

# ANNUAL REPORT

CELEBRATING COMMUNITY



**WENATCHEE**

CHAMBER OF COMMERCE

**VALLEY**

2022



## SERVE THE WORK, LOVE THE PEOPLE

### LETTER FROM EXECUTIVE DIRECTOR



Dear Valued Chamber Member,

The Wenatchee Valley Chamber of Commerce championed the concerns of its members in 2022. The results of our membership survey revealed several issues of importance to its 635 members as well as the Chamber. Among these issues were affordable workforce housing, public safety, and fostering professional connections.

Workforce housing was identified as a key factor in attracting and retaining a qualified workforce by our membership. During the 2022 legislative session, the Chamber worked with 12th District Senator, Brad Hawkins, who sponsored Senate Bill 5868. This bill allows rural counties to utilize their existing 0.09 local-option sales tax dollars for workforce housing infrastructure or facilities. The Chelan County Economic Development Department utilized funds generated by this tax to fund three affordable housing projects in Chelan County.

The Wenatchee Valley Chamber along with Our Valley Our Future, co-sponsored the North Central Washington Regional Housing Summit. This summit brought together experts who shared innovative housing types, new workforce housing opportunities, the housing trust model, and collaborative partnerships to fund housing in our community.

Public safety for customers and employees was also identified as a vital factor to the success of local businesses. Our presentation by Captain Edgar Reinfeld on Situational Awareness and Workplace safety was well attended.

In November, a panel discussion about homelessness in the Wenatchee Valley was spearheaded by the Chamber, City of Wenatchee Mayor, Frank Kuntz, City of East Wenatchee Mayor, Jerrilea Crawford and Chelan County Housing Program Director, Sasha Sleiman. This discussion emphasized the ongoing activities and projects the cities and local service providers are implementing to reduce and mitigate homelessness in the Wenatchee Valley.

The value of fostering and rebuilding professional connections continues to be of high importance to Chamber members. Ribbon cutting celebrations, 1 Million Cups, Business After Hours, and expanding networking groups are just a few of the opportunities that business members had to gather and promote themselves as they build business-to-business relationships. We have participated in important discussions on topics impacting the current economic vitality, future prosperity, growth, and quality of life in the Wenatchee Valley. We are thankful for our community partners, municipalities, civic entities, and public organizations who made these conversations possible.

The Wenatchee Valley Chamber of Commerce is proud to serve the community, honored to represent our business members and privileged to champion a vigorous and prosperous business environment. We look forward to serving you in 2023.

Sincerely,

**Steve Wilkinson**  
Executive Director

## ABOUT THE CHAMBER

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

## MISSION

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

## VISION STATEMENT

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

## CORE VALUES

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

## MEMBERSHIP

New Members	57
Renewed Members	586
Total Members	643

“  
As a Wenatchee Valley Chamber Member we connect you to our wide business member network.”

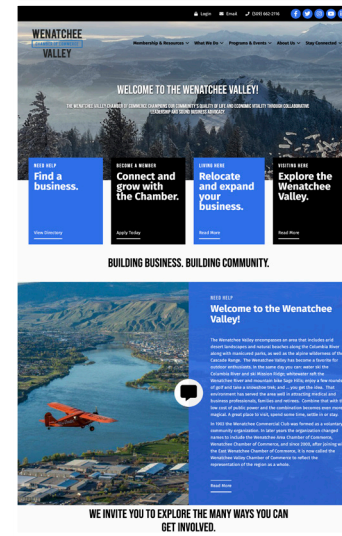
# FINANCIALS

## December 31, 2022 Balance Sheet

ASSETS		LIABILITIES	
Current Assets	\$ 93,647	Current Liabilities	\$ 5,257
Fixed Assets	\$ 86,510	Long Term Liabilities	\$0
<b>Total Assets</b>	<b>\$ 180,158</b>	<b>Total Liabilities</b>	<b>\$ 5,257</b>
		<b>TOTAL EQUITY</b>	<b>\$ 185,425</b>

# WEBSITE – WENATCHEE.ORG

As a member of the Wenatchee Valley Chamber of Commerce, your audience is expanded through our diverse networks.



Website  
**39,660**  
Page Visitors

eNewsletter  
**3,089**  
email Subscribers



**44**  
Page  
Relocation  
Guide

Over  
**500** Printed Copies  
Distributed

wenatchee.org

facebook

instagram

linkedin



**3,835** Facebook Followers

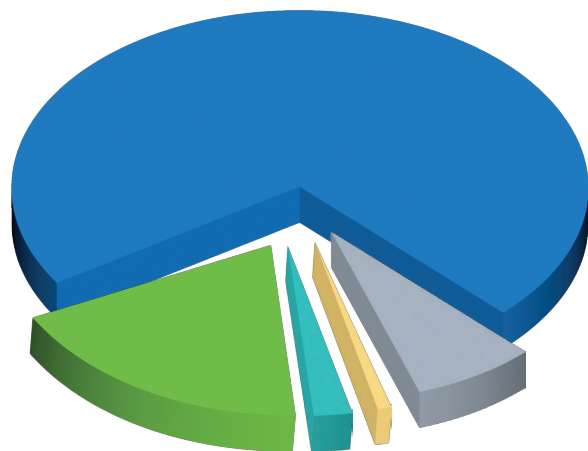
**180,909**  
Facebook Post Reach



**1,853** Instagram Followers

**46,383**  
Instagram Post Reach

## 2022 Revenue



**Total Revenue**  
**\$1,289,584**

- 71%** **\$915,529** Contracted Services
- 18%** **\$236,459** Membership
- 7%** **\$93,317** Events and Programs
- 2%** **\$30,228** Other Income
- 1%** **\$14,051** Services

# EVENTS & PROGRAMS



We love celebrating our members! Ribbon cutting ceremonies celebrate a new business member's grand opening, or the expansion or new ownership of an existing business member in our community.



Thanks to investments from Chelan County PUD and the Wenatchee Valley Pickleball Club this fall we had the unique opportunity to celebrate brand new Pickleball Courts at Walla Walla Point Park with a ribbon cutting attended by over 50 enthusiastic fans.



Thanks to Jake Davison at American Family Insurance our annual Coffee & Commerce series highlighted important community issues.



As part of this series, we held a question-and-answer session on the "State of the Cities" with City of Wenatchee Mayor Kuntz and City of East Wenatchee Mayor Crawford.



We are currently one of only two communities in the state of Washington that offer this resource.



Each month we collaborate with the Wenatchee Downtown Association and Small Business Development Center to host Wenatchee Valley's 1 Million Cups conversations; bringing together entrepreneurs in our community to discover how we can support them, empower them, and connect them to vital resources.



Thanks to host business, People's Bank, and their amazing staff, in May we held a well-attended Business After Hours where attendees enjoyed delicious food catered by Blue Skies Food Shack, featured wine from Virginia Thomas Winery, and generous raffle prizes.



We partner with generous host businesses every month to provide our community with a networking and educational opportunity that is free and open to all business professionals in our valley.

## AMBASSADORS

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

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

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

Russ Alman, *Digital Media Northwest*  
Eloise Barshes, *Volunteer Attorney Services*  
Sara Baum, *The Wenatchee World*  
William Burwell, *Windermere Real Estate*  
Jessica Fowler, *Riverside 9*  
Mina Gomez, *Edward Jones*  
Heidi Huddle, *Allstate Heidi Huddle Agency*  
Jessi Mendoza, *Numerica Credit Union*  
Steve Sandman, *Townsquare Media*  
Janie Shrader, *Guild Mortgage*  
Amy Smith, *Guild Mortgage*  
Kelly Walker, *Cashmere Valley Bank*



“Continually guiding new, existing and prospective members.”

## COMMUNITY LEADERSHIP

Community Leadership Wenatchee Valley (CLWV) is a nine month commitment to personal growth, professional development, and community awareness. Participants develop a broad knowledge of the Wenatchee Valley and key issues facing the region as they hear from community leaders and tour local facilities. Participants become a strong network of informed and motivated citizen leaders who guide the future growth of the Wenatchee Valley. Whether you have lived in the area a short time or decades, CLWV will open your eyes to new challenges and opportunities and the role you can play in shaping the future of the region.

Jerrilea Crawford, *City of East Wenatchee Mayor/Leadership Facilitator*  
Faviola Barbosa, *WA Apple Education Foundation*  
Christina Barone, *Link Transit*  
Alma Chacón, *CAFE*  
Josh Fedora, *KPG Psomas*  
Elvis Garcia, *The Yogi Grind*  
Patty Gillin, *Jeffers, Danielson, Sonn & Aylward PS*  
Colby Goodrich, *Chelan Douglas Regional Port Authority*  
Amber Hallberg, *Hope Source*  
Jeremiah Higgins, *Voortex Productions*  
Andy King, *Cashmere Valley Bank*  
Jason Lake, *Confluence Health*  
Dylan Lamont, *Apple Valley Honda*  
Rachael Mandelis, *LocalTel Communications*  
Brett McDonald, *Dragonfly Team & Leadership Development*  
Adam McKee, *Microsoft*  
Lindsay Rey, *Town Toyota Center*  
Jennifer Talbot, *Wenatchee Valley Dispute Resolution Center*  
Marriah Thornock, *Wenatchee Valley Museum*  
Kevin Tomalty, *Clifton Larson Allen*  
Corinne Wei, *Medical Directory*  
Steve Wilkinson, *Wenatchee Valley Chamber of Commerce*



### Topics Covered:

- 1 Economic Development
- 2 Hydropower
- 3 Agriculture
- 4 Healthcare
- 5 Education
- 6 Public Safety
- 7 Social & Health Services
- 8 Outdoor Recreation & Tourism
- 9 Local Government
- 10 State Government



# ADVOCACY COMMITTEE

The WVCC **Advocacy Committee** is a proponent for wise investment and sustainable policies that foster economic growth, enhance our regions competitiveness in all markets, global and local alike, and upholds our Valley's quality of life. On behalf of more than 640 members of the Wenatchee Valley Chamber of Commerce, the Advocacy Committee advances issues of vital importance to the business community and our region. In 2022,



much of the Advocacy Committee's work focused on housing, homelessness, operating by being a trusted resource and providing sound business advocacy and education.



**Brad Allen**  
*Sage Real Estate Services*



**Bruce Beckett**  
*Beckett Group*



**Steve Bishop**  
*Premier One Properties*



**Tim Carson**  
*Armada Corp*



**Andrew Gohl**  
*Stemilt*



**Joe Holeman**  
*Holeman Law Group*



**Josh Jorgensen**  
*Mission Ridge Ski & Snowboard Resort*



**Jess Monnett**  
*Monnett and Crawley PS*



**Greg Oakes**  
*Cashmere Valley Bank*



**Rachael Petro**  
*Petro Strategic Solutions LLC*



**Robert Sandidge**  
*RLS Productions*

# HISPANIC BUSINESS COUNCIL

Since 2020, the WVCC **Hispanic Business Council** (HBC) has grown to become one of Wenatchee's trusted resources for minority-owned businesses. Today we continue to find opportunities for our smaller businesses to showcase their services, skills, and talents. The purpose of the HBC is not only to provide resources to minority-owned businesses but also to educate and connect our community to the Latinx culture.



In 2022 the HBC organized the annual Day of the Dead community celebration in collaboration with the Wenatchee Valley Museum & Cultural Center and brought La Terraza de Main Street to Downtown Wenatchee. Over 700 people came to each of these event in 2022 to celebrate the Latinx culture through music, food, and dance. While also giving minority-owned businesses an opportunity to showcase their talents and items to the community.



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



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



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



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



**Samuel Arellano**  
*Peoples Bank*



**Joanna Avila**  
*Keller Williams Realtor*



**Cristina Escalera**  
*Numerica Credit Union*



**Edwin Fonseca**  
*La Tortuga Loca*



**Norma Gallegos**  
*Hand in Hand Immigration Services*



**Daiam Navarro**  
*Worksource*



**Lorena Urrutia**  
*Peoples Bank*



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

**Eric Limon**  
*Washington Trust Bank*

VISIT WENATCHEE



Wenatchee  
THE HEART OF WASHINGTON  
VISITWENATCHEE.ORG

Wenatchee  
THE HEART OF WASHINGTON

Visit Wenatchee is the destination management & marketing brand of the Wenatchee Valley Chamber of Commerce promoting tourism to the cities of Wenatchee & East Wenatchee. The Visit Wenatchee brand targets wanderlust audiences visiting or living in our valley looking for safe, fun & family friendly experiences. Nestled in the foothills of the Cascade Mountains where the Wenatchee and Columbia Rivers meet, the Wenatchee Valley is the Heart of Washington and we want visitors to know why we love it here. In our current advertising campaign "We Love This Place" we wanted to capture the love that local residents have for our valley. When we share our values with the outside world, we're going to draw visitors who will care for this place, just like we do.



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

To that end, we have presented Wenatchee as a beautiful destination loaded with adventure.



visitwenatchee.org performance

Total sessions **173,077** increased 54%

Total users **128,065** increased 39.1%

Total pageviews **288,398** increased 46.3%

Sessions lasted **50 seconds**



2022 hotel room inventory **1963**

Annual Hotel Occupancy Rate **60%**  
increased 2.9%

Demand increased **12.7%**



Tasting Room gross sales **\$60,243.24**  
increased 36.8%

Top performing pages

Winter activities **15,725**

Events page **8,920**



Visit Wenatchee Digital Media

Facebook reach **1,218,405** increased 43.3%

Instagram reach **678,551** increased 115.5%



Wenatchee  
THE HEART OF WASHINGTON

We love this place.  
and we think you will too

VISITWENATCHEE.ORG (509) 662-2116

facebook.com/WenatcheeValley

## AWARDS



### THE BUSINESS OF THE YEAR AWARD

honors a business which best exemplifies the spirit of free enterprise in the Wenatchee Valley.



### TOURISM IMPACT AWARD

*The Shining Star of Tourism*

The Tourism Impact Award shines a light on a business or individual in the tourism industry whose service and work stands above the rest in creating a sustainable visitor experience in the Wenatchee Valley.

**Jerri Barkley**



### THE NON-PROFIT OF THE YEAR AWARD

honors an organization that sets a high standard for quality, and demonstrates effective strategy, execution and community impact.



### CORNERSTONE AWARD

*The Heart of the Chamber*

The Cornerstone Award honors a business or individual who demonstrates the characteristics and values we hold most dear as an organization and community.

**Norma Gallegos**

## STAFF



**Executive Director**  
Steve Wilkinson



**Director of Chamber Operations**  
Chelsea Ewer



**Membership Coordinator**  
Amy Smith



**Destination Management & Marketing Organization Director**  
Ashley Sinner



**Marketing Coordinator**  
Jill Sheets



**Visitor Center and Tasting Room Manager**  
Hailey Olderness



**Visitor Center and Tasting Room Host**  
Clarisse Howat



**Visitor Center and Tasting Room Host**  
Patti Milos



**Accounting**  
Linda Davis

## 2022 OFFICERS



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



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



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



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

## 2022 BOARD OF DIRECTORS



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



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



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



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



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



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



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



**Rachel Petro**  
*Petro Strategic Solutions LLC, Wenatchee*



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



# WENATCHEE CHAMBER OF COMMERCE VALLEY

THANK YOU TO ALL OF  
OUR MEMBERS

## 2022 CHAMPION MEMBERS



Cashmere Valley Bank



SERVING CENTRAL WASHINGTON



JEFFERS, DANIELSON,  
SONN & AYLWARD, P.S.  
Attorneys at Law



VOORTEX PRODUCTIONS  
VISUAL STORYTELLING & CINEMATIC BRANDING

## 2022 INFLUENCER MEMBERS



Apple Valley Honda

NELSON AUTOMOTIVE GROUP Since 1922



The Good Fruit People



SWIRE COCA-COLA, USA

## 2022 ADVOCATE MEMBER



## 2022 BRAND VISIBILITY MEMBERS



Head Huddle  
509-664-4000



LIVE · LOCAL · WENATCHEE



AT SLEEPING LADY



AN IHG HOTEL



BLOSSOM CREEK  
RESORT & SPA



ASSISTED-LIVING COMMUNITY



CHELAN COUNTY



CITY OF  
WENATCHEE



CLEAR VIEW  
SERVICES INC.



COAST  
WENATCHEE  
CENTER HOTEL



GESA  
CREDIT UNION



HEALTH  
ALLIANCE  
NORTHWEST



HILTON  
GARDEN  
INN



HOLEMAN  
— LAW OFFICE —



NUMERICA  
PERFORMING  
ARTS CENTER



NUMERICA  
CREDIT UNION



PRIMELENDING  
A PHOTO CAPITAL COMPANY



RESIDENCE INN  
BY MARRIOTT



PIER ONE  
— FURNITURE —



LINK  
TRANSIT  
COMMUNITY



ROCKY POND  
— RESTAURANT —



MISSION RIDGE  
— LODGE —



SLEEPING LADY  
— A MARRIOTT RESORT —



SUN MOUNTAIN LODGE  
— A RESORT FOR ALL SEASONS —



SURESTAY  
HOTELS  
BY BEST WESTERN



WENATCHEE VALLEY  
COLLEGE



WENATCHEE VALLEY  
COLLEGE



WENATCHEE VALLEY  
COLLEGE



WENATCHEE VALLEY  
COLLEGE

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