

# 2022-2023 ANNUAL REPORT

*Boone Area Chamber of Commerce*



SPIRIT OF BOONE EVENT  
PRESENTED BY





# BOONE AREA CHAMBER OF COMMERCE

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## Staff



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# 2022-2023 BY THE NUMBERS



**98**

NEW MEMBERS



**157k**

FACEBOOK REACH



**4,106**

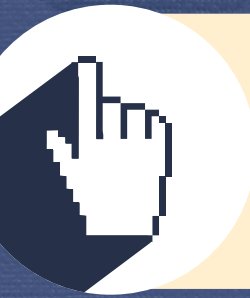
EVENT ATTENDEES



**170%**

INSTAGRAM REACH

*INCREASE FROM PREVIOUS YEAR*



**186k**

WEB PAGE VIEWS



**3**

NEW STAFF HIRES



**19**

RIBBON CUTTINGS &  
GRAND OPENINGS



# EXECUTIVE BOARD

**CHAIR** Heidi Ragan, Blue Ridge Energy  
**CHAIR ELECT** Mark Gould, Mast General Store  
**IMMEDIATE PAST CHAIR** Talia Freeman, Beech Mountain Resort  
**TREASURER** Joe Nash, DMJPS PLLC

# BOARD OF DIRECTORS

Yolanda Adams, Watauga County Schools  
 Carrie Afanador, Immigrant Connection of the High Country  
 Shirley Alexander, Booneshine Brewing Company, Inc  
 Tara Brossa, Hampton Inn & Suites by Hilton  
 Dr. Tiffany Christian, Safe Harbor  
 Dr. Harry Davis, Appalachian State University  
 Christy Gottfried, Go Postal in Boone  
 Jim Hamilton, NC Cooperative Extension  
 Angela Heavner, 180 Float Spa  
 Hal Hood, Lifestore Bank  
 Nathaniel Johnson, Granite Insurance

Brent Keith, SkyLine/SkyBest  
 Angus Lamond, Chetola Resort at Blowing Rock  
 Michael Maybee, Watauga Opportunities Inc.  
 Danielle Neibaur, The Horton Hotel & Rooftop Lounge  
 Dr. Mark Poarch, Caldwell Community College & Technical Institute  
 Kinsay Reeder, Appalachian Regional Healthcare System Foundation  
 Dr. Tierra Stark, Watauga County Schools  
 Seth Sullivan, The Cardinal Food & Spirits  
 Omer Tomlinson, Spectrum Reach  
 Amanda White, First Horizon Bank  
 Jason Xiong, Appalachian State University

# COMMUNITY FOUNDATION PARTNERS

# PROGRAM PARTNERS

**PLATINUM**

**GOLD**

**SILVER**



# 2022-2023 APPROVED BUDGET PROPOSAL

## REVENUES

Event Income	\$218,721
General Income	\$113,346
Membership Revenue	\$312,747
Watauga Women in Leadership Revenue	\$25,800
Program Partner Revenue Difference	\$27,000

\$697,614

## EXPENSES

Personnel Expenses	\$422,564
Professional Expenses	\$11,446
Operations Expenses	\$33,792
Special Projects/Events Expenses	\$140,730
Building Expenses	\$88,674

\$697,206



## 2022-2023 EVENTS AND PROGRAMS

**Watauga Women in Leadership Gala**  
September 22, 2023 | The Inn at Crestwood

**Meet The Candidates Forum**  
October 6, 2022 | The Appalachian Theatre

**30th Annual Last Chance Golf Tournament**  
October 31, 2022 | Hound Ears Club

**Watauga Leadership Challenge**  
January 2023-April 2023

**7th Annual High Country Economic Kickoff Breakfast**  
January 19, 2023 | Grandview Ballroom, Appalachian State

**Boone Area Chamber of Commerce Grand Opening Celebration**  
March 16, 2023 | Boone Area Chamber of Commerce

**7th Annual 4 Under 40 Awards**  
April 6, 2022 | The Appalachian Theatre

**Keep Boone Healthy Golf Classic**  
April 27, 2022 | Jefferson Landing

**Vision Northwest North Carolina**  
May 25, 2022 | Leon Levine Hall, Appalachian State

### Engagement Programs:

- Lunch & Learn topics included Mountaineer Mentor MashUp, Essential Guide to Building an Internship Program, & Top Suggestions for Staying in Business
- Hosted 4 events for Watauga Women in Leadership
- Watauga County Board of Commissioners & Boone Area Chamber of Commerce reached a funding agreement that returned the Chamber to its role of coordinating and administering the county's Economic Development program
- Boone Area Sports Commission assisted with events such as Tar Heel Baseball, SoCon Wrestling, High Country Holiday Classic, Blue Ridge Relay, Show Your Love Golf Tournament, Last Chance Golf Tournament, & partnered with the NC Sports Commission
- Helped coordinate numerous community conversations about housing and childcare, facilitated conversations around funding improvements for Horn in the West, continued work with Stake Our Claim, & hosted NC Alliance for Safe Transportation Breakfast
- Sponsor and hosted Boone Business Exchange (BBE), a business-to-business referral network
- Hosted 12 Business After Hours
- Hosted 19 Ribbon Cuttings & Grand Openings



# SPIRIT *of* BOONE

## COMMUNITY AWARD WINNERS



ALFRED ADAMS AWARD FOR ECONOMIC DEVELOPMENT:  
*PRESENTED BY WELLS FARGO*

KATHY CRUTCHFIELD CITIZEN OF THE YEAR AWARD:  
*PRESENTED BY BEECH MOUNTAIN RESORT*

SUE W. WILMOTH AWARD FOR TOURISM DEVELOPMENT:  
*PRESENTED BY EXPLORE BOONE*

BEN SUTTLE SPECIAL SERVICES AWARD:  
*PRESENTED BY GREENE CONSTRUCTION, INC.*

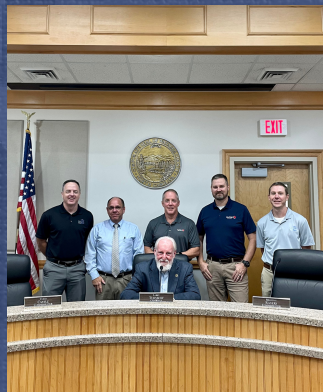
[CLICK HERE FOR ADDITIONAL  
AWARD WINNER INFORMATION](#)





# SPIRIT *of* BOONE

## COMMUNITY AWARD WINNERS



EVERGREEN AWARD FOR SUSTAINABLE DEVELOPMENT:  
*PRESENTED BY MAST GENERAL STORE*

DAN MEYER PARTNERSHIP AWARD: *PRESENTED BY LIFESTORE BANK*

WADE BROWN AWARD FOR COMMUNITY INVOLVEMENT: *PRESENTED BY BOONE GOLF CLUB*

BAKER/JONES WOMAN OF THE YEAR AWARD:  
*PRESENTED BY BLUE RIDGE ENERGY & UNC HEALTH APPALACHIAN*

ELIZABETH YOUNG AWARD FOR COMMUNITY LEADERSHIP:  
*PRESENTED BY BERKSHIRE HATHAWAY HOMESERVICES VINCENT PROPERTIES*

[CLICK HERE FOR ADDITIONAL  
AWARD WINNER INFORMATION](#)

