

## Grants Awarded

- **Lander Community Foundation**  
\$500 TAD grant 2011
- **Lander Art Center**  
\$500 TAD grant 2011
- **Wyoming Catholic College**  
\$500 TAD grant 2011
- **Lander Pioneer Days Rodeo**  
\$500 TAD grant 2011
- **Lander Triathlon Club**  
\$500 TAD grant 2011

## Think Lander First

- **Window Stickers**  
Distributed 125
- **Seasonal Posters**  
Distributed 300
- **Lander Journal Newspaper ads**  
9 monthly quarter page ads highlighting Lander Chamber of Commerce members with a calendar of Business After Hours

## Events/Networking

- **2011 Community Awards Luncheon**  
100 members in attendance  
4 awards given
- **2011 Brew Festival (largest ever)**  
2000 in attendance  
19 brewers
- **Business After Hours**  
Hosted by various businesses Sept.-May
- **2010 Meet Your Legislature Day**  
Hosted 12 community groups to discuss legislative issues

## To Better Serve Our Membership

The Executive Director and Associate Director attend trainings, conferences and sit on a number of boards and committees to better serve our membership.

- Institute of Organization Management 4th year  
January 2010 (Graduated with IOM Certificate)
- WCP (WY Chamber Partnership) Fall Conference  
September 2010.
- WCP (WY Chamber Partnership) Spring Conference  
April 2011
- Serve on Rodeo Relocation Committee
- Vice Chair Wind River Visitor's Council through  
June 2011
- Chair: Wind River Visitor's Council July 2011 to  
present
- Serve on LEADER Corp. Board
- Western Association of Chamber Executives  
training in August 2011
- Represent the Chamber on Lander Main St.  
Merchants Association
- Represent the Chamber at Lander Riverton  
Business Leadership Network meetings

## Grants Received

- **Wyoming Chamber Partnership**  
\$750. 00 Tuition grant for training
- **Workforce Development Training**  
\$1293.00 for travel to training

## Summary of Benefits

- **Business Referrals:** In person, via phone, website, landertalk, email
- **Brochure & Business Card placement:** convention bags, relocation packets, vacation packets, visitor center
- **Chamber Website Listing & Links:** Alphabetical & by category
- **Chamber Website:** Profile page, Job Posting, Event Calendar, Hot Deals, Market place
- **Relocation & Travel Guide Listings:** Alphabetical & by category
- **Monthly Newsletter:** hardcopy & email
- **Bulk Mail Permit:** saves up to 30% on large mailings
- **Chamber Mailing Lists:** Chamber members, 82520, Dubois & Riverton business lists
- **Wyoming Travel and Tourism Website Listing:** automatic with membership
- **Wyoming Business Report Business Data-bank Listing:** automatic with membership
- **Advertising Opportunities:** Travel & Relocation Guide, Website banners, Newsletter Inserts
- **Relocation Packets sent out upon requests for members:** employee recruitment, client recruitment
- **Relocation & Vacation Request Contact Info:** emailed monthly to members to use
- **Check Alerts:** Send out alerts from LPD regarding bad check writing
- **Rentals:** Canopies, Extension Chords, Sound System, Santa Suit
- **Wyoming Chambers Health Benefit Plan:** Member only health insurance
- **Aflac:** Discounted rates for Lander Chamber of Commerce members
- **PitchEngine:** Member discounts to promote your business on-line.

## 2010/11 Fiscal Year Report to Members



## Chamber of Commerce

*Real. Western. Spirit.*

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[www.landerchamber.com](http://www.landerchamber.com)  
[www.landerbrewfest.com](http://www.landerbrewfest.com)  
[www.youtube.com/landerchamber](http://www.youtube.com/landerchamber)  
Friend us on Facebook: Lander-Chamber

### Mission

To promote and support total community and business development by enhancing the area economy and quality of life.

## Social Media Marketing

**pitchengine**

The Lander Area Chamber of Commerce uses pitchengine to promote a wide range of Lander area events and news that attract attention to our members from all over the world.

**251 Total Posts on pitchengine**  
**78,442 Total Views**  
**312 Views per Pitch**

### YouTube

The Lander Area Chamber of Commerce YouTube site hosts 13 videos with information about Lander and the Wind River area.

**52,952 Total Views of 13 videos to date.**

We continue to look for material to add to this site. Feel free to forward videos you think would be appropriate.



### Facebook

The Lander Area Chamber of Commerce maintains a Facebook site to promote the Lander Area.

**581 Total Friends**

We would love to add you to our growing list of friends. Like us on Facebook:  
Lander Chamber

## Print Media

- **American Cowboy Magazine**  
1/4 page ads in three different months
- **True West Magazine**  
3 1/4 page ads in three different months
- **Jackson Hole Travel Guide**  
1/2 page ad
- **Casper Star Tribune**  
3 week run for Brew Fest in 2011  
3 week run for Heart of West in 2010
- **Riverton Ranger**  
Brew Fest 2011
- **Dubois Frontier**  
Brew Fest 2011
- **Lander Journal**  
Brew Fest  
Heart of the West  
9 months of 1/4 page Think Lander First

## Billboards/Television/Radio

- **Highway 789 Billboard**  
6 months of Brew Fest/Heart of the West  
6 months of Native American Dances
- **Sand Draw Billboard**  
12 months of Visit Lander
- **Television**  
Sixty 30 second spots over 10 days in Big Horn Basin, Central, and Fremont Counties for 2011 Brew Fest  
  
8 news stories on K2 and News 13 focusing on what is going on in Lander
- **Radio**  
KYCS, KOVE, KTRZ Brew Fest ads 2011  
HAR Radio Broadcasts
- **Native Dancing Billboard**

## Web Site



The Lander Area Chamber of Commerce reaches thousands of people per month with the message that Lander is the place to live, work, and play. Check the website for regular calendar updates and new member benefits.

**2,952 Unique Visitors per month**  
**4,353 Visits per month**  
**5.3 pages per visit**  
**3minutes 55 seconds per visit**  
**615 total downloads per month**

## Sponsored Events

The Lander Area Chamber of Commerce sponsors many community events and activities throughout the year to help promote Lander and assist organizations.



**Native Dancing at MAW**  
**International Climbers Festival**  
**Lander Pioneer Days Rodeo**  
**Lander Fly In**  
**River Fest**  
**WY State Winter Fair**  
**Light Up Lander**  
**Capital Christmas Tree**  
**Lander Sprint Triathlon**  
**Fremont Area Road Tour (FART)**  
**Lander Pioneer Days Parade**

## Visitor/Business & Information Center

- **Maintained:** stocked and staffed Lander's only official city visitors center.
- **Lander Relocation & Travel Guide:** 72 full color pages, magazine-quality publication. **5000** printed versions and over **6000** downloaded off website.
- **Responded to:** **8060** phone calls, walk in visitors and created **1400** convention bags.
- **Processed:** **30** bulk mailings for members.
- **Remained open:** for Saturday hours during June, July & August.
- **Scheduled:** **86** appointments for Wyoming Small Business Development Center Counselor.
- **Continued:** including Lander Chamber members in the WY Business Report Data Bank listing.
- **Continued publishing:** 10 page newsletter to inform members and community on pertinent issues; including an online downloadable newsletter.
- **Maintained:** open lines of communication with LEADER Corporation and City of Lander Community Resource Coordinator regarding economic development efforts in Lander.
- **Sold:** **\$6,380** in Chamber Choice Certificates to be used at member businesses.
- **Orchestrated:** the Flower Barrel program to enhance Lander's Main St. with **66** barrels this year.