2022 Program of Work

Economic Development Division:
- 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.
- Form a Chamber Task Force to explore creation of an employer-funded revenue stream to support the community’s Workforce Housing efforts.
- Form a Transportation Task Force to 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 jobsites. Also explore need for better transit options between town, the airport and Glacier National Park.
- 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.
- 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.
- Encourage fiscal restraint and common sense in spending taxpayer dollars.
- Encourage business community representation 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, and Planning Board.
- 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.

Member Services Division:
- Host monthly Gone Fishin’ networking events on the third Thursday of each month.
- Host “12 at 12” membership meetings and/or Business Breakfast programs monthly.
- Replace/upgrade [www.WhitefishChamber.org](http://www.WhitefishChamber.org) and other event-related websites.
- Replace/upgrade the organization’s member management software system.
- Consolidate the Chamber’s social media accounts and develop/implement a formal social media strategy.
- Staff the city’s official Visitor Center an average of 40 hours/week, year-round.
- Encourage members to submit member profiles and feature articles for newsletter publication, distribute 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.
- Distribute Chamber Chat e-Newsletter weekly.
- Publish the Whitefish Guide (community profile and visitor/relocation guide) annually.
- Review and enhance member benefits annually.
- Explore opportunities to ally with other local Chambers and business organizations.

Special Events Division:
Plan, promote and produce the following annual events:
- July 4th Fireworks at City Beach
- Huckleberry Days Art Festival (August)
- Great Northwest Oktoberfest (Sept/Oct)
- Small Business Saturday (November)
- Annual Community Awards Gala (November)
- Christmas Stroll (December)