

COLLABORATION, PROSPERITY and COMMON SENSE

2017-18 Chamber Achievements

“The mission of the Santa Fe Chamber of Commerce is to grow the local economy and serve as the Voice of Business”

With limited staff, funding and resources, the Santa Fe Chamber of Commerce is an important influence in the growth and prosperity of the Santa Fe community. Twenty one Board members, five committees and dozens of valuable volunteers assist and advise Chamber staff to create collaborations and programs that support the mission of the organization.

At its annual planning session in May 2017 the Chamber Board of Directors identified a number of priorities that support the mission and create clear collaborations with other organizations. Chief amongst these are job creation, increasing the supply of income appropriate housing, workforce development and advocacy.

Chamber programs and activities can be divided into four core competencies:

Lobbying as the Voice of Business

- Successfully assisting City staff with an ad hoc committee to find solutions to the City's \$15million deficit without raising taxes
- Successfully lobbied for the Midtown LINC – St Michaels Dr. Overlay District - which will dramatically improve higher density housing, job creation and transportation in the area.
- LANL advocacy – regional support for the mission of the Lab and the resulting economic in the area.
- Successful lobbying support of improvements at Santa Fe Airport through the Fly Santa Fe campaign and successful recruitment of daily SAF – PHX flights to connect Santa Fe to the West Coast and beyond
- Long-term successful lobbying for consistent local and state tourism marketing funding
- Hosting events to inform the electorate about candidates and legislative issues – Conversation with the Candidates, Legislative Previews etc.
- Presented a series of breakfast events featuring business and community leaders
- Successful support for new rational local regulations of the growing short term rental industry
- Working collaboratively with other organizations to lobby for increased construction of local income appropriate housing in all districts
- Lobbying to reduce unnecessary rules and regulations and in support of common sense licensing
- Actively working to find identify best uses for SFUAD and surrounding properties
- Creating the Every Day Matters campaign that rewards SFPS students who demonstrate excellence in classroom attendance resulting in improved graduation rates

Growing the Local Economy

- Working with local merchants groups to address issues and advocate for improved business environment
- Successful lobbying for improved broadband and cellular service throughout the community

- Lobbying for the New Mexico film industry and connecting local businesses with opportunities to do business with film and other media
- Support for new Santa Fe's Presbyterian hospital especially in regards to job creation

Promoting a Prosperous Community

- Created and hosted the second annual Women's Leadership Luncheon – the sold-out event drew over 300 attendees to hear from a panel of local successful women leaders
- Continued lobbying in support of better area transportation including the RTD Blue Bus to the Santa Fe Ski Basin
- Numerous collaborations to encourage and promote programs that work to improve Santa Fe Public Schools including Opportunity Santa Fe.
- Created the A2D Customer Service Training program for the entire community to improve its relationships with visitors and customers
- Created the Young Professionals Action Committee Financial Capabilities Workshop Series to inform young entrepreneurs about taxes, loans, health insurance, home purchasing and other financial solutions.

Creating Connection Opportunities

- MIX Santa Fe – hundreds of young professional attendees indicating a willingness to gather, connect and be heard. The Chamber is the fiscal agent for MIX
- 4000+ attendees at regular Chamber events – connecting businesspeople to each other continues to be an important benefit of membership
- Added additional benefits and member to member discounts including prescription discount cards, video marketing opportunities on santafechamber.com and office supply partnerships

Organizational Improvements

- Increased community sponsorships for Chamber programs and events
- Created Member of the Month program
- Hosts Member Appreciation Month in October each year
- Sent thousands of referrals, links, page views and online mentions to members businesses