

Quarterly Chamber *President's Report*

October, 2010

The Chamber Board of Directors has decided to create a new communications tool for our membership. Each calendar quarter we will issue a *President's Report* like this one.

These reports will share information about Chamber services and comment on local issues that may affect the business community. In addition to the Chamber's excellent Monday morning Newsletter, we are hoping *President's Reports* will help focus discussion and provide our members with balanced information that is essential during times of economic uncertainty.

We are all concerned about, and we're all affected by, issues of information access, community-building and business climate. So I encourage you to make a practice of freely sharing the Chamber's Weekly Newsletters and the new *President's Reports* with your friends and colleagues.

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CONVERSATION WITH OUR LEADERS: October 6th, 2010, 7-8:30pm at Lyons Community Church, 350 Main Street

The Chamber Board believes that this period of economic stress is a time to also discover new opportunities. Values, priorities and habits are coming into alignment with our downsized economy. We see a tendency in our personal lives, and in both the public and the private sector, to buy local, buy smaller and operate more responsibly.

Town government is not immune to prevailing economic conditions. It must adapt to this new reality in the same ways we citizens are all adapting in our personal and business lives. But our private decisions affect a small number of people – ourselves, our families and possibly our employees. In contrast with the limited impact of private actions, the decisions of town government affect a large number of people who live and work within the town and well beyond it. Because the actions of local government affect and involve all of us, communications, interaction and information become essential community values during this period of economic adjustment.

To inform citizens and to engage their support of increasingly responsive government, the Chamber is inviting the Lyons Community to join a Conversation With Our Leaders: new Town Administrator, Victoria Simonson and Mayor Julie Van Domelen.

As we head into the annual budget development cycle, town staff and Trustees will be balancing the services the public needs and expects against the town's diminishing ability to pay for those services. Conversation With Our Leaders will be a great opportunity to learn directly from our elected and appointed officials about the realities facing town government. It will also be an opportunity for the public to ask questions and express opinions.

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FREE SERVICE FOR ALL LOCAL BUSINESSES: The Chamber provides a vast online clearinghouse of information and guidance about topics essential to every small company, professional service provider and nonprofit organization. Aptly named TOOLS FOR BUSINESS, this online service gives us instant access to the kind of authoritative information most of us need now, more than ever before. TOOLS FOR BUSINESS can be found in the Economic Gardening Group section of the Chamber website. Here is the direct link: [Tools For Business Success...](#)

This free service is made possible by support from the Lyons Community Foundation, Loukonen Bros. Stone, Oskar Blues Grill & Brewery, CEMEX, and the Lyons Area Chamber of Commerce.

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SERVICE FOR MEMBERS ONLY: Don't forget another service that can provide assistance you and your company may need, especially during this recession. The Lyons Economic Gardening Group (LEGG), captained by John O'Brien, works with Chamber Members in an on-going consulting and mentoring relationship. The goal of this service is to help individual members define and implement a successful business strategy. Experienced business people working as volunteers in one-on-one mentoring relationships helps strengthen the prospects of local businesses and the local job market. As a consequence, the LEGG program benefits the entire community. In a future *President's Report* I will provide more information about the concept of Economic Gardening. For now I will just invite you to check out [Lyons Economic Gardening Group](#).

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CHAMBER FINANCES: The Chamber is financially stable. But we have no surplus. As a volunteer-managed organization we are able to work efficiently within revenue limitations. Instead of hiring a staff we have found it is cost-effective and more flexible to outsource administrative and office support. The financial freedom we obtain enables us to provide a range of services to members and to support the two primary marketing tools that promote our community and our members' businesses: the great Chamber website and the annual *LyonsFirst* Guide Book. You may now view a digital version of the new *LyonsFirst* Guide on our website. Go to www.lyons-colorado.com and click on the tab: Guide to Lyons 2010.

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CHAMBER WEBSITE: In August, typically the third or fourth most heavily trafficked month, 6700 individuals visited the Chamber website a total of 8300 times. This group clicked through to 26,000 of our web pages. These visitors were directed to our website after entering over 2,600 different phrases in search engines. Surprisingly, over 4,900 of these page visits were made by people in 35 foreign countries. South Korea, Romania, Germany and China generated the most foreign visitors to <http://lyons-colorado.com>.

The 26,000 page visits in August continue a clear pattern that we have been observing for the last two or three years: by a large margin most visitors are searching for information in the Chamber's five Member Directories; general business, dining, lodging, services and shopping/retail. These directories capture over half the site's page visits.

However, as intended, much attention is also paid to community information: about a third of the page visits were in sections featuring our parks, recreational opportunities, town government, community facts, calendar of Lyons events, things to do in Lyons, etc.

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NEXT EDITION: In the next Quarterly *President's Report* we will explain how the Chamber Board is appointed and how we provide member and community services through a committee structure of volunteers. Until then, please remember and help implement the Chamber's Mission: **"To support a thriving business climate and an enhanced quality of life by promoting the economic, social, cultural and environmental sustainability of the Lyons area."**