



2008 Annual Report

A message from the Chairman

2008 proved to another excellent and productive for the Salina Area Chamber of Commerce and the City of Salina. I would like to share a few of the many highlights from the past year.

The citizens of Salina, by an overwhelming margin, voted yes to the renewal and expansion of the local sales tax. Dollars from the sales tax will be used for street improvements, property tax stabilization, economic development and the construction of a new aquatic center.

While many cities are seeing a decrease in retail sales, Salina experienced a 4.0 percent growth in 2008. Adding to our retail trade pull is the new Kohl's Department Store. This development came about due to the city's use of Tax Increment financing, a first for Salina. Many other strong retailers across the community attract and retain shoppers.

In order to meet one of many goals of the economic development strategic plan, the Chamber now has two employees who work with local businesses on retention and expansion. Growth in Salina is evidenced by the numerous companies that have moved into town or are expanding their current operations. Some of those businesses are CAV Aviation, Great Plains Manufacturing, Thunderstruck, Grain Belt Supply, Salina Galvanizing/Valmont and Western Extralite.

This past year, the workforce advisory committee really increased its workload. This group brought together eight local manufacturers, as well as representatives from the Chamber, Kansas Works, and Salina Area Technical College. The manufacturing skills certificate was developed to provide a core level of training and education to current and prospective employees.

Membership in the Chamber remains strong. Thank you for your past financial support and look forward to your continued financial support in the future. I assure you the Chamber will use your dollars wisely as we continue to help Salina grow while improving the quality of life for your family and employees. Together we can make great things happen in Salina.

Thank you for allowing me to serve as your Board Chairman in 2008. It has been an honor.

Sincerely,

Mike Hoppock
2008 Chairman of the Board
Salina Area Chamber of Commerce

2006 Officers



Chairman:
Mike Hoppock,
Land Title Services



Vice Chairman:
Phil Kerstetter,
Kansas Wesleyan
University



Chairman-Elect:
Daran Neuschafer,
American Family
Insurance



Treasurer:
Aaron Morrison,
Morrison Ventures



Past Chairman:
Scott Bergkamp,
Bergkamp, Inc.



Dennis Lauver
Salina Area Chamber
of Commerce
President/CEO

Board of Directors



Samantha Angell,
Achterberg & Angell



Doug Bradley,
Doug Bradley Trucking



Richard Brake,
Salina Postmaster



Larry Fief,
The Bank of Tescott



John Jacobs,
Kriz-Davis Company



James Lambert,
Kansas Gas Service



Jim Maes,
ComPro Realty



Rodney Meier,
Meier's Moving
& Storage



Tonya Montgomery,
Showcase Jewelers



Tom Perez,
Precision Electrical
Contractors



Patrick Putzier,
Professional Hearing
Center



Linda Salem,
Great Plains
Manufacturing



Kathy Tolbert,
Rolling Hills Wildlife
Adventure



Chris Venix,
Philips Lighting
Company

Ex-Officio Directors

Craig Stephenson, Chairman, Saline County Commission
John Vanier, Mayor, City of Salina
Eric Hardman, Chairman, Salina Airport Authority
Carol Brandert, President, USD 305 School Board

CHAMBER STAFF

Dennis Lauver: *President/CEO*

Don L. Weiser: *Senior Vice President*

Sandy Cole: *Accountant*

Aaron White, *Business Retention & Expansion*

Larry Powell, *Business Retention & Expansion*

M. Maureen Toll, *Workforce Program Development*

Roger Sinclair, *Workforce Recruitment & Outreach Specialist*

Delta Bryant: *Manager, Administration & Operations*

Mandy Ingraham, *Receptionist*

Donna Smith: *Accounting Assistant*

Visit Salina Staff

Sylvia Rice, *Director*

Tiffany Benien, *Sports & Events*

Jo Ann McClure, *Convention Sales*

Cindy Lamer, *Program specialist*

Andi Pahl; *Administrative Assistant*

2008 Accomplishments

Strengthen the Chamber and enhance our resources

Grow and develop a stronger membership base

- The Ambassadors secured 107 new members
- Conducted four New Member Orientation session for new members

Enhance the financial resources and organizational structure

- Completed updating the organization's by-laws
- Expanded the sponsorship/marketing program for members to bring predictability to budget and event planning
- Developed and implemented a technology plan including upgrades and enhancements to the Chamber website

Facilitate community leadership and collaborations

- Worked with the Greater Salina Community Foundation to strengthen the Leadership Salina program
- Sponsored the Junior Leadership Salina program
- Conducted an Annual Banquet and Membership Meeting

Participated in the success of our members

Increase the value of membership events

- Provided networking opportunities at 14 "Business After Hours" events showcasing member businesses. Attendance averaged 120 people per event
- Provided quarterly mailings of CHAMBER-NET, the Chamber's direct-mail marketing program, to the membership. Each mailing reached 1,500 Chamber members
- Sponsored a Customer Service Seminar for the membership

Tell our story

- Worked with the local media to inform various publics of the work of the chamber
- Conducted an annual briefing meeting with former Chamber Board Chairman
- Analyzed the annual meeting to determine the best approach that meets organizational objectives

Celebrate and call attention to our members

- Continued the “Member Appreciation Friday” program to showcase members
- Participated in eight “Dennis and Don Do My Job” events to increase visibility of members and chamber staff
- Conducted the annual Business Hall of Fame program to recognize exceptional past and present business and community leaders
- Facilitated and participated in a total of 19 member ribbon cuttings, ground breakings, and open houses

Insure the economic prosperity of the Salina area

Create jobs and expand the economic base through private sector capital investment

- Continued to work with community partners to develop and fund a five-year Salina Economic Development Strategic Plan
- Partnered with the Salina Airport Authority to improve the passenger air service in Salina
- Major development activities for 2008 included:
 - Thunderstruck expanded facility/staff
 - Salina Galvanizing/Valmont reopened the former A+ Galvanizing facility
 - Grain Belt Supply expanded their facility and staff
 - Salina Airport Authority completed the Hanger 600 project
 - Great Plains Manufacturing started another expansion of facilities and staff
 - Ovation Cabinetry expanded its staff
 - Salina was selected as one of two finalist sites for an new manufacturing facility (final site decision is pending)
 - Bank VI started construction of a new facility
 - Bank of Tescott started construction of a new facility
 - Logan’s Roadhouse restaurant finished construction on South Ninth
 - Freddy’s Frozen Custard/Timberline restaurant started renovations in the former Golden Coral building
 - A developer announced intentions to develop a retail development along I-135.
 - Napoli’s, an Italian restaurant, expanded to the former Gutierrez restaurant location on Ohio
 - Western Extralite, an electrical wholesaler/distributor, opened a new facility in the former Food 4 Less building.
 - Security Savings Bank began construction of a new facility in the Meadow Point development project
 - Sunflower Bank completed its new corporate office on Schilling Road
 - Salina Planing and Milling completed an expansion of production equipment

- Exide Technologies completed a staff expansion and facilities upgrade
 - Bergkamp, Inc. completed their facility and staff expansion
 - Spangles announced their plans to open another location at the former Fazoli's restaurant on South Ninth St.
 - Kansas Wesleyan University completed construction of their new Student Center
 - Kansas State University at Salina started construction of their new Student Life Center
 - Genesis Health Systems announced their plans to open a new health club in the former Alco building at Cloud and Ninth
 - Pestinger Heating and Air Conditioning expanded their facility
 - Reserves of Prairie Glen apartment complex completed construction
 - Salina Vortex was named Exporter of the Year for 2008
 - The Salina Area Chamber of Commerce hosted a workshop for businesses in the area, discussing workforce development issues, and funding for expansions
 - Sunflower Plaza renovations constructed
 - Salina Regional Health Center completed its expansion of facilities
 - Companies in Salina received over \$2 million in both state and local incentives in support of expansion projects involving new facilities and/or additional staff
- In 2008, 126 commercial/industrial permits were issued, increasing the Saline County valuation by over \$25 million. In addition, there were 436 residential permits issued. Of these, 61 were new single-family dwellings, 24 were additions, and the rest were remodels, sheds, carports, garages and misc. The total residential increase in valuation in 2008 was \$11,397,340
 - In the most recent studies by Kansas State University, Saline County continues to rank fourth out of the 105 Kansas counties in "Retail Trade Pull Factor." The high trade pull factor is a reflection of retail sales activities, including a large volume of retail sales that is coming from outside Saline County. Saline County's sales tax collection rose from \$9,725,453 in 2007 to \$? in 2008

Support the recognition of agriculture as an economic force in the Salina area

- Sponsored the Mid America Farm Exposition and the Kansas All Breeds Junior Dairy Show
- Provided financial and consultative support for the Tri-Rivers Fair and farm youth organizations
- Sponsored an Agriculture Awareness Day and tour to emphasize the importance of agriculture in Saline County

Improve the effectiveness of private and public sector economic development efforts

- Worked with the City of Salina, Saline County and the Salina Airport Authority to address some of the long term issues in regard to potential land use of Kenwood/Oakdale Parks
- Established a Workforce Housing Task Force to create a strategy to address the need for affordable “moderate/middle income housing” and a Salina-specific approach to the problem

Continue and enhance workforce development initiative

- Performed workforce recruitment activities to selected military bases, colleges, and plant closings
 - Participated in 11 Job Fairs
 - Six Rapid Responses
 - Participated in two, out-of-state college visits
 - Added over 2,000 job fair registrants to the Chamber’s Database
- Established agreement with **KANSASWORKS** to follow-up on job fair attendees
- Worked with manufacturers and educational institutions to develop/provide Manufacturing Skills Certificate training at Salina Area Technical College
- Developed new display materials for the Chamber’s job fair booth
Completed four workforce assessments: *Salina Workforce Productivity; Salina Workforce Demand; Labor Supply Willing to Commute; Labor Supply Willing to Move*
- Operated a School-to-Career program in partnership with USD 305 and other public education organizations

Maintain and expand the visitor and tourism component of the Salina area economy

- Worked with the Salina tourism industry to realize \$21.6 million in lodging room receipts during 2008
- Continued support of the Kansas Tourism Initiative, a strategic plan for tourism in Kansas, calling for significant change in how we address tourism in Kansas
- Continued involvement in tourism associations and partnerships, including TIAK (Travel Industry Association of Kansas), Destination Marketing Association Int’l, Kansas I-70 Association, Kansas Adventures Times III, Kansas Restaurant and Hospitality Association
- Represented Salina as a member of the Kansas delegation for the TIA Legislative Summit in Washington, D.C., lobbying for tourism issues including passage of the Tourism Promotion Act

- Worked with local partners toward creating a recommendation to increase transient guest tax as a means to: a) expand regional marketing efforts of arts to generate overnight visitation; and b) fund necessary capital improvements at the Bicentennial Center and c) market that enhanced product
- Created new print ads using the Visit Salina logo, tagline and a primary message of “Play for the Weekend, Stay for a Lifetime”
- Partnered with the Kansas Travel and Tourism Division and other Kansas communities to create a television campaign in feeder markets, both in-state and out of state
- Worked with Salina Journal in the development of *Salina FYI* – a new Visitor Guide both in print and online
- Expanded print advertising, including *Reader’s Digest*, *Frommer’s Budget Travel*, *Midwest Living*, AAA publications, and newspaper travel inserts in feeder markets
- Worked with area partners to exhibit in a Saline County area tent at the 2008 Kansas Sampler Festival in Concordia.
- Conducted a successful Convention Sales Blitz in July, making 429 actual contacts which resulted in 142 good leads, 38 RFPs (requests for proposals) and 4 immediately bookings
- Worked with many state and regional conventions, among them: 40th PMS Air Force Reunion, Kansas Society of Land surveyors, No-Till on the Plains Conference, Kansas Association of Insurance Agents, Grand Lodge of Masons, Wheatland Cluster Dog Show, KDOT Expo
- Hosted new conventions in 2008 including the Watershed Restoration Conference, Smoky Hill Trail Conference, and Kansas Dairy Association
- Exhibited and sponsored activities at the Kansas Society of Association Executives Conference and Trade Show
- Worked with Salina Airport Authority to host Hawgsmoke 2008 – an aviation competition
- Worked with area military personnel to host the 287th Sustainment Brigade Deployment
- Represented Salina in the Tour Kansas coalition, working to promote Kansas – and Salina - as a motorcoach destination
- Worked with Salina Soccer Club to bid on the Kansas State Cup Tournament in 2009, and to identify other soccer opportunities.
- Worked with local partners and venues to host:
 - KSHSAA events including 4A State Boys’ and Girls’ State Basketball, 4A State Baseball and Softball, 4A Wrestling, 3A/4A State Volleyball and 3A State Football Championships
 - NJCAA Women’s Basketball National Championship – the Salina JUCO Basketball Blast; Successfully bid to host the tournament through 2012
 - Kansas ASA (Amateur Softball Association) Tournaments; Triple Crown Tournaments
 - Kansas Kids Wrestling
 - Kustom Kemps Leadsled Car Show

Advocate for employers and for Salina

Enhance governmental relationships to advance issues of concern to employers

- Enhanced federal government relations with increased contact in Washington DC with Salina-specific appropriations requests to support community and economic development objectives
- Hosted three legislative issue meetings with our local state legislative delegation during the state legislative session
- Developed a state and federal legislative policy manual and distributed to state and federal legislators and Governor Sebelius
- Sponsored a candidate forum featuring candidates for Saline County Commission and State Legislature
- Actively supported the Kansas Tourism Initiative (KTI), a project to create a comprehensive plan for tourism in Kansas

2008 Budget

Total Income-\$2,259,935.00

• Project Activities	\$405,775.00	18%
• Visit Salina	\$600,000.00	27%
• Membership Investments	\$340,000.00	15%
• Economic Development	\$863,928.00	38%
• Other	\$50,232.00	2%

Total Expenses-\$2,259,900.00

• Project Activities	\$1,193,438.00	53%
• Administrative & General	\$91,100.00	4%
• Staff	\$886,497.00	39%
• Building	\$88,900.00	4%