

Whitefish Chamber of Commerce

2020 Program of Work

2020 Chamber Board & Officers

Marcus Duffey

Board Chairman

*Glacier Sotheby's**International Real Estate***Jeff Raper**

Chair-Elect

*National Parks Realty***Kristen Stokes**

Treasurer

*Pine Lodge***Dan Graves**

Immediate Past Chair

*Whitefish Mountain**Resort***Randy Cogdill***Glacier Bank***Ben Davis***Seven Hills Construction***Tom Gilfillan***Whitefish Pottery***Clare Goble***Glacier Restaurant Group***Wendy Ostrom-Price***Flathead Electric Co-op***Reeves Stanwood***Piggyback Barbeque***Thomas T. Tornow***Tornow Law Group***Tony Veseth***Farm Bureau**Financial Services***Vance Watson***Budget Car Rentals*

Economic Development Division:

- Continue to lead efforts to address the affordable workforce housing shortage through implementation of the Whitefish Strategic Housing Plan; actively participate on the Strategic Plan Steering Committee and work groups.
- Investigate the potential for year-round in-town bus service to reduce peak season traffic, ease downtown parking issues and connect local workers to their jobsite.
- Explore opportunities to drive down the cost of childcare for working parents.
- Support Glacier AERO and its efforts to attract more frequent and affordable air service to Glacier Park International Airport; specifically targeting winter (ski season) flights.
- Coordinate operation of the West Glacier Visitor Information Center from June through September to promote Whitefish businesses and attractions to park visitors.
- Convene a working group of businesses located north of the viaduct to help build community, improve business and address mutual needs and concerns.
- Maintain focus on growing fall and spring shoulder season tourism.

Government Affairs Division:

- Monitor the activities of local government; advocate for programs, policies and decisions that have a positive impact on local businesses and the Whitefish economy.
- Ensure that the business community is represented on the appropriate City and County committees and task forces, including: the Whitefish Strategic Housing Plan Steering Committee, the Impact Fee Review and Growth Policy Update committees, the Tourism Master Plan Committee and Planning Board.
- Assure that Workforce Housing programs include adequate incentives for local developers.
- Educate and inform Chamber members (and the public) about issues pending before state and local governments that could adversely impact their business and/or the region's economy.
- Host annual "Neighborhood Business Meetings" to gather information from – and hear the concerns of – local business owners and managers.
- Encourage fiscal restraint and common sense in spending taxpayer dollars.

Member Services Division:

- Host monthly Gone Fishin' networking events on the third Thursday of each month.
- Sponsor seminars on topics of importance and interest to members.
- Sponsor "Small Business Saturday" promotions and events each fall.
- Staff the city's official Visitor Center 40 hours/week (50 hours/week during peak summer season).
- Encourage members to promote their businesses by submitting member profiles and feature articles for newsletter publication, by distributing brochures and business cards at the Visitor Center, and by taking advantage of other Chamber-sponsored marketing opportunities.
- Maintain & update the Chamber website and Special Events/Community Calendar.
- Improve and expand the Chamber's quarterly FishBIZ news magazine; distribute Chamber Chat eNewsletter weekly.
- Publish the Whitefish Guide (community profile and visitor/relocation guide) annually.
- Review and enhance member benefits annually.
- Implement the Chamber's new benefit-based Membership Tier System.
- Explore opportunities to ally with other local Chambers and business organizations.

Special Events Division:

Plan, promote and produce the following annual events:

- Annual Community Awards Gala (January)
- Feast Whitefish food festival (May)
- July 4th Fireworks at City Beach
- Huckleberry Days Art Festival (August)
- Great Northwest Oktoberfest (Sept/Oct)
- Ladies' Night Out (November)
- Christmas Stroll (December)