



FACT SHEET

Lyons Area Chamber of Commerce

1) **MEMBERSHIP ORGANIZATION:** The chamber is a membership organization. It is sustained primarily by members' dues. The organization is obligated to use its resources for the general benefit of the members who finance it.

2) **MISSION:** The Mission Statement of the Chamber is a broad mandate directed at all local residents:

The Lyons Area Chamber of Commerce is a volunteer membership organization supporting a thriving business climate and an enhanced quality of life by promoting the economic, social, cultural and environmental sustainability of the Lyons area.

3) **SERVICE AREA:** Membership is drawn from an area that ranges from Longmont to Estes Park and from Berthoud to Boulder - with downtown Lyons at its center.

4) **MEMBERS:** Chamber Members from this service area include nonprofits and commercial enterprises, in-home businesses and national companies, cutting-edge high tech outfits and low-tech personal service operations, sole proprietors and C-corps. Several Members have no business affiliation and join the Chamber as community-minded individuals who believe in our mission. On average about 160 individuals and companies join the Chamber each year.

5) **GOVERNANCE:** The Chamber is governed by a self-perpetuating volunteer board of directors.

6) **SELECTION OF DIRECTORS:** The Board determines the skill-sets necessary to implement Chamber programs and then recruits new directors whose expertise meets those needs.

7) **COMMITTEES:** Most of the non-administrative work, primarily the delivery of services to Members and to the community, is conducted by an evolving structure of volunteer committees.

8) **BYLAWS:** The bylaws are posted in a PDF at the end of the "About The Chamber" section of the Chamber website:
<http://lyons-colorado.com/>

9) **CHAMBER ADMIN:** Chamber administrative functions are outsourced to VisABILITY, located at 443 Main St. Under this arrangement VisABILITY provides office, meeting and storage space, computers and office equipment and as-needed part-time services of 3 people. The staff maintains Chamber files and databases and provides administrative support to Chamber officers, committees and programs. Each month this staff responds to hundreds of mail, email and phone inquiries about Lyons. By outsourcing administrative functions, at a cost of approximately \$15,000 annually, the Chamber is able to operate without an executive director or other staff.

10) **CHAMBER FINANCES:** The Chamber fiscal year is June 1 to May 31. Annual fiscal year revenue averages about \$40,000 with annual expense at about the same level. On average, member dues produce about \$30,000. The Chamber beer tent at the Annual Good Old Days has produced additional net revenue that ranged from \$3,000 to \$5,000 in recent years. The Chamber books are reviewed and validated by Onofrey & Hirschfeld, a Longmont CPA firm.

11) **BUSINESS MENTORING:** The Chamber is committed to the concept of Economic Gardening. Briefly stated, economic development initiatives traditionally incorporate recruitment of new companies to a community. Economic Gardening uses an entirely different and more modern strategy. ***It recognizes that the most efficient and productive approach is to help existing companies become more stable and successful.*** Lyons Economic Gardening Group (LEGG), a committee of the Chamber, is committed to mentoring relationships between local businesses and savvy, experienced advisors.

12) **MEMBERS' MARKETING BENEFITS** include: listings on the Chamber's robust website with nearly 100,000 individual site visitors per year; online links to Member websites and company email addresses; listings in the print and the downloadable, searchable PDF Visitors Guide to Lyons and the surrounding community; access to membership contacts, and mailing addresses plus the opportunity to have your marketing materials eBlasted to Chamber Members. The Chamber also continually generates stories about Lyons in area print and broadcast media.

13) **MEMBERS' MENTORING BENEFITS** include individual, private and free face-to-face sessions with Chamber Members who have specific expertise on topics like: Accounting; Product Development; Real Estate Development; Marketing; Raising Capital; Product/Service Presentation & Signage, and more. This service is delivered through the **Chamber's Economic Gardening Group.**

14) **MEMBERS' NETWORKING BENEFITS** include two-hour monthly networking Socials for fellow Members hosted by a Chamber Member or group of Members. Typically beginning at 5:30 PM at a Member's place of business, Chamber Socials feature plenty of food and drink and usually attract from 60 to 100 attendees. Chamber Socials provide the best way for a group of community and business leaders to enjoy each other's company, to be updated on Chamber and community issues, to learn about the activities of other Members - and to informally share information about their own business or organization. All Socials are "Zero Waste" events.

<<The Spirit of Lyons Award and Chamber Directors are presented on the back of this page >>

The Spirit of Lyons Award

Through mutual commitment to the common good, and in the face of adversity and insecurity that characterized early settlements in the West, the founding families of Lyons demonstrated perseverance, determination and ingenuity. They were willing to step up and confront the challenges and opportunities that faced their young town, seeking no reward other than the satisfaction of contributing to the community they shared with their neighbors.

The LACC recognizes that within our present-day community there are individuals and organizations that choose to, quietly and without self-benefit, expend their personal time and resources to selflessly achieve outcomes that not only enrich the quality of life for us all, but that reflect the attitudes and actions of the Lyons Founders whose spirit built the community we enjoy today.

The Spirit of Lyons Award is presented by the LACC to an individual or organization selected by the Chamber's Board of Directors. By reflecting, in modern times, the manner in which our founding families created a community in this valley, the recipient's efforts on behalf of the Lyons Community sets a contemporary example for the rest of us to follow. This award is intended to draw the community's attention to that example.

Lyons Area Chamber of Commerce Board of Directors 2011 / 2012

Board Officers:

Co-President s Jayne Rhode, Bank of the West – 303 Main St., Lyons, CO 80540
JJ Booksh-Asnicar, Massage Therapist - PO Box 973, Lyons, CO 80540
Vice-President Lyla Carter, The White Lion-418 High St., Lyons, CO 80540
Treasurer Steve Kleiner, Shelter Insurance Companies – PO Box 1986, Lyons, CO 80540
Rec. Secretary Steve Kleiner, Shelter Insurance Companies – PO Box 1986, Lyons, CO 80540

(note: one-year term of office for executive committee members, 6/1/11 – 5/31/12)

Board Members:

Carol Bouchard Flappy's Print Shop-415-B Main St., Lyons, CO 80540
Dan Bruckner A Spice of Life - 5541 Central Ave., Ste 272, Boulder, CO 80301
Laurie Kennedy Lyons Community Montessori – PO Box 1040, Lyons, CO 80540
Mike Loukonen Loukonen Bros. Stone Co. - 12993 N. Foothills Hwy., Lyons, CO 80540
Kheli Mason The Handy Woman, LLC – PO Box 431, Lyons, CO 80540
Neil Sullivan St. Vrain Market-455 Main St., Lyons, CO 80540
Jonelle Tucker Coldwell Banker Realtor-2700 Canyon Blvd., Ste. 200 Boulder, CO 80302