulton**, Sooper Credit Union
- **Ian Irlingan**, Arvada Rent Alls
- **Jordan Bishoff**, All Secure Lock & Security
- **Kathryn Shiverdecker**, TDS
- **Kay Palmer**, Apex Park and Recreation District
- **Kim Gieseler**, Valorem Financial
- **Kimberly Diaz**, Care Matters Always
- **Kimberly Rouland**
- **Kristen Larington**, Apex Park and Recreation District
- **Leighton Neff**, Pinkard Construction Co.
- **Marsha Kersting**, J&K Roofing LLC
- **Mary Runkel**, Arvada Chamber
- **Michael Juergens**, CIA-Leavitt
- **Nicole Bendig-Lamb**, Snarky Sweet Cake Chick,
- **Rheana Rogers**, Apex Park and Recreation District
- **Roxie Augustine**, Apex Park and Recreation District
- **Ryan McConnell**, I-Kota, LLC
- **Ryan Weiheimuller**, I-Kota, LLC
- **Sarah Moser**, Eppstein Uhen Architects (EUA)
- **Sheilan Mueller**, Black Hound Design Company
- **Taylor Beyers-Furst**, College Nannies + Sitters
- **Tracy Vitale**, Arvada Fire Protection District
- **Tina Trela**, Community First Foundation
- **Shannon Gwash**, Jefferson Center
- **Zach Stebritz**, All Secure Lock & Security

## ANNUAL DINNER AND AWARDS LUNCHEON

The Arvada Chamber celebrated businesses, organizations and community leaders at the 96th Annual Dinner at the Arvada Center for the Arts and Humanities on August 6. **The Chamber recognized Flatirons Dance as the 2020 Business of the Year and Epic Experience as the 2020 Non-Profit of the Year.** The Chamber also awarded the 2020 Chairman's Choice (Michael McCarron, Owner of Lakeside Insurance, and Kat Douglas, Director of the Business and Workforce Center for Jefferson County), 2020 Chamber Leader of the Year (Amy Powell, Well Works), and 2020 Behind the Scenes Award (Community First Foundation).

On October 6, the Arvada Chamber hosted the 70th Annual Awards Luncheon, a long-standing tradition in Arvada recognizing outstanding community involvement, generosity and overall impact. **The Chamber awarded Man of the Year to Edward Rothschild and Woman of the Year to Marie Beeler.** The 2020 Image Awards went to Police Officer Gordon Beasley and Justin Andrade.



## ARVADA YOUNG PROFESSIONALS



Arvada Young Professionals (AYP) is the largest and longest-running network of Arvada professionals age 40 and under. AYP helps young professionals make valuable local connections, learn from experts, and advance as leaders in the community and in their careers. **In 2021, AYP gained 20 new members and hosted 20 professional development meetings and social hours,**



# Growing Your Network

# 120

**Members in  
Networking Groups**

# 10

**Business After  
Hours Events**

# 375

**Attendees at  
Networking Events**

In 2021, the Arvada Chamber expanded on its current offerings of networking opportunities and introduced new ways for members to meet and develop partnerships. **120 members belong to one of the five Chamber networking groups**, which meet weekly or bi-weekly. That includes two new B2B groups for 2021 and the 58 members of the Chamber's active Inspiring Women group.

The Chamber also hosted a number of events throughout the year for members to network, including eight in-person and two virtual Business After Hour events. We hosted our Annual Golf Tournament and invited members to play at our Top Golf Tee-Off in the Spring. Also new for 2021 were two senior services industry mixers, attended by over 90 area professionals.



Get involved with the Chamber's networking opportunities at [arvadachamber.org/networking](https://arvadachamber.org/networking).

# 2021 Arvada Chamber Investors



**Adams County Government**  
**Arvada Center**  
**Fairway Independent Mortgage Corporation**  
**Family Tree**  
**FirstBank of Arvada/Ward Rd**  
**Hestra**  
**I-Kota, Inc.**  
**J&K Roofing**  
**Jefferson Center**  
**Keating Pipeworks**  
**Lakeside Insurance Center**  
**Lutheran Medical Center | SCL Health**  
**Mahnke Auto Body**  
**Martin/Martin**  
**Professional Construction Services**  
**RCDyer Wealth Management**  
**Red Rocks Community College**  
**Skalla Insurance**  
**SMACNA**



[arvadachamber.org](http://arvadachamber.org)

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