

Introduction:

The Rock Springs Chamber of Commerce operates under five core values:

**CREATING A STRONG LOCAL ECONOMY
PROMOTING THE COMMUNITY
PROVIDING NETWORKING OPPORTUNITIES
REPRESENTING BUSINESS TO GOVERNMENT
POLITICAL ACTION**

By working within these five values, the Rock Springs Chamber of Commerce is able to provide our members, and our community, the best resources which ensures that the economy of Sweetwater County is continually growing.

Another year has passed, and with it, 365 days of bettering our community. The Rock Springs Chamber of Commerce is your gateway to the community. Housed in the front doors of the Chamber building is a twenty-four hour information center. The office itself is staffed by a team of individuals that work together to provide cutting-edge information to both travelers, and residents. Office hours are 8:00 a.m. to 5:00 p.m., Monday through Friday.

The Rock Springs Chamber of Commerce is not a division of the City of Rock Springs, nor is it a division of Sweetwater County, the Chamber collaborates with these two entities, as well as City of Green River and the Green River Chamber, to create an environment of openness and teamwork to further progress our County's economy and quality of life. Without collaboration from all of these entities, Sweetwater County would not experience such a grand economy that has much to offer not only the United States, but the world. Collaboration enables us to compete with worldwide markets.

Funding for the Rock Springs Chamber comes mainly from businesses, organizations, and individuals who believe in being a member of an organization that is dedicated to promoting Sweetwater County and the surrounding areas. Additional funding is derived from contracts for service as well as sponsorships of Chamber projects. All funding is used in day-today operations, salaries, education, program development and training for the staff and CEO.

Every person present in Sweetwater County benefits from having a strong Chamber of Commerce. As the eyes and ears of the community, we have a passion to sell the community to locals and visitors, allowing growth and prosperity. We are continually striving to find creative solutions to the challenges faced by businesses, and we are grateful to be able to offer many different ways in which to ease the everyday stress of running a business. 2015 promises to be another active year in Sweetwater County, and at the Rock Springs Chamber of Commerce. We look forward to working with all of the various entities in Sweetwater County in order to support those that support you.

Business Alliance – A Beautiful Example of Collaboration

In 2014, the Rock Springs Chamber embarked on a new adventure that supports business' needs today through tomorrow. Through close collaboration with the City of Rock Springs, a program aimed solely at Business Expansion and Retention was created. In less than one year, this program has expanded and encompasses many small parts that add up to ensuring Sweetwater County will continue to progress. These smaller parts include:

Fully Functioning Website: In the second quarter of 2014, www.rockspringsbd.com was introduced to the cyber world. The goal of this site was to create a cyber-presence for business retention and expansion in Sweetwater County. The depth of information to be found here seems to have no end. Whether a business is interested in new real-estate (a complete G.I.S. listing of commercial real-estate can be found), demographics, a complete list of needed forms and information from both Federal and State entities, or just information about Sweetwater County and how the economy is structured, this site captures it all.

Tool Kit: The Tool Kit consists of thousands of documents needed when opening, running, and continually being connected to what is expected by the Federal Government, State Government, and Local Government. The Tool Kit is ideal for anyone thinking of beginning a business, expanding a business, or for established businesses to ensure that compliance is being reached. The Tool Kit can now be converted into 70+ languages and its importance cannot be overstated. It simplifies the endless searching of where to find correct, up-to-date information that is essential to running a business.

Web Bundle: The Rock Springs Chamber's Business Development Committee has found a way to provide all Chamber Members an opportunity to sponsor the Rock Springs Chamber on multiple platforms. Sponsorship Banners are available for three websites created by, and administered by the Rock Springs Chamber. Individuals, as well as businesses are always searching for more information, and www.rockspringschamber.com, www.rockspringsbd.com, as well as the rocksprings.toolsforbusiness.info are ideal, trustworthy websites that give an amazing accurate picture of Sweetwater County and our economy. By placing a banner Sponsorship on all of these sites, a business has already set themselves up for not only being seen on the internet, but also being connected with honest information. The web bundle offered by the Rock Springs Chamber's Business Development Committee is affordable and effective, with unique visitors to each website growing each and every day.

Adventure in Costa Rica

In March of 2014, the Rock Springs and Green River Chambers of Commerce took over forty people close to the equator for an adventure of a lifetime. This adventure, like adventures of past years, was made possible by working with Chamber Explorations, a company that solely works with Chambers throughout the United States to create unforgettable trips.

The Costa Rican trip was a once in a lifetime adventure. The adventurous group traveled via zip line explored volcanos and the rainforest and saw exotic wildlife. The Rock Springs Chamber looks forward to continuing to offer residents of Sweetwater County the opportunity to explore our beautiful planet, which illustrates how unique each culture truly is, as well as highlighting how similar each person, regardless of where they inhabit. Sweetwater County residents will embark to Ireland to experience the green beauty of our neighbors across the pond.

Reinvention of the "Little Yellow Shed"

The Rock Springs Chamber is continually completing what is necessary to provide residents, businesses, and visitors of Rock Springs a Visitors Center that is as progressive and as magnificent as our community. With amazing collaboration with the City of Rock Springs, two grants were approved through the Wyoming Business Council in order to allow a renovation of the Rock Springs Chamber of Commerce. The project is Rock Springs Community Visitor Center and it includes a complete renovation of the already standing building, creating a handicap accessible open space within the front doors, and it also includes updating the surrounding City park that will provide public restrooms and beautiful picnic areas that are also conducive to providing needed services and access for every resident and visitor. This new Community Visitor Center will have an enlarged visitor area with expanded visitor service hours. Once again, this would not have been possible without the City of Rock Springs, which illustrates how important it is for every person in Sweetwater County that government and private businesses communicate and work together for the greater good. The Rock Springs Chamber is proud to have an excellent working relation with the City of Rock Springs. This allows our community to communicate effectively and continually progress.

Community Events Made Possible Through the Rock Springs Chamber

The Rock Springs Chamber is committed to not only improving businesses in Sweetwater County, but also to advance the quality of life offered here. This guarantees that all industries are able to attract skilled workers, whether locally, or through recruitment. The Rock Springs Chamber is always looking for new

and improved ways to showcase the remarkable community that we call home. Here are examples of established and new events that the Rock Springs Chamber produced in 2014:

Lighted Holiday Parade: Due to holiday excitement and gorgeous weather, the 2014 Lighted Holiday Parade had record breaking attendance. Approximately 8,000 people lined the streets of Downtown Rock Springs to ring in the Holidays through hand-crafted local parade floats. The Lighted Holiday Parade is nearing twenty years and occurs on the first Saturday of December. It is a way to bring together every resident and allow each person to celebrate not only the Season, but the beauty that is our community. Forty or more floats light up Rock Springs each year, playing music and brightly shining. The Lighted Holiday Parade is more than a parade, it is an annual event that allows each person to marvel in the wonderful town that we live in. Join the Chamber on December 5th, 2015 to witness this holiday tradition!

Small Business Roundtable: This is a new program offered by the Rock Springs Chamber, and sponsored by Commerce Bank of Wyoming and the Small Business Development Center. The Small Business Roundtable is a monthly event that provides free information, from taxes to social media, to owners and employees of small businesses. There has been amazing support and attendance to each monthly information session, and so this program will continue throughout 2015 and beyond. This would not be possible without the collaboration and support from Commerce Bank of Wyoming and Small Business Development Center, along with the guest speakers each and every month. This program strengthens the small business community of Rock Springs, creating a diverse business community that is essential for local growth.

National High School Finals Rodeo Shuttle: In listening to contestants and businesses, the Rock Springs Chamber discovered that it was imperative to create a way in which to bring the contestants into Rock Springs. Through the brilliant minds of the Rock Springs Chamber Retail Committee, the Shuttle came to life. The shuttle ran every day of the National High School Finals Rodeo and the shuttle route itself was carefully planned and executed to bring people to every corner of Rock Springs. This was a very successful program, and will run in 2015. With collaboration and sponsorships from businesses in Rock Springs, this program was able to begin, and will continue.

Pick A Tree, Win A Shopping Spree: This was also a new program in 2014 created by the Rock Springs Chamber and made possible by WyoRadio, sponsorships from local businesses, and generous donations from countless businesses. The public voted on their favorite Adopt-A-Tree on Dewar Drive and Elk Street, and program that is very well established in Rock Springs as a holiday tradition. The vote also entered each person into a drawing to win over \$2,400 in gift certificates and gift cards to local businesses. Three lucky people won, and over 2,000 votes were cast. Not only did the public have a chance to win a significant amount of money in prizes, but they also chose the best three decorated trees in Rock Springs. Once again, due to the success of this event, it will happen again in 2015.

2015 Sweetwater County, Magazine

The Rock Springs Chamber of Commerce recently unveiled the 2015 edition of *Livability Sweetwater County*, a publication used in relocation and economic development. Previously titled *Images Sweetwater County*, this publication has been distributed for six years. The intent of *Livability Sweetwater County* magazine is to display Sweetwater County in a positive manner, expressing why it is such a great place to live and work.

Livability Sweetwater County is published by Journal Communications, supported by local businesses, and distributed by the Rock Springs Chamber of Commerce. This publication is distributed to all of the members of the Chamber, and is used quite often in the recruitment of workforce. If you have yet to see it, there are copies available at the Rock Springs Chamber, however, it is also accessible online at

www.livability.com. Sweetwater County is a remarkable place to live, and the Chamber is proud to send out such a beautiful publication that showcases the many jewels located here.



Lodging Tax

Sweetwater County Travel and Tourism is made possible through a Lodging Tax that the voters of Sweetwater County decide whether or not it exists. In November of 2014, residents were asked to decide on an increase of the former 2% Lodging Tax. The increase was a 3% Lodging Tax, and the best part of this tax, is Sweetwater County residents don't pay it. Travelers who use hotel rooms pay for this tax, and it enables Sweetwater County Travel and Tourism to inform the United States, as well as countries around the world about everything that Sweetwater County has to offer.

Sweetwater County is located at a major highway and interstate crossroad, and although Sweetwater County is not usually a destination in and of itself, Travel and Tourism focuses on keeping travelers and visitors here for longer periods of time in order to gain more dollars spent here, as well as educate everyone on the vast beauty that it holds.

Sweetwater County Travel and Tourism has been very successful thus far, and with voters choosing to increase the Lodging Tax, it enables this organization to continue their efforts in spreading the word about our wonderful home. The Rock Springs Chamber works very closely with Sweetwater County Travel and Tourism, as they share many of the same goals and visions for our community. The Chamber was delighted that the voters of Sweetwater County felt that this is an important mission that needs to continue here. It is important, and Sweetwater County Travel and Tourism has brought many people from around the world to explore our neck of the woods.

Thank
You

Sweetwater County
Lodging
Tax

the tax YOU DON'T PAY, that BENEFITS US ALL!

The Rock Springs Chamber of Commerce operates under 5 Core-Values. As such, we assist all businesses in Rock Springs and the surrounding areas. The Mission Statement of the Rock Springs Chamber declares, “The Rock Springs Chamber of Commerce is dedicated to enhancing Sweetwater County’s quality of life and economic vitality through a cooperative Sweetwater County.” This means, the Rock Springs Chamber strives to serve all businesses, large or small, member or non-member. We look forward to serving you in 2015 and beyond.