



Vernal Area Chamber of Commerce Funding Agreement

Vernal City & Uintah County Joint Meeting May 11, 2015

1st Quarter

Activities, Sponsorships & Events

- ▶ Burbot Bash Ice Fishing Tournament Sponsorship \$500
- ▶ Uintah Basin Water Conference Sponsorship \$1,000
- ▶ Begin planning Annual Meeting and Awards Banquet - Public Relations Committee
- ▶ Begin planning Annual Health and Preparedness Fair - Health Fair Committee
- ▶ Begin registration for Dinosaurland Unplugged - Platinum Sponsors \$3,000
- ▶ Begin registration for Ashley Valley Farmer's Market - Conservation Issues Committee
- ▶ Begin Tourist Season - Chamber Offices designated Information Center in Vernal
- ▶ Submit F16's Blue Angles Flyover request for July 4th parade

2nd Quarter

Activities, Sponsorships & Events

- ▶ Annual KVEL/KLCY & Department of Workforce Services Job Fair
- ▶ Annual KLCY/KVEL Home and Garden Show
- ▶ Annual Health & Preparedness Fair \$3,000
- ▶ Strata Networks Charity Golf Tournament Participation \$500
- ▶ Vernal City Excitement Association Starts \$1,000
 - ▶ Every Thursday night through July
- ▶ Begin Dinosaurland Unplugged
 - ▶ 60-100 Kids and Parents through Chamber office daily
- ▶ Annual Meeting & Awards Banquet \$5,000
- ▶ Paddle Festival Sponsorship \$850

3rd Quarter

Activities, Sponsorships & Events

- ▶ Farmer's Market - Every Saturday through September
- ▶ July 4th / Rodeo Parade
 - ▶ Past - Accept applications for Elks Lodge
 - ▶ 2014 - Accept applications, organize, direct & coordinate parade, Award Best Entry Prizes
- ▶ Dinosaur Round-Up Rodeo - Horse Shoe Tournament Sponsorship \$500
- ▶ Dinosaurland Unplugged 1st Summer Party
- ▶ July 24th parade - Accept Applications
- ▶ Begin preparations for Trees for Charity
- ▶ 2014 - Hosted State Chamber Summer Conference
- ▶ 2011-2012 Country Explosion Sponsorship \$5,000
- ▶ Closing Summer Dinosaurland Unplugged Party
- ▶ Uintah County Energy Summit Sponsorship \$5,000
- ▶ Chamber Business Symposium \$6,000
 - ▶ Larry Galewick - High School Assembly
 - ▶ Dale Murphy - High School Assembly

4th Quarter

Activities, Sponsorships & Events

- ▶ Mayor's Walk - Dinah
- ▶ Begin accepting applications for Trees for Charity
- ▶ Trees for Charity - Tree View - Banquet & Auction
 - ▶ Past - Printing programs, tickets, posters \$1,500
 - ▶ Past - All accounting and money processed through Chamber account
- ▶ Holly Days Sponsorship & Staff Participation \$5,000
- ▶ Past - Turkey Days \$2,000 - \$4,000
- ▶ 2011-2014 Holly Days prizes \$2,000
- ▶ Parade of Lights
 - ▶ Accept applications, organize, direct & coordinate parade, Awarded Best Entry Prizes \$1,000

Day to Day Chamber Activities

- ▶ Designated Visitors & Information Center
- ▶ 1st contact for visitors & individuals researching Vernal
- ▶ Chamber is #1 resource for individuals looking for accurate information and recommendations on travel, business, area information and relocation details
- ▶ Field incoming phone calls
- ▶ In house accounting
- ▶ Clerical work for various committees and boards
- ▶ Website & Facebook maintenance
- ▶ Frequent Chamber Chats
- ▶ Press Releases and Community Announcements
- ▶ Public Relations Outreach
- ▶ Community Calendar
- ▶ Relocation packets
- ▶ Tourism packets
- ▶ Uintah County school report packets
- ▶ Chamber Member Directory
- ▶ Distribute and store materials including:
 - ▶ Day Trips
 - ▶ Discover Dinosaurland
 - ▶ 101 Things to See & Do
 - ▶ Profiles in Energy
- ▶ Wall of Bones
- ▶ Phone Books
- ▶ News Paper
- ▶ Basin Nickel Ads
- ▶ Real Estate Guides
- ▶ Flaming Gorge information
- ▶ State Park information
- ▶ Area maps
- ▶ In house publications and design
 - ▶ Programs
 - ▶ Tickets
 - ▶ Invitations
 - ▶ Letters
 - ▶ Posters
 - ▶ Media Ads

Chamber Committees Include

- ▶ Legislative Impact Council
 - ▶ Property Tax Equalization - School District Funding
 - ▶ WPU - Concurrent Enrollment Funding
 - ▶ DOT Driving Hours
 - ▶ Farmer's Property & Mineral Rights Tax
- ▶ Public Relations Committee
 - ▶ Business of the Month Award
 - ▶ Quarterly Outstanding Public Service Award
 - ▶ Annual Meeting & Awards Banquet
 - ▶ 5 Businesses of the Year Awards
 - ▶ Total Citizen of the Year Award
 - ▶ Environmental Health & Safety Award
 - ▶ Life Time Achievement Award
- ▶ Health Fair Committee
 - ▶ Annual Health & Preparedness Fair
- ▶ Conservation Issues Committee
 - ▶ Dedicated to improving the health, community environmental responsibility, and awareness
 - ▶ Recycling Program
 - ▶ No Idle Campaign
 - ▶ Solar Panels on Utah Field House of Natural History
 - ▶ Farmer's Market
- ▶ Higher Education Committee
 - ▶ Concurrent Enrollment
 - ▶ UBATC & USU Partnership & Program Development
- ▶ Dinah-Mites
 - ▶ Chamber Good Will Ambassadors
 - ▶ Annual Good Will Trip to promote Vernal Area
 - ▶ Ribbon Cuttings, Ground Breakings, Grand Openings

Chamber Community Outreach

- ▶ Monthly Chamber Zone VTV Channel6
- ▶ Weekly Tuesday Luncheons
- ▶ Guest Appearances on Radio Stations including:
 - ▶ Sponsorship KVEL Energy Today
- ▶ Media Press releases
- ▶ Chamber Website & Facebook
- ▶ Community Calendar updates
- ▶ Community contact point for various activities and events
- ▶ Legislative Issues
- ▶ Utah State Chamber
- ▶ U.C.A.I.R.
- ▶ 6 County Coalition
- ▶ Utah Transportation Coalition
- ▶ Envision Utah
- ▶ Prosperity 20/20
- ▶ Rural Legislative Day
- ▶ Weekly Uintah County Commission Meetings
- ▶ Vernal City Council Meetings
- ▶ Distribute Information:
 - ▶ Day Trips
 - ▶ Discover Dinosaurland
 - ▶ Profiles in Energy
 - ▶ Wall of Bones
 - ▶ Phone Books
 - ▶ Relocation packets
 - ▶ Tourism packets
 - ▶ Uintah County school report packets
 - ▶ Real Estate Guides
 - ▶ News Paper
 - ▶ Basin Nickel Ads

Chamber Update 2010-2015

- ▶ Membership Revenue
 - ▶ 2010 \$79,000 to 2015 \$120,000 - 52% increase
- ▶ Vernal City & Uintah County Funding Agreement
 - ▶ 2010 \$130,000 to 2015 \$100,000 - 23% decrease
- ▶ Increased General Membership from 150 members to 300+
- ▶ Increased Advanced Membership from 23 members to 50+
- ▶ Increased Chamber Tuesday Luncheon attendance 50%
- ▶ Brought Chamber accounting in house
- ▶ Adam Massey State Chamber Chairman 2013-2014

Summary

- ▶ Very active and productive Chamber committees and staff
- ▶ Improved and developed community outreach and image through activities, participation, communication and sponsorship
- ▶ Increased Membership revenue 52%
- ▶ Decreased Vernal City & Uintah County Subsidy 23%
- ▶ Increased Tuesday Chamber Luncheon attendance 50%
- ▶ Not just a place for “government people” to have lunch
- ▶ Many in house clerical and accounting activities
- ▶ Active committee and staff involvement on State, Legislative and Local community level
- ▶ Sponsorships
\$14,350 Annually
 - ▶ Uintah County Energy Summit
 - ▶ Holly Days
 - ▶ Uintah Basin Water Conference
 - ▶ Burbot Bash
 - ▶ Strata Charity Golf Tournament
 - ▶ V.C.E.A.
 - ▶ Paddle Fest
 - ▶ Dinosaur Round-Up Rodeo
- ▶ Chamber Event Cost
\$24,500 Annually
 - ▶ Dinosaurland Unplugged
 - ▶ Health & Preparedness Fair
 - ▶ Annual Meeting & Awards Banquet
 - ▶ 3 Parades
 - ▶ Chamber Business Symposium
 - ▶ Trees for Charity
 - ▶ Turkey Days