



SUPERIOR
CHAMBER

ANNUAL REPORT 2024



MISSION

To **strengthen**, **support**, and **promote** the economic vitality of our member businesses, the community, and the Town.



BOARD OF DIRECTORS



NICK CROTHERS
PRESIDENT
Nick Crothers Real Estate



SAMINA NADIADI
VP OF MEMBERSHIP
Imperial Skin Care



BOBBY MATHIESON
TREASURER
Aspen Management



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Mary Kay Cosmetics



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Mona Hart LLC



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5th Gear Automotive

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Executive Director



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Events & Programs Manager



STEFANIE SCHY
Office & Events Coordinator

AMBASSADORS

SAMINA NADIADI
Imperial Skin Care

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BRANDY SYLVESTER
Aerie Designs

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Blue Federal Credit Union

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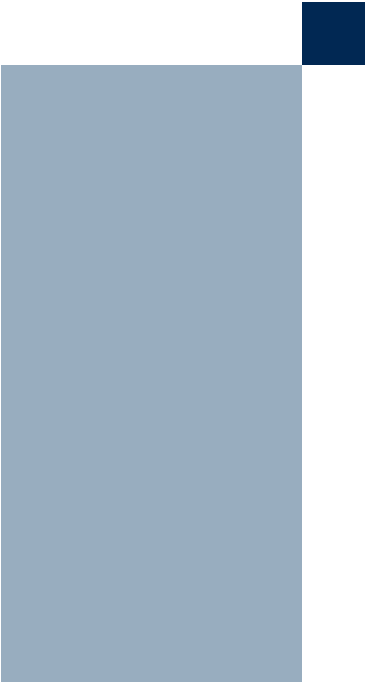
SHEILA CLEMENSON
Transitions Coaching Services

STEPHANIE SCHACHT
Stephanie K. Schacht, Attorney at Law

SHIRA KESHET
BluPoetry

ELAINE HUOT
Academic Assessment Solutions

CAROL BURKETT



A MESSAGE FROM THE EXECUTIVE DIRECTOR

As we reflect on the incredible progress the Superior Chamber of Commerce has made, I’m filled with pride and gratitude for how far we’ve come. Together, we’ve reinvented the Chamber, reaching milestones this year that we’ve never achieved before. This is a testament to the collective dedication of our members, board of directors, ambassadors, volunteers, and partners. It’s an exciting time to be part of the Superior Chamber.

This annual report highlights the significant strides we’ve made as an organization. Like many businesses and organizations, we faced challenges that required us to take risks, innovate, and reimagine how we engage with and support our members and our community. By overcoming those hurdles, we’ve emerged stronger and more resilient.

Our journey is far from over. To continue building on our success, we will rely on the ongoing support of our incredible community our members, partners like Blue Sport Stable and the Town of Superior, and the sponsors who make our work possible. The initiatives and achievements showcased in this report would not have been possible without your trust and investment.

As we move forward, we remain committed to leading the Chamber to even greater heights, ensuring it continues to thrive and contribute to the growth and impact of our region. Our work is not done, but together, we will create an even brighter future for the Chamber and the community we serve.

Leslie Espinoza
LESLIE ESPINOZA
Executive Director

2024 PRIORITIES

- GOAL 1

BUILD MEMBERSHIP BASE FOR SUSTAINED ORGANIZATIONAL GROWTH AND STABILITY
- GOAL 2

BOOST MEMBER ENGAGEMENT
- GOAL 3

STRENGTHEN MEMBER RETENTION THROUGH PROACTIVE MEMBER OUTREACH STRATEGY
- GOAL 4

CREATE A TARGETED COMMUNICATIONS PLAN TO DRIVE AWARENESS OF CHAMBER INITIATIVES, MEMBER SUCCESSES, AND COMMUNITY OPPORTUNITIES
- GOAL 5

DRIVE GROWTH IN EVENT AND PROGRAM SPONSORSHIPS TO ELEVATE MEMBER ENGAGEMENT AND ROI, SHOWCASE BUSINESSES TO THE COMMUNITY, AND HIGHLIGHT THE TOWN OF SUPERIOR.



2024 MEMBERSHIP BY THE NUMBERS

TOTAL OF NEW MEMBERS
FROM 2014-2021

64

NEW MEMBER GROWTH
POST MARSHALL FIRE

147

TOTAL NEW MEMBERS
IN 2024

68

TOTAL MEMBERS
IN 2024

235

RETENTION RATE

77%

BOULDER COUNTY-BASED MEMBERS

188

SUPERIOR-BASED MEMBERS

113

MEMBERS BY TOWN

- Superior 48%
- Louisville 23%
- Broomfield 9%
- Boulder 9%
- Lafayette 5%
- Westminster 2%
- Denver 2%
- Other 2%

2024 RIBBON CUTTINGS

21

- Curated by Paull Interiors
- Red Fox Gym
- Imperial Skin Care
- Onyx Med Spa
- YoGallery Wellness
- Halcyon Mind+Body
- La Buchona Family Mexican Restaurant
- IMAGE Studios
- The Sanctuary Aesthetic
- Aesthetically Isabella
- The Hideaway Esthetic and Skin Studio
- Tru Balanced Aesthetics
- Casa Agave Mexican Restaurant
- Boulder Baked
- Thriving Ibis Leadership Solutions
- Body20 Broomfield
- CBArts Studio
- Superior Chamber & Blue Sport Stable
- Superior Baby Care
- Krak Boba
- Flipside Theatre at Superior Improv Co

TOP 12 MEMBERS BY INDUSTRY

1. Government, Education, and Individuals
2. Business and Professional Services
3. Finance and Insurance
4. Restaurants, Food and Beverages
5. Personal Services and Care
6. Healthcare
7. Home and Garden
8. Real Estate, Moving and Storage
9. Arts, Culture, and Entertainment
10. Sports and Recreation
11. Shopping and Specialty Retail
12. Family, Community, and Civic Organizations







EVENTS AND PROGRAMS BY THE NUMBERS

Throughout 2024, the Superior Chamber broadened its existing array of networking and business development opportunities, introducing fresh avenues for members to connect and foster partnerships. Programs and events remain crucial components of our membership experience and annual budget.

BUSINESS AFTER HOURS & MEET-UPS

5

SPEED NETWORKING

1

RIBBON CUTTINGS

21

BUSINESS DEVELOPMENT SEMINARS/WORKSHOPS

5

LEADS GROUPS MEETINGS HELD

82

WOMEN IN BUSINESS LUNCH & SPEAK

8

COMMITTEE MEETINGS

42

BOARD OF DIRECTOR MEETINGS & STRATEGIC PLANNING RETREATS

12

ROOFTOP DROPS

2

SUPERIOR SMALL BUSINESS ROUNDTABLE

1

CHAT WITH THE CHIEF

11

MEMBER SUCCESS ORIENTATIONS

4

CANDIDATE FORUM

1

ADVOCACY MEETINGS ATTENDED

24

TOURNAMENT

1

SIGNATURE EVENTS

4

COMMUNITY FESTIVALS & EVENTS

4

BUSINESS CONFERENCE

1

OF EVENTS, MEETINGS, AND WORKSHOPS

230

OF BUSINESSES PARTICIPATED

393

OF PROGRAM ATTENDEES

1,318

Excludes Ribbon Cuttings, Festivals, Community Events, and Chat with the Chief

EVENTS AND PROGRAMS
KEY HIGHLIGHTS

WOMEN IN BUSINESS
LUNCH & SPEAK

196
OF PARTICIPANTS

In 2022, we hosted 235 participants. In 2024, we recorded 196 participants, reflecting a 16% decrease. This decrease was primarily due to hosting 10 luncheons instead of 12. Despite this adjustment, **we maintained our strong average of 19 participants per luncheon**, consistent with the previous year.

AMBASSADOR COMMITTEE

15
AMBASSADORS

We sustained our team of 15 dedicated Ambassadors throughout the year. These passionate volunteers have been instrumental in driving the Chamber's progress, contributing hundreds of hours of their time to support our mission and initiatives.

ROOFTOP DROP

2
DROPS

In 2024, we conducted two large distribution drops. While our goal was to complete three and reach all Superior residents, timing challenges stemming from our move to the Blue Sport Stable impacted our plans. Despite this, **we successfully distributed a total of 2,458 items.**

MEMBER SUCCESS
ORIENTATION

45
NEW MEMBERS ATTENDED

In 2023, we introduced our Member Success Orientation program, and since its launch, we have hosted eight sessions to guide new members in maximizing the benefits of their membership. Notably, **66% of new members attended a MSO in 2024.**

4TH OF JULY PARADE &
PANCAKE FESTIVAL

26
PARTICIPATING BUSINESSES

We engaged over 20 enthusiastic volunteers who participated in the Parade, effectively showcasing our **Shop Local Program** with vibrant T-shirts, signs, and a banner. We distributed 4th of July swag to more than 2,500 attendees. Moreover, we achieved a **18% increase in business participation.**

SUPERIOR CHILI & BEER
FESTIVAL

68
PARTICIPATING BUSINESSES

We are proud to report a new record for the chamber, an achievement of a **100% increase in business participation**, symbolizing the positive impact and growth within both the chamber and the community. In addition we hosted the VIP Lounge for the festival.

CHAMBER OPENING RECEPTION
& GRATITUDE CELEBRATION

80
ATTENDEES

This year, we hosted our Gratitude Celebration in conjunction with our Ribbon Cutting and Grand Opening Reception to honor and thank our valued members, sponsors, partners, and volunteers for their unwavering support. **The event brought together 80 attendees**, creating a heartfelt celebration of our community's shared achievements and collective efforts.

SUPERIHER WOMEN'S BUSINESS
CONFERENCE & EXPO

200
ATTENDEES

This year, our second SuperiHER Women's Business Conference and Expo achieved remarkable success, with **attendance increasing by 52% and selling out an entire month in advance.** The conference showcased an impressive lineup of 12 dynamic speakers, **welcomed 200 attendees, and featured 40 exhibitors.** This milestone event highlighted our dedication to supporting growth and empowerment within the women's business community.

SUPERIOR WINTER FESTIVAL

5,000+
ATTENDEES

In partnership with the Town of Superior and Blue Sport Stable, we hosted our second annual Superior Winter Festival in Downtown Superior. This vibrant community event featured **72 local businesses—a 111% increase from the previous year—and drew an estimated attendance of over 5,000 people**, making it a standout and festive highlight on our community calendar.



SIGNATURE EVENTS HIGHLIGHTS

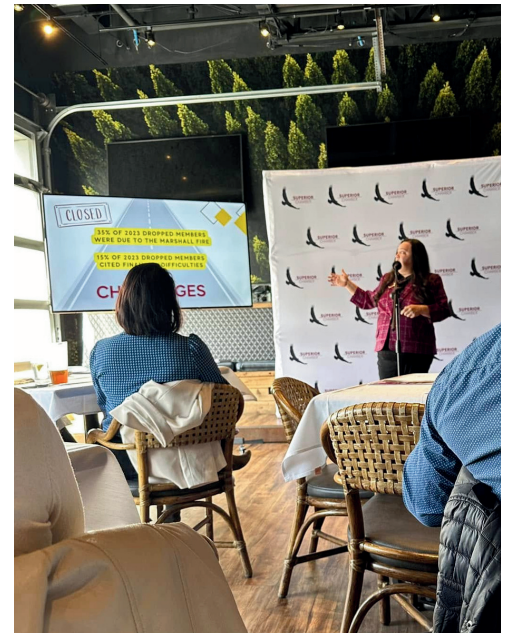
STATE OF THE CHAMBER &
ANNUAL MEMBER MEETING

80

ATTENDEES

The 2024 State of the Chamber & Annual Member Meeting brought together members to **celebrate the past year's successes and explore exciting opportunities ahead.**

The event kicked off with a dynamic networking session, fostering connections among attendees. Executive Director Leslie Espinoza presented the 2023 Annual Report and unveiled key initiatives from the Superior Chamber's 2024 Program of Work. Special guest speakers, Mayor Mark Laci and Economic Development Manager Jill Mendoza, provided valuable insights into the town's economic outlook and future growth strategies.

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SIGNATURE EVENTS HIGHLIGHTS

SUPERIOR BUSINESS AWARDS

196

ATTENDEES

Our Superior Business Awards recognizes companies and individuals throughout our region in nine categories. Awardees were honored at the Superior Business Awards on Wednesday, June 5, 2024, at Lionsgate Event Center. **Our attendance saw a 9% increase, and the silent auction raised over \$5,000.**



Heather Cracraft Superior Achiever Award
Mark Lacis



Business of the Year



Creative Business of the Year
Tiny Dragon Photography



Start-Up Business of the Year



Small Business of the Year



One Community Service Award



Workplace Diversity Award



Business Professional of the Year
Lori Halbach



Solo Business of the Year
Samina Nadiadi
Imperial Skin Care



Young Professional of the Year
Maithreyi Gopalakrishnan
LiquidFi



SUPERIOR WINTER FESTIVAL

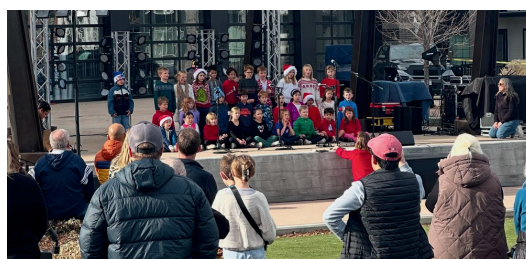


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SPECIAL EVENTS

BATTLE OF THE CHAMBERS
GOLF TOURNAMENT128
GOLFERS

In partnership with the Louisville Chamber of Commerce, we hosted the Battle of the Chambers Golf Tournament, **bringing together 128 golfers for a day of friendly competition, networking, and fun** at the Omni Interlocken Hotel. The event featured a hole-in-one competition, interactive holes, and a silent auction, creating an exciting experience for golfers of all levels. With breakfast and an awards luncheon to wrap up the day, this tournament was a fantastic opportunity to connect and compete on the green!

MULTI-CHAMBER ANNUAL
MEMBERSHIP BBQ100'S+
ATTENDEES

This year, the Superior Chamber hosted the Annual Membership BBQ at Purple Park. The event was a great opportunity to express gratitude to our members for their ongoing support throughout the year. The BBQ was a joint effort with the Erie, Lafayette, and Louisville Chambers, **offering an excellent chance to network and strengthen relationships across the three communities.**



SUPERIOR PRIDE

2
ANNUAL

This year, the Chamber had the honor of partnering as a marketing sponsor for **Superior's 2nd Annual Pride Celebration**, held on Thursday, June 20th, at Bambei Brewing Company. **The event was a vibrant and inclusive gathering, celebrating love, diversity, and community spirit.** Chamber members and attendees came together to show their support for the LGBTQ+ community, sporting Pride shirts and bringing enthusiastic energy to the festivities.



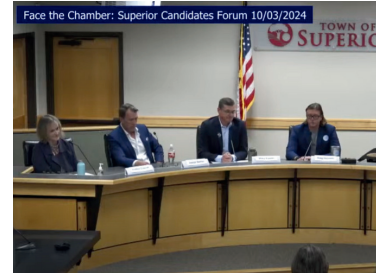
CHAT WITH THE CHIEF

11
MEETINGS HELD

Sgt. Salaman of the Boulder County Sheriff's Office hosts monthly Chat with the Chief sessions, addressing concerns about crime and safety. **The chamber sponsors the event, providing coffee and food.**

GARAGE SALE &
BUSINESS EXPO10
EXHIBITORS

In collaboration with The Geiger Group, we brought local businesses together to **offer exclusive promotions alongside the annual Superior Town-Wide Garage Sale**, drawing bargain hunters from surrounding communities. The Geiger Group created a printed map featuring these special offers and showcased them on their website, increasing visibility and engagement for participating businesses.

SUPERIOR CANDIDATE
FORUM

In partnership with the League of Women Voters of Boulder County, we hosted the "Face the Chamber: Superior Candidates Forum". This moderated forum **provided an opportunity for businesses and residents to engage with local candidates** ahead of the upcoming election. The event kicked off with a meet-and-greet, followed by the program. After the forum, attendees had the chance to learn more about key ballot measures, including the Superior Sales & Use Tax, RTD Debrucing Measure, and the Superior Home Rule Charter.

COMMUNICATIONS

We strive to boost brand awareness, foster engagement, and offer business development opportunities for our members. Our dedicated team communicates with various audiences, including Chamber members, potential members, government officials, the community, and the media, supporting the entire chamber. Embracing digital advancements, we continuously adapt to better serve our members and provide expanded exposure opportunities. Notably, in 2023, we successfully increased our reach.

WEBSITE VISITS PER YEAR

60,000+

SuperiorChamber.com

BUSINESS DIRECTORY HITS

17,000+

6% Increase from 2022

TOP PAGES VISITED

- 1.Events Calendar
- 2.Business Directory
- 3.Superior Winter Festival
- 4.Welcome to Superior Guide
- 5.Community Photos
- 6.SuperiHER Women’s Business Conference & Expo
- 7.Superior Chili & Beer Fest
- 8.Membership
- 9.Member Portal
- 10.Women in Business

SOCIAL MEDIA FOLLOWERS

4,500+

12% Increase from 2023

E-NEWSLETTER READERS

2,000+

265 New Subscribers
51% Open Rate

ADVANCING WORKFORCE & ECONOMIC VITALITY

IN COLLABORATION WITH THE TOWN OF SUPERIOR

In 2024, the Superior Chamber of Commerce made significant strides in supporting local businesses and fostering economic vitality through innovative programs and strategic partnerships.

Superior Small Business Roundtable: In April, we collaborated with the Town of Superior to host the Superior Small Business Roundtable, a dynamic forum designed to give local business owners a voice in shaping the future of our community. This event provided an open platform for discussing economic challenges and opportunities, allowing businesses to share insights and ideas directly with local leaders. The productive dialogue that emerged from this gathering set the stage for continued collaboration and actionable solutions that will drive Superior’s economic growth.

Leveraging AI for Business Series: Recognizing the transformative power of artificial intelligence, the Chamber launched a four-part educational series titled “Leveraging AI for Business,” aimed at empowering small business owners with the knowledge and tools needed to enhance their marketing strategies.

The series featured hands-on workshops and actionable insights, covering essential AI-powered platforms:

- **Part 1: Build and Streamline Your Brand with Canva** — Participants learned how to create cohesive, professional branding materials quickly and efficiently.
- **Part 2: Content Creation Made Easy with Canva** — Focused on simplifying content generation, this session helped businesses produce engaging digital assets with ease.
- **Part 3: Introducing Copilot for Microsoft 365** — Attendees explored how Microsoft’s AI assistant can boost productivity and streamline daily operations.
- **Part 4: AI-Powered Tools with Google** — This final installment showcased Google’s suite of AI-driven tools to optimize marketing efforts and business efficiency.

The success of these initiatives reflects the Chamber’s commitment to staying at the forefront of economic and technological trends while providing practical, high-impact support for Superior’s business community. By fostering education, connection, and innovation, we are helping local businesses not only survive but thrive in a rapidly evolving economic landscape.

As we look ahead, the Chamber remains dedicated to strengthening our workforce and economic development programs, ensuring that Superior continues to be a vibrant, dynamic place for businesses and residents alike.



BUSINESS ADVOCACY

IN COLLABORATION WITH THE NORTHWEST CHAMBER ALLIANCE

As an integral part of the Chamber's mission, our Business Advocacy efforts play a crucial role in **championing key issues impacting the business community**. Central to this initiative is the coordination of public policy endeavors through the **Northwest Chamber Alliance**—a collaborative coalition comprising chambers of commerce from across Boulder and Broomfield counties. We take pride in serving as the local organization at the forefront of keeping our members well-informed about pertinent business policies. In the past year, our focus has been dedicated to addressing and advocating on critical policies that directly influence the economic landscape of our community. Through strategic engagement and collaboration, we aim to shape a business-friendly environment that fosters growth and prosperity for our members and the broader business community.

In 2024, our Executive Director actively participated in 24 business policy meeting and the Superior Chamber hosted the NWCA twice at the Superior Community Center.

Topics of Discussion include:

- Northwest Chamber Alliance Day at the Capitol
- Legislation introduced for 2024, as a follow up to Senate Bill 23-213
- Boulder County Local Minimum Wage Discussion
- Northwest Parkway Public Highway Authority's approval of the proposed Redtail Ridge project and Feasibility Study Presentation
- HB24-1007: Prohibit Residential Occupancy Limits
- HB24-1313: Housing in Transit-Oriented
- SB24-032: Methods to Increase the Use of Transit
- HB24-1053: Tax Policy Analysis by the Legislative Branch
- HB24-1009: Bilingual Child Care Licensing Resources
- HB24-1008: Wage Claims Construction Industry Contractors
- SB24-106: Right to Remedy Construction Defects
- HB24-1007: Prohibit Residential Occupancy Limits
- HB24-1152: Accessory Dwelling Unit
- HB24-1447: Transit Reform
- Presentation by Colorado Politics, Marianne Goodland
- Presentation from Lynn Guissinger, Board Director of District O at RTD
- Debrucing Ballot Initiative
- Attended presentation on the City of Boulder's economic impact analysis of a minimum wage increase
- Background from Colorado Chamber on 2024 Legislative Session
- Background from Colorado Competitive Council on 2024 Legislative Session
- Presentation by Colorado Attorney General Phil Weiser for the American Immigration Council
- Presentation by State Representative Kyle Brown, Colorado General Assembly
- Presentation by State Representative Karen McCormick, Colorado General Assembly
- Presentation by State Senator Janice Marchman, Colorado General Assembly
- Presentation by State Senator Sonya Jaquez Lewis, Colorado General Assembly

SUPPORTING EDUCATION

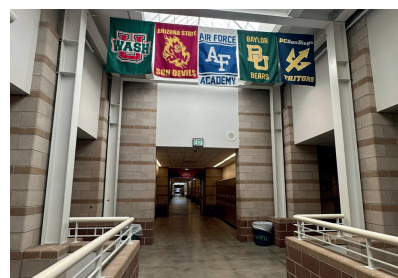
The Superior Chamber of Commerce remains dedicated to fostering educational excellence and empowering the next generation of business leaders. Through a variety of initiatives, the Chamber actively supports local youth by **connecting them to valuable employment opportunities** and creating pathways for professional development.

A key highlight of this commitment includes providing **professional coaching** and serving as **judges for student marketing and business presentations**, offering real-world insights and mentorship. The Chamber is proud to serve on the **Monarch Business Advisory Board**, helping to guide and strengthen the Monarch High School Business Program while **supporting fundraising efforts for the Monarch DECA program**, ensuring students have the resources needed to compete and excel at state and national levels.

Additionally, the Chamber gave a **presentation to all Monarch High School teachers**, sharing how to connect with the Chamber and utilize its resources to build relationships with local businesses, secure donations, and garner sponsorships for school initiatives.

In addition, the Chamber helped promote **Boulder Valley School District job fairs**, creating stronger connections between local businesses and future talent. Support for local schools extended to promoting **Superior Elementary School fundraisers** and **distributing important school information** to Chamber members, reinforcing a strong community partnership.

By investing in education, the Superior Chamber helps build a stronger, more connected, and **economically vibrant future** for Superior and its young leaders.



WELCOME TO SUPERIOR GUIDE

In 2023, we took our Welcome to Superior Guide to new heights, **keeping the production in-house** and adding exciting new elements to better reflect the vibrancy of our community.

A major highlight this year was the **introduction of a dedicated section featuring new businesses in Superior**, offering them an opportunity to shine and helping residents discover fresh local favorites. By managing the project internally, we streamlined the process, reduced costs, and **raised over \$20,000 in advertising revenue**—a testament to the strength of our local business community and the value this guide provides.

We maintained our expanded distribution strategy, **4,500 copies will be mailed to homes**. This broader exposure not only benefits local businesses but also strengthens the connection between residents and their community.



SHOP LOCAL PROGRAM

We proudly highlight the success of our Shop Local Program, which in 2023 expanded with the introduction of our **Eat-Sip-Shop-Play Superior** initiative — a dynamic effort dedicated to uplifting small businesses and encouraging local spending. This program invites both residents and visitors to embrace the rich tapestry of Superior's business community, offering **exclusive deals, promotions, and invitations to engaging local events**.

Through **Eat-Sip-Shop-Play Superior**, we brought our promotional guides to life, strengthening our commitment to showcasing and supporting member businesses. Over the year, we produced **five highly successful guides**: the **Welcome to Superior Guide**, **Valentine's Day Guide**, **Mother's Day Guide**, **Small Business Saturday Guide**, and the **Superior Holiday Guide**.

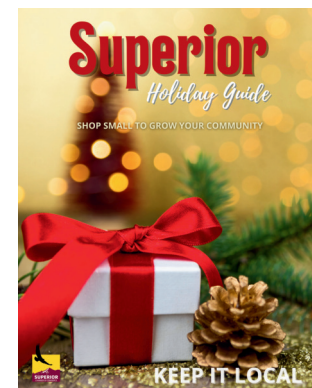
Each guide featured between **20–30 local businesses**, averaged over **3,000+ hits online**, and helped consumers find deals and happenings in Superior all in one central place.

The guides were strategically hosted online and supported by a **comprehensive promotional strategy** that included social media, newsletters, our official website, and collaborations with community partners. **Chamber members actively helped promote these resources**, meaning actual engagement and reach may have been significantly higher than reported.

By successfully integrating the **Eat-Sip-Shop-Play Superior** initiative with our promotional efforts, we amplified local business offerings, enhanced visibility and foot traffic, and fostered a strong sense of **community pride and support**, encouraging residents to shop local and invest in Superior's economic vitality.



This year marked our first-ever launch of a Small Business Saturday Guide of this scale and depth, showcasing the incredible variety of local businesses.



SUPERIOR BUSINESS TOOLKIT

The Superior Chamber of Commerce is committed to driving economic growth, job creation, and job retention in the Superior and Boulder County communities. With a strong focus on supporting both new and existing businesses, the Chamber **provides a comprehensive range of resources, tools, and guidance designed to equip members for success.** From startup assistance to business expansion, the Chamber ensures that members have access to the essential tools needed for funding, budgeting, marketing, and strategic planning.

Through strategic partnerships with local, state, and federal agencies, the Chamber connects businesses to critical resources and programs, offering valuable referrals, training opportunities, and capacity-building information. The Chamber's curated collection of research, articles, printable resources, and free webinars further empowers businesses to thrive in today's dynamic marketplace.

A key collaboration with the Town of Superior Economic Development Department has led to the creation of the **Superior Business Resource Toolkit**, a unified solution that promotes business excellence. The Chamber remains steadfast in its mission to strengthen the local economy by fostering the sustainability and growth of member businesses, contributing to the ongoing vitality of the community.



ESTABLISHED NEW OFFICE IN DOWNTOWN SUPERIOR

IN COLLABORATION WITH 

In 2024, the Superior Chamber of Commerce relocated to the **Blue Sport Stable**, a vibrant hub in Downtown Superior. This strategic move **enhances community engagement, supports local businesses, and positions Superior as a premier destination.** The Chamber's new location provides **increased accessibility**, allowing community members to easily connect with Chamber resources and local businesses.

Recognizing the need to attract more visitors, the Chamber is expanding its focus on tourism development and implementing innovative marketing strategies to leverage Superior's downtown growth, the new businesses in the Superior Marketplace, and Rock Creek Village.

By hosting events at the Blue Sport Stable and encouraging others to do the same, the Chamber boosts visibility for the venue and local businesses. With 35,000 vehicles passing through Superior daily, there's a clear opportunity to convert traffic into local spending and economic growth.

This partnership with the Blue Sport Stable creates a synergy that supports both organizations, fostering relationships and helping Superior thrive as the Gateway to Boulder County.



COMMUNITY PHOTOS

IN COLLABORATION WITH 

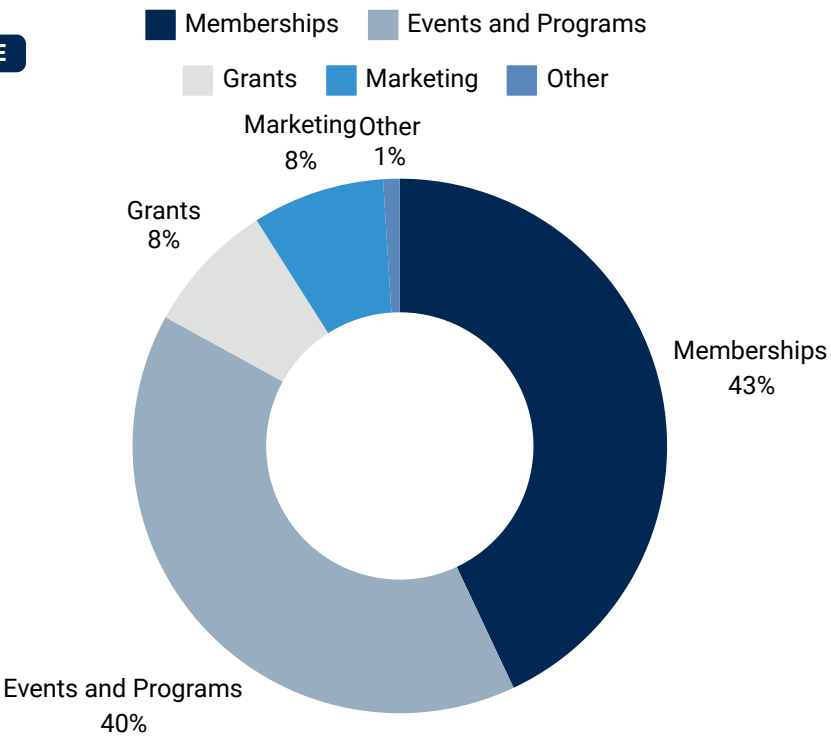
In 2023, we forged a collaboration with a local company and member, Qrati Labs, which provides a **photo/video platform with a focus on community engagement around events.** We have now been partnering with Qrati for two years, and the relationship continues to grow stronger. Qrati successfully hosted key events such as the **Superior Winter Festival, 4th of July Parade and Pancake Festival, the Superior Beer & Chili Festival, the SuperiHER Women's Business Conference & Expo, and the Battle of the Chambers Golf Tournament.**

The introduction of this platform has proven invaluable, providing a centralized hub for Community Photos that is housed on our website. What sets it apart from other photo album software or platforms is its unique feature that allows the community to upload photos and engage actively. Users can have fun interacting through emoji reactions, participating in photo contests, or casting votes.

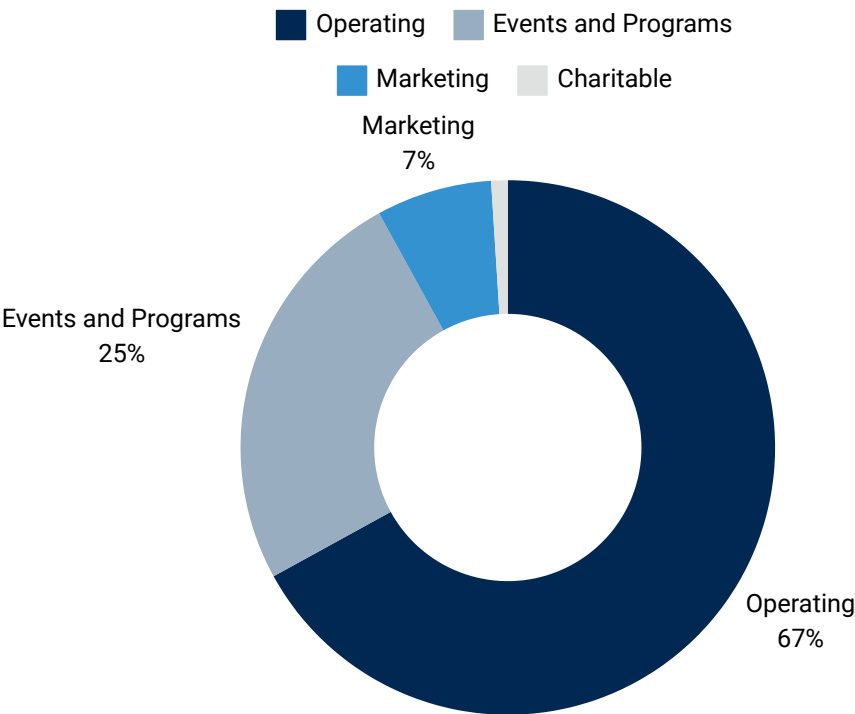
Moreover, the platform serves as a channel for visitors to view videos and ads from our sponsors, adding significant value and visibility to our supporters. This platform continues to add new features, including AI.

FUNDING

2024 INCOME



2024 EXPENSES



2024 SPONSORS

A heartfelt thank you to our **Chamber Diamond and Platinum Sponsors** for their substantial investments in both the chamber and our community. Your support is the cornerstone of our ability to carry out impactful work and provide essential resources, programs, and events to our community. Without your generous contributions, our endeavors would not be possible, and we are truly grateful for the vital role you play in fostering the growth and prosperity of our shared community.

Diamond Sponsors



Platinum Sponsors



Lionsgate Event Center



A heartfelt appreciation to the **Town of Superior** for being an exceptional partner. Your collaboration has played a pivotal role in advancing our shared goal of building both business and community, and we are thrilled about the positive impact we've collectively achieved. **Gratitude extends to the entire staff, with special mentions to Matt Magley, Martin Toth, Jill Mendoza, Michaela Gregg, Allison Humphries, Leslie Clark, Kevin Colón, Lydia Yecke, and Erin Windt.**

A sincere thank you also goes to our dedicated Board Trustees for their support of the chamber's work. Their active engagement at events, particularly in welcoming new businesses to Superior, has been invaluable. **We extend our thanks to Mayor Mark Lacis, Trustee Serbu, Trustee Kaaoush, Trustee McCool, Trustee Miller, Trustee Hammerly, and Trustee Shah for their continued commitment and collaboration.**

2025 PRIORITIES

GOAL 1

ATTAIN A STRONG MEMBERSHIP BASE OF 275

GOAL 2

INCREASE CONSUMER TRAFFIC FROM NEIGHBORING COMMUNITIES THROUGH TARGETED MARKETING CAMPAIGNS, SIGNATURE EVENTS, AND STRATEGIC PARTNERSHIPS TO BOOST SUPERIOR BUSINESSES' REVENUE

GOAL 3

INCREASE MEMBER ENGAGEMENT THROUGH OUR EXPANDED MEMBER OUTREACH STRATEGY

GOAL 4

ESTABLISH NEW BUSINESS DEVELOPMENT PROGRAMS TAILORED FOR HOME-BASED ENTREPRENEURS AND FOR SUPERIOR BUSINESSES

GOAL 5

ESTABLISH A CHAMBER ADVOCACY COMMITTEE TO STRENGTHEN OUR REPRESENTATION OF OUR BUSINESS COMMUNITY IN PUBLIC POLICIES





SUPERIOR
CHAMBER

BRINGING TOGETHER
BUSINESS
GOVERNMENT
AND COMMUNITY

Superior Chamber of Commerce

124 E. Coal Creek Dr.

Superior, CO 80027

(303) 554-0789

<https://www.superiorchamber.com>

