

ANNUAL REPORT

2022



Chairwoman's Reflection

When I joined the Chamber nine years ago, I immediately knew that this organization and the Arvada community were different. I have built my business and grown personally and professionally through my involvement with the Arvada Chamber. I have watched the Chamber evolve and expand to meet the challenges and needs of our business community and am proud to serve as Chairwoman at this pivotal time as we embark on the B.O.L.D. 2026 strategy. The Arvada Chamber has big, exciting things ahead and, on behalf of the Board of Directors, we encourage you to find ways to be a part of the momentum.

Vanessa Kendrick, 2023-2024 Chair
Your Castle Real Estate



2022 BOARD OF DIRECTORS

Larry Barker, Chair, Sonsio

Chris Adams, Thrive Workplace

Nathan Cooper, SMACNA

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

Mollie Gilligan, Payroll Vault

Katie Groke, Apex Park and Recreation District

Andrew Heesacker, Arvada Rent Alls

Matt Herbert, I-Kota

Chris Hill, Odyssey Beerwerks

Michael Juergens, Rise Benefit Solutions

James Johnson, Varra Financial

Vanessa Kendrick, Your Castle Real Estate

Jennifer Kroetch, Red Rocks Community College

Rita Lawrence, All Secure

Scott Phillips, Centura Health

Lindsay Reinert, Lutheran Medical Center | Intermountain Health

Ed Rothschild, AlphaGraphics

Dave Runyon, CityUnite

Kathryn Seehusen, Colorado Home Realty

William Sheridan, SFINvest

Lisa Steven, Hope House Colorado

Barb Stevens, EOS Worldwide

When you Play a Part, we all Thrive.

Healthy Businesses, Thriving Community. In 2022 we fully embraced our commitment to this vision of the Arvada Chamber of Commerce. We are a community of businesses, organizations, and local leaders working together to solve challenges, foster meaningful connections, and develop the next generation of talent and leadership. Our work – driving action on conversations, resources, and large-scale initiatives that businesses can't tackle on their own – is central to the long-term success of our community as a whole. Our Chamber and community are strong because of the commitment of our incredible business leaders, elected officials, and community partners who recognize the value of going farther, and faster, together. On behalf of the Chamber team, thank you for your dedication to ensuring that Arvada and this region continue to foster a strong economy.



Kami Welch
President & CEO
Arvada Chamber of Commerce

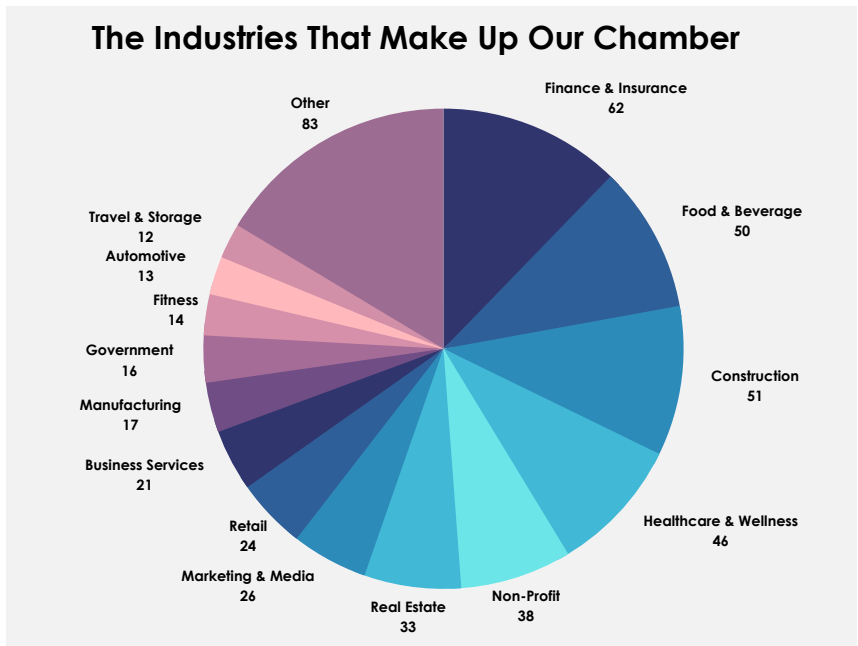
2022 Membership by the Numbers

507

Members
in the
Arvada
Chamber

84

New
Members
in 2022



B.O.L.D. 2026

On August 25, 2022, business and community leaders joined the Arvada Chamber of Commerce to launch the public phase of a \$2.725 million initiative called Big Opportunities for Leaders To Deliver (B.O.L.D.) 2026. This initiative is a call to action to increase business engagement in key issues impeding economic growth in our region. Through coordination of private and public sector investment and engagement, the Arvada Chamber will create action from the ground up that will have a direct impact on businesses and the community at large.



B.O.L.D. 2026 includes four mutually supporting goals that will ensure the economic strength and opportunity for Arvada and Jefferson / Adams Counties:

- **GOAL 1: Grow our talent** to meet the needs of employers and job seekers
- **GOAL 2: Increase our stock of workforce housing** to ensure workers can attain housing within reasonable proximity to their jobs
- **GOAL 3: Increase childcare capacity** to enable caregivers to join the workforce and give children the quality early learning experience they need to thrive
- **GOAL 4: Strengthen the business environment** to ensure economic opportunity for all

Business and community leaders have stepped up in big ways to align with the goals, including campaign co-chairs Matt Malone (President & CEO, Barber-Nichols), Tracie Wilcox (President & CEO, On Tap Credit Union), and Kelly Dunkin (President & CEO, Community First Foundation).

“Barber-Nichols joined B.O.L.D. 2026 to actively engage in the continued growth and prosperity for the local community in which we live and work, Arvada. The initiative will strategically tackle challenges that directly impact our employees...We are excited to be a leading benchmark to prototype ideas.”

MATT MALONE
PRESIDENT & CEO, BARBER-NICHOLS



B.O.L.D. 2026

Goal 1: Grow our Talent

Key Strategies

- Take immediate action to connect employers to talent
- Lead regional talent pipeline development
- Support employers in retaining and attracting talent
- Address barriers to talent sustainability

Goal 2: Increase Stock of Housing

Key Strategies

- Lead a coordinated regional approach to increasing our stock of workforce housing
- Build community support and take direct action

Goal 3: Increase Childcare Capacity

Key Strategies

- Catalyze a coordinated regional approach to increasing our childcare capacity
- Build community support and ensure accommodative public policy
- Secure funding to support strategies
- Take direct action

Goal 4: Strengthen Business Environment

Key Strategies

- Strengthen business climate
- Provide increased direct support to businesses
- Elevate entrepreneurship

B.O.L.D. 2026 Investors

EXECUTIVE (\$250,000+)..... Community First Foundation, City of Arvada

LEADER..... Colorado Workforce Development Council (GRANT)
(\$150,000 – \$240,000)

PLATINUM..... Barber-Nichols, On Tap Credit Union
(\$100,000 – \$149,000)

GOLD..... Kratos Industries, LLC, The Arvada Tavern, Footers Catering | Social Capitol,
(\$50,000 – \$99,999) First Bank, Jefferson Center, Arvada Economic Development Association, Hestra Gloves

SILVER..... Lutheran Medical Center | Intermountain Healthcare, Your Castle Real Estate (Vanessa
(\$25,000 – \$49,999) Kendrick), Mike and Nick Papantonakis Real Estate, Lakeside Insurance, I-KOTA,
Construction Roll-Off LLC, Sooper Credit Union, Thrive Workplace

BRONZE..... Sonsio, All Secure, Five Parks Investors, LLC, SMACNA Colorado, Olde Town Flower
(\$12,500 – \$24,999) Shoppe, Colchin Automotive, EOS Worldwide, Kokoro Restaurant, Fairway Independent
Mortgage Arvada Branch



Read the full B.O.L.D. 2026 initiative brochure at
arvadachamber.org/BOLD2026

Advocacy

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 2022 legislative session.** The Arvada Chamber also published monthly updates from the Jefferson County Business Lobby during the legislative session. In October, the Arvada Chamber hosted an Advocacy After Hours event at Freedom Street Social, allowing business leaders to connect with local elected officials and meet candidates running for office in 2022.

In 2022, the Arvada Chamber and partners on the Arvada Resiliency Taskforce remained committed to using data to support programs, resources, education, and policy shifts. **The Chamber introduced the Local Business Trends Snapshot quarterly briefing** to inform our strategies and support key leaders in making decisions that ensure our local economy thrives. Each quarter, the report features local business survey results, labor market data, and an overview of new data that we are tracking. After reports are published, the Chamber works with key stakeholders to determine how we can positively impact the findings in the report.

Finally, we continued to engage and educate our community at large with **over 700 attendees in 2022 joining us for critical conversations at our monthly Community Impact Forums.**



“

I've learned more about my community representatives in one hour [at Advocacy After Hours] than I have in the 5 years of living here.

- Colleen Judge,
Maverick Insurance & Warranties

”



2023 Community Impact Forums

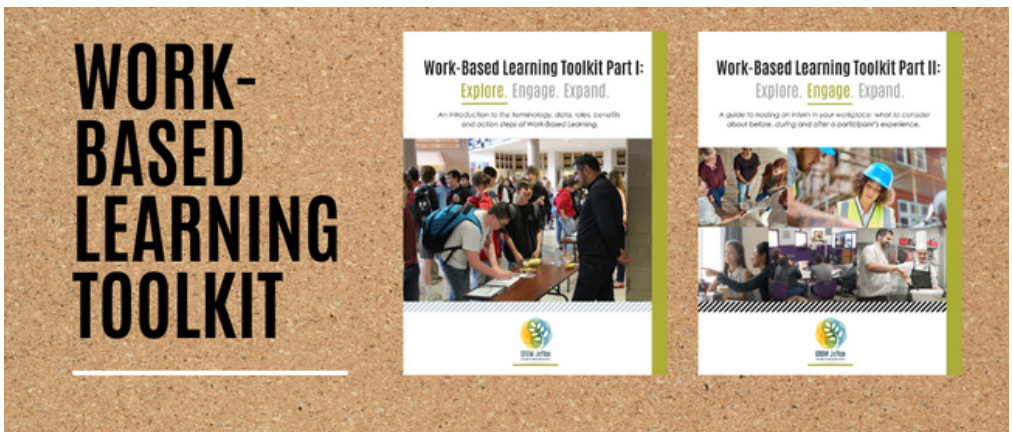
- January** | State of the Economy
- February** | Understanding Community Needs
- March** | Understanding Inflation
- April** | State of the City
- May** | Legislative Session Recap
- July** | State of Mental Health
- August** | The Housing Conundrum
- October** | Ballots and Breakfast
- November** | State of the Region



Talent

The talent crisis that employers across the country are facing is of growing concern as we see an inadequate supply of talent, skills misalignment, and a variety of systemic barriers such as cost of living and childcare access that cause people to leave the workforce in droves. Since 2017, the Arvada Chamber has been working to understand our local talent ecosystem and the barriers that stall progress. This work has come in the form of programs, advocacy, convening, education, and more.

In 2022, **the Arvada Chamber, in partnership with an action team of education, business and non-profit partners, introduced part two of the Work-Based Learning Toolkit** to help guide businesses through the terminology, data, roles, benefits and action steps of work-based learning (WBL). The Chamber also created an interactive workshop with bite-sized modules for participants to become "WBL Workshop Certified."



Additionally, **the Arvada Chamber was selected as one of three Denver-Metro sites to optimize our talent pool through a Hiring Accelerator Program from the Rework America Alliance.** The Chamber hosted virtual Talent Talks on childcare and the cliff effect, increased promotion of local jobs through the Arvada Area Job Board, and led the launch of Career Hubs in High Schools across Jefferson County through the GROW (Get Ready For Opportunities At Work) Jeffco initiative. In 2022, the Chamber also increased collaboration across the region through continued efforts of the Talent KAPS Council, convening Chamber/economic development leaders and increasing the interconnectedness of our system.



Diversity, Equity, Inclusion + Belonging



Belonging is at the heart of our core values and work at the Arvada Chamber of Commerce. By creating an inclusive environment we will empower new perspectives, solutions, and opportunities for our local economy and serve our mission as a champion for advancing ALL businesses and employees in Arvada.

In November, the Chamber announced the Diversity, Equity, Inclusion + Belonging (DEI+B) KAPS Council to ensure that the Arvada business community is leading the way in taking meaningful action to improve DEI+B best practices. KAPS stands for Kick-Ass Problem Solvers and the business and community leaders on this council will work diligently to advance the Chamber's DEI+B commitment.

The DEI+B KAPS Council is the latest step in the Arvada Chamber's DEI+B focus over the last two years. In that time, the Chamber staff and board members have engaged in four distinct training experiences to help better understand internal and external opportunities to support businesses and the Arvada community. This includes working with Thriving Culture, a Denver-based consulting agency to audit, engage and educate the organization's stakeholders and business leaders on DEI+B best practices and joining Colorado Inclusive Economy's Cohort 5.

Meet the DEI+B KAPS Council

Jodye Whitesell, Rocky Mountain Children's Health Foundation

Jenny Macias, Hope House Colorado

Raven V. Faber, EngErotics, Inc./Faber Anderson Development and Design, LLC

Vanessa Kendrick, Your Castle Real Estate

Mariela Michael, Family Tree

Leslie Brezina, Regis University

Maya Oren, Talnua Distillery

Teresa YoKell, Arvada Center for the Arts & Humanities

Terry Carter-Davis, Sooper Credit Union

Aurora Elicerio, Comcast

Elisa Thurston, Greater Colorado Council, Boy Scouts of America

Brianne Sheridan, SFinvest & The Square at Five Parks

Masaru Torito, Kokoro Restaurant

Joel Zigman, Deeply Rooted Music



Arvada Resiliency Taskforce

Resiliency

In February, The Arvada Resiliency Taskforce (ART) announced a partnership with Jefferson Center for Mental Health on a pilot program geared towards helping Arvada small businesses tackle growing mental health challenges. This program, called Centered, offers wellness resources and monthly education classes free of charge for all Arvada-based businesses.



On November 9, ART hosted the 2022 Arvada Business Summit to help Arvada professionals tackle the top local business challenges. Over **130 local professionals attended the half-day Summit** at the Arvada Center for the Arts & Humanities. The event included a keynote on the latest economic data and breakout sessions around talent, marketing, and more.

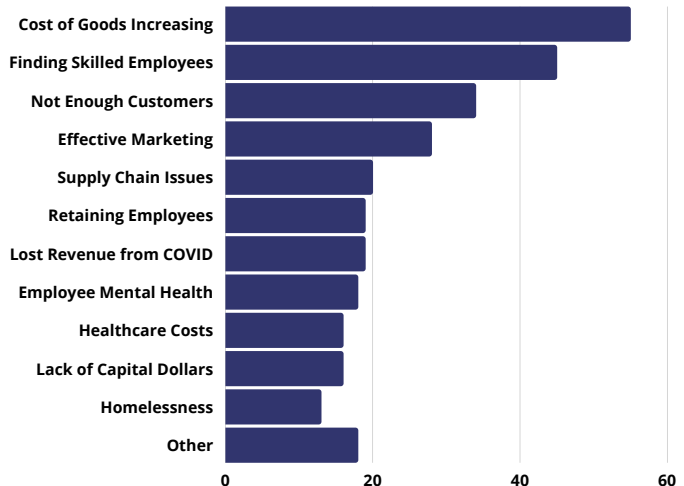


2022 Business Challenges

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 over 300 unique businesses.**

All quarterly survey results can be found at arvadachamber.org.

Top Business Challenges (December, 2022)



Business Growth



(Above) April Member Spotlight:
Arvada Automotive Center



In 2022, the Arvada Chamber supported members with business promotion through **nearly 1,500 digital member mentions, 175 blog posts, and 23 written and video spotlights of business leaders.**

In 2022, the Arvada Chamber introduced Member-2-Member Deals and promoted members-only discounts. The Chamber also hosted the 2022 Marketing Webinar Series, **a four-part crash-course in marketing for small businesses, attended by 26 business owners.**

In March, the Chamber again celebrated Women's History Month by introducing the award-winning Badass Women of Arvada campaign. **Arvada nominated over 100 deserving business and community leaders for the 31 spotlights published daily during the Badass Women campaign.**

2022 RIBBON CUTTINGS

- Premier Martial Arts
- Tomkat Jewelers, LLC
- Reberly Boutique
- FlannelJax's
- Jefferson County Public Library
- Boundless Body and Wellness
- Neighbors of Northwest Arvada
- Design dei Capelli
- Maia Primary Care & Wellness
- Garvin's Sewer Service
- Yeti's Sweets and Arcade
- Flanagan Law
- Clementine's Salon
- Rodeo Dental and Orthodontics
- Premier Members Credit Union
- The Guest House Beauty Loft
- Calm Spirit Acupuncture and Wellness
- Altitude Church
- Plan Your Perfect Vacation LLC
- Light Lounge Arvada



- Val-U-Ads, Method Mediation, BlendWorks and Career Transformations
- Tranquility Wellness Center
- Spring House Pilates
- Christian Brothers Automotive - Arvada
- Inspired Beauty Body Contouring
- Untethered Recovery



Networking

180

**Members in
Networking Groups**

14

**Member
Networking Events**

400

**Attendees at
Networking Events**

In 2022, the Arvada Chamber expanded on its current offerings of networking opportunities and introduced new ways for members to meet and develop partnerships. **180 members belong to one of the six Chamber networking groups**, which meet weekly or bi-weekly. That includes two B2B groups, two traditional networking groups, Arvada Young Professionals, and the Chamber's active Inspiring Women group, which counts over 50 current members.

The Chamber also hosted a number of new events throughout the year for members to network, including Arvada Unplugged, Burnout Bootcamp, and a New Member Reception. We also hosted our Annual Golf Tournament and hosted a senior services industry mixer, attended by over 50 area professionals.



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

Leadership

The Arvada Chamber is committed to providing programs, events and committees that are designed to cultivate leadership that will accelerate our businesses and community. In 2022, we hosted two 12-week leadership programs: Business Bootcamp and Leadership Bootcamp.

In April, **nine Arvada professionals graduated from 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.

In July and December, **28 Arvada business and non-profit professionals graduated from the Arvada Chamber's Leadership Bootcamps.** This award-winning program is designed for current supervisors, with weekly topics covering personal leadership, leading others and leading a business.



2022 Business Bootcamp Graduates

Brandon Baldassare, Community Table
David Coniglio, I-Kota
James Normandin, Community Table
Kristin Chayer, Silver Vines Winery
Nathan Hamilton, SafeSplash Arvada
Rachel Sheikh, RBS Law LLC
Scott Nance, Front Range Excavating, Inc.
Tabe Skalla, Skalla Insurance Agency
Zackary Parkinson, I-Kota

2022 Leadership Bootcamp Graduates

Alan Lally, Jefferson Center for Mental Health
Anastasia May, Sooper Credit Union
Denise Graff, Graff Cleaning Services
Emma Fiore, SCL Health - Lutheran Medical Center
Erin Hehn, Footers Catering
Heather Mueller, Jeffco Public Schools
Ike Miller, City of Arvada
Jay Mauer, Apex Park and Recreation District
Jenny Herbaugh, Jeffco
Joanna Sorensen, Hope House Colorado
Josh Briggs, Arvada Rent-Alls
Kat Maginnis, Footers Catering and Events
Kristin Chayer, Silver Vines Winery
Lizzy Dowd, Denver Area Council - Boy Scouts
Madeline Westra, Fairway Independent Mortgage
Mark Keating, Keating Pipeworks
Michelle Stout, Apex Park and Recreation District
Nina Sloan, The Deborah Pearson Agency
Pedro Lima, City of Arvada
Ryan Nyberg, RoofTec, Inc
Sara Gallo, Care on Location
Savannah Albertsen, Arvada Rent-Alls
Sharon Davis, Retired from the City of Denver
Terry Carter-Davis, Sooper Credit Union
Valerie Gomez, AlphaGraphics
Viola Duran, Apex Park and Recreation District
Vivanna Vachier-Arroyo, College Nannies + Sitters of Arvada, Broomfield, and Colorado Springs

ANNUAL DINNER AND AWARDS LUNCHEON

The Arvada Chamber celebrated businesses, organizations and community leaders at the 97th Annual Dinner at Social Capitol on February 18. **The Chamber recognized Barber-Nichols as the 2021 Business of the Year, Animal Assisted Therapy Programs of Colorado as the 2021 Non-Profit of the Year, and Mike Huggins and Lenka Juchelkova as the 2021 Entrepreneur of the Year.** The Chamber also recognized Rita Lawrence (All-Secure) as the 2021 Chamber Leader of the Year and Arvada Economic Development Association with the 2021 Behind the Scenes Award.

On May 11th, the Arvada Chamber hosted the 71st Annual Awards Luncheon, a long-standing tradition in Arvada recognizing outstanding community involvement, generosity and overall impact. **The Chamber awarded the prestigious Pioneer Award to Mike Litzau, Man of the Year to Jeff Cannon and Woman of the Year to Gillian McCarron.** The 2021 Image Award went to Dan Quaratino and the Arvada Young Professional Leadership Awards to April Lambatos and Emily Grace King.



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 2022, AYP gained 40 new members and hosted 23 professional development meetings and social hours,**



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

2022 Arvada Chamber Investors



- Adams County Government
- Arvada Center for the Arts & Humanities
- Colorado Home Realty - Kathryn and Joe Seehusen
- Comcast
- Fairway Independent Mortgage Corporation - The Arvada Branch
- FirstBank of Arvada/Ward Rd
- Hestra
- I-Kota, Inc.
- J&K Roofing
- Jefferson Center
- Keating Pipeworks
- Lakeside Insurance Center
- Lutheran Medical Center | Intermountain Health
- Kaizen Collison Center
- Martin/Martin
- Professional Construction Services
- Red Rocks Community College



Mission

The Arvada Chamber of Commerce is the catalyst for solving Arvada's most critical business challenges and a champion for advancing a thriving community.

Vision

Healthy businesses, thriving community.

Core Values

We place our businesses at the center of everything we do.

We foster an environment of inclusiveness, civility and respect for our diverse business community.

We drive action that leads to lasting opportunities and outcomes that exceed business and community need.

We convene businesses, nonprofits and community institutions around critical business and community conversations.

We curate WOW experiences and relationships.



arvadachamber.org

303.424.0313