



Arvada Chamber
of Commerce

ANNUAL REPORT

2023

Chairwoman's Reflection

The Arvada Chamber has witnessed a year of unprecedented growth and accomplishments. The formal launch of B.O.L.D. 2026 marks a significant milestone in our commitment to our vision of Healthy Businesses, Thriving Community. The work of the Chamber would not be possible if not for the incredible commitment and leadership of our business community. Together, we have paved the way for a thriving future. On behalf of the Chamber Board of Directors, THANK YOU!

Vanessa Kendrick, 2024-2025 Chair
Your Castle Real Estate



Team Growth

In 2023, the Arvada Chamber staff nearly doubled to nine full-time team members to start 2024. For the first time, we have three staff members wholly dedicated to member outreach, benefits, and programming and three staff dedicated to the B.O.L.D. 2026 initiative. Learn more about our staff at arvadachamber.org/team.



From left: Kristy Howell (Director of Member Experience), Paul Lillagore (Director of Member Outreach & Growth), Molly Kust (Director of Operations), Ali Stofflet (Director of Business Outreach and Growth), Kami Welch (President & CEO), Ryan Hecht (Director of Marketing), Samantha Geerdes (VP of Member Services & Events), Kylie Parks (Director of Talent Pipeline Development), and Tess McShane (Director of Housing & Childcare).

A year of collaborative success

Reflecting on our commitment to our business community's success, the Arvada Chamber actively sought and embraced your valuable feedback in 2023. Your insights drive us to continually enhance our programs and resources, ensuring they align with the evolving needs of the dynamic businesses we serve. This collaborative approach is the heartbeat of our Chamber. Your voices shape our initiatives and together we foster an environment where businesses not only survive but thrive. Thank you for entrusting us with your input, as we remain dedicated to being your partner in growth.



Kami Welch
President & CEO
Arvada Chamber of Commerce

2023 Membership by the Numbers

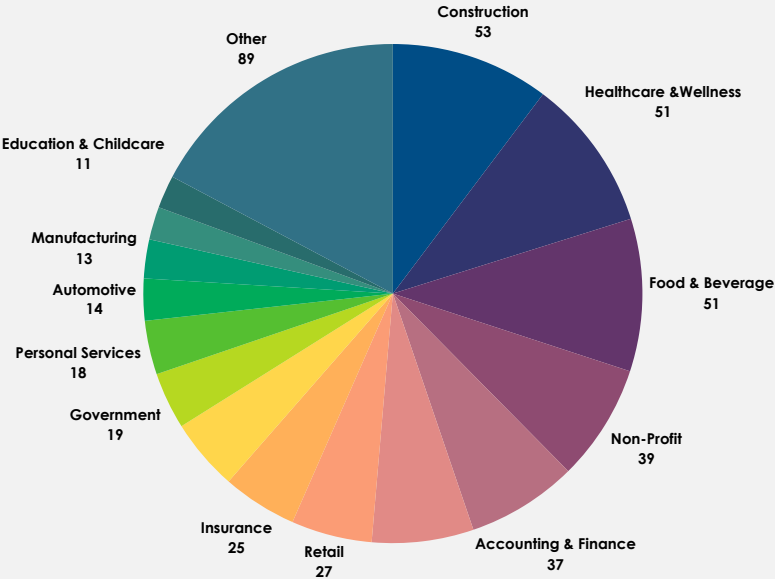
507

Year-End
Chamber
Members

109

New
Members
in 2023

The Industries That Make Up Our Chamber



68
NPS Score

The creators of the Net Promoter Score (NPS) say that a score above 0 is good, above 20 is great, and above 50 is amazing. Of 126 member respondents, 95 (75%) answered 9 or 10 (extremely likely) for likelihood of recommending the Arvada Chamber and are considered Promoters.

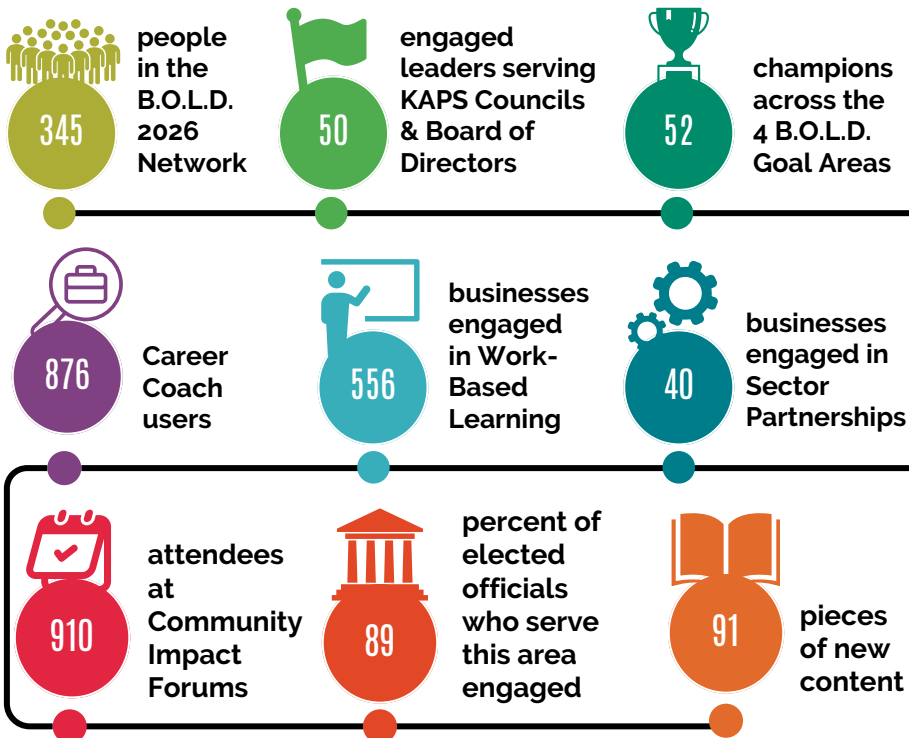
B.O.L.D. 2026

Big Opportunities for Leaders To Deliver (B.O.L.D.) 2026 is a five-year strategy of the Arvada Chamber of Commerce to directly impact economic opportunity across Jefferson and Adams Counties. B.O.L.D. 2026 includes four mutually supporting goals that tackle challenges impacting businesses and employees around talent development, housing, childcare capacity, and the business environment.

In April, the Arvada Chamber announced it had surpassed its \$2.75 million investment stretch goal, with over 35 private, public, and individual investors supporting the B.O.L.D. 2026 initiative. Below are numbers highlighting the 2023 outcomes.



B.O.L.D. 2026 BY THE NUMBERS



B.O.L.D. 2026

TOP "ROCKET" TEN

ACCOMPLISHMENTS IN YEAR ONE

- Candidate engagement programming
- Increase in businesses testifying at the local and state level
- Increased Work-Based Learning capacity for businesses
- Four Career Hubs
- Career Coach launch
- Two sector partnerships
- Quarterly housing insight report
- Employer Housing Toolkit
- HR cohort and report
- Robust dashboard template

AWARDS



- Western Association of Chamber Executives Program of the Year for B.O.L.D. 2026
- Triad Children's Champion Award
- Denver Business Journal Outstanding Women in Business (Kami Welch)



DINO DARDANO
PRESIDENT, HESTRA GLOVES

"As employers, we must invest in developing our local workforce and help to overcome the obstacles that prevent the development of Arvada as an exceptional place to work and live."



WATCH WORK-BASED LEARNING
SUCCESS STORIES AT
[ARVADACHAMBER.ORG/TALENT](https://arvadachamber.org/TALENT)



Learn more about the B.O.L.D. 2026 initiative and find updated news and resources at
arvadachamber.org/BOLD2026

Advocacy

Through the B.O.L.D. 2026 initiative, Advocacy KAPS Council, the Jefferson County Business Lobby (JCBL), and consistent outreach to elected officials at all levels of government, the Arvada Chamber strives to stay informed on the latest policy developments while advocating for a strong local economy.

In the 2023 legislative session, the Arvada Chamber took a public position on 31 bills on our Bill Tracker. Following the legislative session, the Chamber produced an Advocacy Scorecard and blog post with the 17 bills our businesses need to know about.

During session, the Arvada Chamber also introduced the bi-weekly Advocacy Action newsletter and called on business input on an alarming House Bill 23-1118, titled "Fair Work Week Employment Standards." With advocacy from our members and our lobby team at the capitol, the sponsors substantially modified the original bill and it eventually died on a 2-8 vote.

In the lead-up to the election season, the Chamber hosted a two-part Candidates Bootcamp to help foster the mutual understanding and opportunity that exists between those who serve our region and the businesses that drive our local economy. This year, we saw 100% participation from our 2023 city council candidates.



In March, business leaders and B.O.L.D. 2026 investors from the Arvada Chamber attended Arvada City Council to support the approval of a conditional use permit for the Marshall Pointe Apartments. We were grateful for the leadership and vision of the Arvada City Council who voted unanimously to support the proposal moving forward. The tone was set that Arvada is committed to increasing our stock of income-aligned housing.

“ I appreciate the fact that the Chamber has come here and talked on your behalf. They do represent the businesses in our community. It's a collaboration between all of us: the government, the Chamber, the businesses, and the development community to solve a problem.

- Bob Fifer,
Arvada City Councilmember



Learn more about the Chamber's advocacy efforts and how you can involved at arvadachamber.org/advocacy

Advocacy

In April, **the Arvada Chamber hosted middle school students from Arvada-area schools to compete in the 2023 National Civics Bee regional competition.** Nine students competed in front of their peers, teachers and families in a live quiz event and answered questions from the judges to test their civics knowledge. The top three finalists from Arvada went on to the state competition, with one Arvada finalist advancing to the national competition in Washington, D.C.



In 2023, the Arvada Chamber continued to engage and educate our community at large with **over 900 attendees joining us for critical conversations at our monthly Community Impact Forums.**

In October, the Arvada Chamber created the 2023 Arvada Voter Guide, which included information on city council and school board elections, as well as two statewide ballot measures: Proposition II and Proposition HH. **The voter guide saw over 7,000 views before election day.**

In October 2023, **the Arvada Chamber took home the Government Affairs Award at the Association of Colorado Chambers of Commerce annual conference.** This award is given to the Chamber that demonstrates leadership and effectiveness in business advocacy.

2023 Community Impact Forums

- January** | State of Business
- February** | State of Childcare
- March** | State of the Economy
- April** | State of the City
- May** | Legislative Session Recap
- June** | State of Education
- July** | State of Transportation
- August** | State of Housing
- September** | City Council Election Forum
- October** | Ballots and Breakfast
- November** | State of the Region



Talent

A persistent issue across our region is that businesses, non-profits, and schools work in silos, which leads to talent gaps aligned to the skills needed for today's jobs. Our mission and work through the B.O.L.D. 2026 initiative is to catalyze a coordinated regional approach for employers to lead in the early stages of our talent pipeline.

The first part of this solution is a regular convening of Jeffco Public Schools, post-secondary institutions, workforce development nonprofits, Jefferson County Business and Workforce Center, economic development leaders and more sitting at one table sharing resources, information and



marching in the same direction. This is exactly the effort of **the Arvada Chamber Talent KAPS Council, which re-launched in 2023.**

In 2023, **a collaboration with Jeffco Public Schools and the Arvada Chamber called GROW Jeffco powered the launch of four Career Hubs in area high schools.** Career Hubs were designed to accomplish a system solution with the equitable engagement of partners across the education-to-employment pipeline. Our collective goal is to implement 20 career hubs across Jeffco to reach 30,000 students and 2,500 employers, year-over-year.

The Arvada Chamber also introduced Career Coach to our partners in Jefferson County in 2023. Career Coach offers career seekers (and explorers) an opportunity to quickly understand career opportunities that align with their personality. The program also connects users to companies that are hiring for those roles and programs that are offered for upskilling support if needed. The program has been accessed by over 600 users since we introduced it to Jeffco Public Schools.

Also in 2023, the Arvada Chamber, in partnership with Jeffco Business and Workforce Center, kicked off two sector partnerships (Advanced Manufacturing and Construction). The partnerships give leaders in these high-growth sectors to collectively devise solutions in line with industry trends.



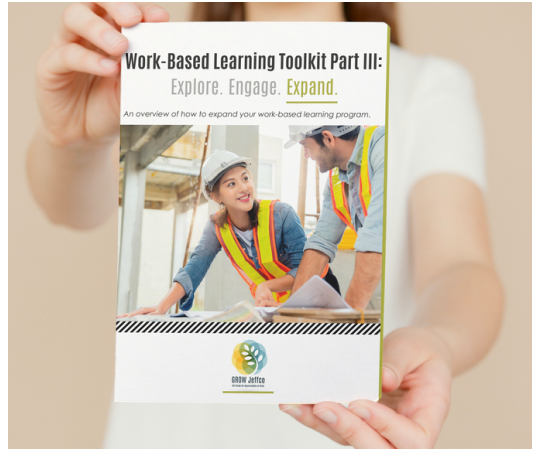
Learn more about our talent challenges and work at arvadachamber.org/talent.

Talent

In May 2023, the Arvada Chamber of Commerce, in collaboration with education, business and non-profit partners, **announced the release of its third Work-Based Learning Toolkit** to help guide a business toward a sustainable, long-term work-based learning (WBL) program. In this third and final toolkit, we discuss various steps to review and consider when expanding your WBL program.

Additionally, **the Arvada Chamber reimbursed \$155,000 in Work-Based Learning Incentive (WBLI) Program grant funds to 18 area employers.** The goal of the state's \$3 million WBLI Program is to increase and expand the number of work-based learning opportunities available to youth and adults by providing monetary incentives to employers to create new or enhance existing programs. The WBLI Program reimburses employers up to \$10,000 for developing and implementing Work-Based Learning activities in their company through May 31, 2024.

In August, we partnered with the Jeffco Business and Workforce Center and Jeffco Public Schools to **launch our first Work-Based Learning Workshop.** The focus of the workshop was to support businesses in exploring, engaging, and expanding work-based learning within their organization.



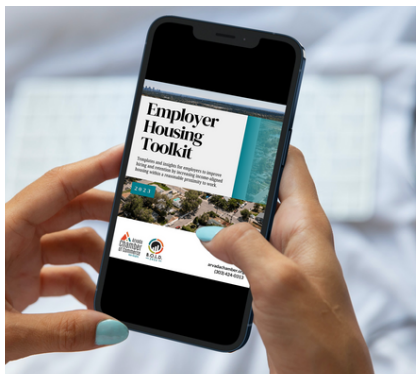
Housing & Childcare



In May of 2023, the Arvada Chamber held three cross-sector roundtable discussions and six interviews with human resources (HR) leaders in Jefferson County. The goal was to identify resources and innovative strategies needed to ensure that our region maintains its ability to attract and retain talent, grow the volume of income-aligned housing, ensure quality childcare and ultimately improve our business environment. **The Arvada Chamber produced an HR Roundtable Report with findings about HR needs associated with worksite culture, benefits, recruitment, housing, and more.**

In June, the Arvada Chamber announced a bi-annual report of income-aligned housing supply in Arvada. This data shows the latest supply of 60-120% AMI (area median income) housing inventory for sale or rent by zip code, along with the number of resident workers in that area. This report was generated with 2022 labor data from Lightcast and real-time housing data from Zillow and USZip.com and adhered to rental AMI caps issued by Denver Housing Stability.

In December, the Chamber announced the Employer Housing Toolkit, a free resource that provides insights, strategies, and resources for employers to improve hiring and retention by increasing access to income-aligned housing close to work for employees. The toolkit explores how to build context and awareness, build programs and partnerships, and advocate for and invest in income-aligned housing initiatives.



To celebrate the release of the Employer Housing Toolkit, **the Arvada Chamber hosted a Human Resource Professionals Cohort** kick-off. The event hosted nine HR leaders from diverse businesses across the Arvada region. Going beyond traditional networking, the HR Cohort offers a platform for the exchange of ideas, implementation of emerging practices, and leadership in revolutionizing HR strategies.



Arvada Resiliency Taskforce

Resiliency

In August, the Arvada Resiliency Taskforce (ART) announced a **Crime & Safety Program to help ensure Arvada is the safest business community in Colorado.** The program includes a crime and safety toolkit, education and consultations, a grant program to install security cameras and line of sight lighting, and more in response to increase concern of safety and security.



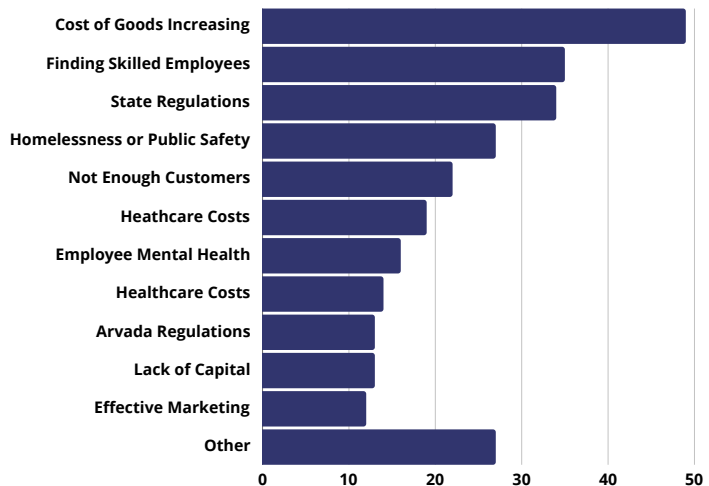
On November 8, ART hosted **the 2023 Arvada Business Summit, a full-day training that certified over 50 business professionals, community leaders and elected officials in Mental Health First Aid.** The course, provided by the Jefferson Center for Mental Health, provided skills and resources to help an individual in crisis connect with appropriate care.



2023 Business Challenges

Business Pulse Surveys assist the Arvada Resiliency Taskforce to develop new programming and resources to help our business community thrive. **Qualitative feedback acquired through 2023 Business Pulse Surveys consistently highlighted the escalating regulatory encumbrance and amplified cost of conducting business,** particularly encompassing the weight of property tax assessments.

Top Business Challenges (Q3 2023)



Business Growth & Connection



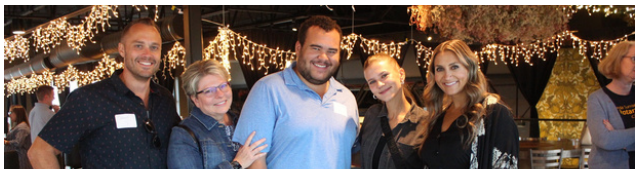
In 2023, the Arvada Chamber supported members with business promotion through **over 1,600 digital member mentions, 148 blog posts, and 97 written spotlights of businesses and individuals, and 30 ribbon cuttings.**

In March, the Chamber again celebrated Women's History Month through the award-winning Badass Women of Arvada campaign. **Arvada nominated over 100 deserving business and community leaders for the 31 spotlights published daily.** The Chamber also recognized these women at our first Women to Watch Luncheon.



In September, the Arvada Chamber **launched the Arvada Future 30 campaign**, which recognized 30 Arvada young professionals each day of the month.

In 2023, the Arvada Chamber counted **218 members that belong to one of six networking groups, which meet weekly or bi-weekly.** 646 members met at 27 member networking events, including Business After Hours, New Member Receptions, the Annual Golf Tournament, Senior Services Industry Mixer, and Non-Profit Mixer.



Read Arvada Chamber member stories at
arvadachamber.org/memberstories

Leadership

ANNUAL DINNER AND AWARDS LUNCHEON

The Arvada Chamber celebrated businesses, organizations and community leaders at the 98th Annual Dinner at Social Capitol on February 10. **The Chamber recognized All Secure as the 2022 Business of the Year, Hope, Connection and Community as the 2022 Non-Profit of the Year, and Nicole Bendig-Lamb as the 2022 Entrepreneur of the Year.**



In May, the Arvada Chamber hosted the 72nd Annual Awards Luncheon, a long-standing tradition in Arvada recognizing outstanding community involvement, generosity and overall impact. **The Chamber awarded Man and Woman of the Year to Randy and Christi Michaelis. The 2022 Image Awards went to Roy Knight and Don and Theresa Lindsey. The Arvada Young Professional Leadership Awards went to Michelle Stout and Colin Ferro.**



2023 BOARD OF DIRECTORS

Vanessa Kendrick, Chair

Your Castle Real Estate

Chris Adams, Thrive Workplace

Larry Barker, Sonsio

Rachel Bernstein Sheikh, RBS LAW, LLC

Nathan Cooper, SMACNA

Paul Danborn, Frie, Arndt, Danborn & Thiessen P.C.

Mollie Gilligan, Payroll Vault

Katie Groke, Apex Park and Recreation District

Andrew Heesacker, Arvada Rent Alls

Lenka Juchelkova, The Arvada Tavern

Michael Juergens, Rise Benefit Solutions

Jennifer Kroetch, Red Rocks Community College

Nathan Mudd, Mudd Law LLC

Daisy Perez, On Tap Credit Union

Scott Phillips, Centura Health

Lindsay Reinert, Lutheran Medical Center | Intermountain Health

Dave Runyon, CityUnite

Kathryn Seehusen, Colorado Home Realty

William Sheridan, SFInvest

Lisa Steven, Hope House Colorado

Barb Stevens, EOS Worldwide

Masaru Torito, Kokoro Restaurant

Leadership

The Arvada Chamber is committed to providing programs, events and committees that are designed to cultivate leadership that will accelerate our businesses and community. **In 2023, 235 member representatives were engaged in networking groups, KAPS Councils, and other leadership roles.**

In 2023, the Arvada Chamber hosted two Leadership Bootcamp programs, in the spring and fall. In total, **31 business and non-profit professionals graduated from the Chamber's award-winning leadership program.**

Completed across 12 weeks, Leadership Bootcamp explores one or two topics each week taught by an expert in that field of personal leadership, leading others, or leading a business. Speakers included Noelle Oberg (City of Arvada), Kitty Coy (You Be You Coaching), Krista Kaufmann (Method Mediation), Bill Martin (Bill Martin & Associates), Jay Voigt (Human Capital, LLC), Anthony Lambatos (Footers Catering), and more.



2023 Leadership Bootcamp Graduates

Adrienne Schwindt, Sooper Credit Union
Ann Corbley, I-Kota, LLC
Anne Marie Piazza, Rocky Mountain Children's Health Foundation
Bohart Schomburg, Schomburg Insurance
Brad Hull, Apex Park and Recreation District
Brendon Wilson, Arvada Rent Alls
Bryce Moore, I-Kota, LLC
Caitlin Nirgiotis, Hope House Colorado
Corbin Kirchhevel, Apex Park and Recreation District
Danielle McKinney, Sooper Credit Union
Grayson Horn, FirstBank
Jasmine Sticka, Premier Members Credit Union
Jenny Sines, Arvada Center for the Arts and Humanities
Jessica Dunn, Independent Broker at PM Financial Group
Jon Bumann, Rocky Mountain Children's Health Foundation
Jordan Wiggers, Jovie- Arvada, Broomfield, Colorado Springs
Juliana Romero, Premier Members Credit Union
Kari Bakken, Black & Read Inc
Kelly Lloyd, Red Rocks Community College - Arvada
Kennedy Clark, Community Table
Lee Shaughnessy, Rocky Mountain Children's Health Foundation
Monica Bowser, Apex Park and Recreation District
Nick Papantonakis, REMAX Alliance
Phil Zavala, 4Corner Business Services
Rebecca Falsetto, Westerra Credit Union
Richard Gibson, Arvada Rent Alls
Ruben Gallegos, Intermountain Health | Lutheran Medical Center
Sara Sprong, Visible Network Labs, Inc.
Sarah Heaton, Apex Park and Recreation District
Shannon MacDonald, The Community Table
Wes Schmidt, Premier Members Credit Union



2023 Investors



SFinvest | All Secure

Colorado Home Realty - Kathryn & Joe Seehusen

Bending Wrenches Automotive

Professional Construction Services, Inc.

Adams County Government | Schomburg Insurance Agency

Comcast | Arvada Professional Fire Fighters

J&K Roofing | Martin/Martin Consulting Engineers

Arvada Fire Protection District | Colchin Automotive

Kokoro Restaurant | Olde Town Flower Shoppe LLC

Visible Network Labs, Inc.

Arvada Center for the Arts and Humanities

Xcel Energy | Red Rocks Community College

Red Rocks Community College Foundation



arvadachamber.org

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