

2022-2023 ANNUAL REPORT

Boone Area Chamber of Commerce



SPIRIT OF BOONE EVENT
PRESENTED BY



BOONE AREA CHAMBER OF COMMERCE

Staff



DAVID JACKSON
President/CEO
david@boonechamber.com



CARRIE HENDERSON
Director of Events
carrie@boonechamber.com



LINDSAY COOK
Director of Operations
lindsay@boonechamber.com



REGGIE HUNT
Executive Director of Boone Area Sports
Commission
reggie@boonechamber.com



EMMA FAULKNER
Content Manager
emma@boonechamber.com



MEGAN MASON
Director of Communications and
Marketing
megan@boonechamber.com



JOE FURMAN
Director of Economic Development
joe@boonechamber.com



PATRICK K. SETZER
Director of Member Engagement
patrick@boonechamber.com



NATALIE HARKEY
Finance Manager
natalie@boonechamber.com



**JEANNINE UNDERDOWN
COLLINS**
Chamber Volunteer
info@boonechamber.com

2022-2023 BY THE NUMBERS



98

NEW MEMBERS



157k

FACEBOOK REACH



4,106

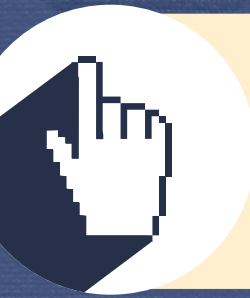
EVENT ATTENDEES



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, 2022 | 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, 2023 | The Appalachian Theatre

Keep Boone Healthy Golf Classic
April 27, 2023 | Jefferson Landing

Vision Northwest North Carolina
May 25, 2023 | 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

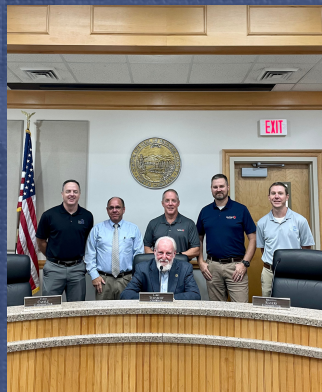
BEN SUTTLE SPECIAL SERVICES AWARD:
PRESENTED BY GREENE CONSTRUCTION, INC.

[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](#)

