



SUPERIOR
CHAMBER



2025

ANNUAL REPORT

MISSION

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



BOARD OF DIRECTORS



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PRESIDENT
Nick Crothers Real Estate



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Mona Hart LLC



ERIC GIBSON
5th Gear Automotive

STAFF



LESLIE ESPINOZA
Executive Director
Jan - April



RENÉE ALANIZ
Executive Director



STEFANIE SCHY

AMBASSADORS

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Imperial Skin Care

KATHY SUGERMAN
Superior Liquor

LESLIE ESPINOZA
Colorado Neurodiversity
Chamber of Commerce

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Designer at California Closets

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Employment Compliance
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Academic Assessment Solutions

CAROL BURKETT



A MESSAGE FROM THE EXECUTIVE DIRECTOR

In 2025, the Superior Chamber of Commerce stepped confidently into a new chapter. We advanced our mission with clarity and purpose, elevating the voice of our business community and strengthening our impact across Superior.

This year marked a turning point for the Chamber as we solidified our role as a trusted advocate, connector, and partner for local businesses. The progress highlighted in this report reflects the collective commitment of our members, Board of Directors, Ambassadors, volunteers, and community partners who continue to invest their time, energy, and trust in the Chamber's work. Together, we strengthened programs, expanded engagement, and ensured that business perspectives are heard and represented.

Like many organizations, we navigated challenges that required adaptability, innovation, and thoughtful leadership. By embracing change and leading with intention, the Chamber emerged stronger and more resilient. These efforts reinforced our focus on supporting businesses of all sizes, fostering meaningful partnerships, and contributing to a vibrant local economy.

Our work would not be possible without the continued support of our members and key partners, including Blue Sport Stable, the Town of Superior, and our generous sponsors. Your investment enables the Chamber to advocate on behalf of the business community, deliver impactful programs and events, and serve as a bridge between the private sector, public partners, and the broader community.

As we look ahead, we remain committed to strengthening Superior through business advocacy, collaboration, and leadership. While our work is ongoing, our direction is clear. Together, we will continue to build a resilient, connected, and prosperous future for the Superior Chamber of Commerce and the community we proudly serve.



Renée Alaniz

RENÉE ALANIZ
Executive Director

2025 PRIORITIES



GOAL 1

BUILD MEMBERSHIP BASE FOR SUSTAINED ORGANIZATIONAL GROWTH AND STABILITY



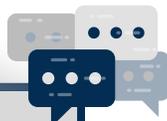
GOAL 2

STRENGTHEN MEMBER RETENTION THROUGH PROACTIVE MEMBER OUTREACH STRATEGY



GOAL 3

ACTIVELY CULTIVATING AND STRENGTHENING MEANINGFUL RELATIONSHIPS, ALLIANCES, AND STRATEGIC PARTNERSHIPS THAT EXPAND THE CHAMBER'S REACH, AMPLIFY OUR IMPACT, AND SUPPORT LONG-TERM ECONOMIC VITALITY WITHIN THE COMMUNITY.



GOAL 4

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



GOAL 5

PROACTIVELY IDENTIFYING AND SOLVING BUSINESS CHALLENGES FOR OUR MEMBERS BY PROVIDING RESOURCES, GUIDANCE, CONNECTIONS, AND PRACTICAL SOLUTIONS THAT SUPPORT STABILITY, GROWTH, AND LONG-TERM SUCCESS

2025 MEMBERSHIP BY THE NUMBERS

TOTAL NEW MEMBERS

55

OF MEMBERS

230

RETENTION RATE

75%

RIBBON CUTTINGS

9

BOULDER COUNTY-BASED MEMBERS

155

SUPERIOR-BASED MEMBERS

80

MEMBERS BY TOWN

- 42% Town of Superior
- 20% City of Louisville
- 12% City of Broomfield
- 8% City of Boulder
- 5% City of Lafayette
- 8% City of Boulder
- 3% City of Westminster
- 12% Other

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 Retailers
12. Family, Community, and Civic Organizations



EVENTS AND PROGRAMS BY THE NUMBERS

Throughout 2025, 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.

BUSINESS AFTER HOURS

5

SPEED NETWORKING

1

RIBBON CUTTINGS

9

BUSINESS DEVELOPMENT SEMINARS/WORKSHOPS

14

LEADS GROUPS MEETINGS HELD

82

SUPERIHER WOMEN'S GROUP

8

COMMITTEE MEETINGS

42

BOARD OF DIRECTOR MEETINGS & STRATEGIC PLANNING RETREATS

12

ROOFTOP DROPS

4

SUPERIOR SMALL BUSINESS ROUNDTABLE

1

CHAT WITH THE CHIEF

11

MEMBER SUCCESS ORIENTATIONS

4

MULIT CHAMBER MIXERS

2

ADVOCACY MEETINGS ATTENDED

24

SHOP LOCAL PASSPORT PROGRAM

1

SIGNATURE EVENTS

4

COMMUNITY FESTIVALS & EVENTS

9

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

SUPERIHER WOMEN'S GROUP

196

OF PARTICIPANTS

We maintained our strong average of **19 participants per luncheon**, consistent with the previous year.

AMBASSADOR COMMITTEE

13

AMBASSADORS

We sustained our team of **13 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

4

DROPS

In 2025, we conducted four large distribution drops. We **successfully distributed a total of 4,458 items**.

MEMBER SUCCESS ORIENTATION

47

NEW MEMBERS
ATTENDED

In 2023, we introduced our Member Success Orientation program, and since its launch, we have hosted twelve sessions to guide new members in maximizing the benefits of their membership. Notably, **85% of new members attended a MSO in 2025**.

4TH OF JULY PARADE & PANCAKE FESTIVAL

29

PARTICIPATING
BUSINESSES

We engaged over 20 enthusiastic volunteers who participated in the Parade, effectively showcasing our **Shop Local Program** signs, and a banner. We distributed 4th of July swag to more than 2,500 attendees. Moreover, we achieved a **12% increase in business participation**.

SUPERIOR CHILI & BEER FESTIVAL

80

PARTICIPATING
BUSINESSES

We are proud to report an **18% 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.

GRATITUDE CELEBRATION

90

ATTENDEES

We hosted our Gratitude Celebration to honor and thank our valued members, ambassadors, directors, sponsors, partners, and volunteers for their unwavering support. The event brought together **90 attendees**, creating a heartfelt celebration of our community's shared achievements and collective effort.

SUPERIHER WOMEN'S BUSINESS CONFERENCE & EXPO

224

ATTENDEES

The SuperiHER Women's Business Conference and Expo continued its strong upward momentum, achieving a steady increase in attendance and reinforcing its place as a premier event for women in business. The conference featured **11 dynamic speakers**, welcomed **224 attendees**, and **showcased 45 exhibitors**. This milestone event reflects our ongoing commitment to fostering growth, connection, 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 third annual Superior Winter Festival in Downtown Superior. This vibrant community event featured **80 local businesses—a 11% increase from the previous year**—and drew an estimated **attendance of 5,000+ people**, making it a standout and festive highlight on our community calendar.



SIGNATURE EVENTS HIGHLIGHTS

STATE OF THE CHAMBER & ANNUAL MEMBER MEETING

75
ATTENDEES

The 2025 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 that fostered connections among attendees. **Executive Director Leslie Espinoza presented the 2024 Annual Report** and unveiled key initiatives from the Superior Chamber's 2025 Program of Work.

Special guest speaker, Mayor Mark Lacs, provided valuable insights into the town's economic outlook and future growth strategies.



SUPERiHER WOMEN'S BUSINESS CONFERENCE & EXPO



224
ATTENDEES

In its third year, the SuperiHER Women's Business Conference and Expo continued its strong upward momentum, achieving a steady increase in attendance and reinforcing its place as a premier event for women in business.

The conference featured 11 dynamic speakers, welcomed 224 attendees, and showcased 45 exhibitors.

This milestone event reflects our ongoing commitment to fostering growth, connection, and empowerment within the women's business community.



SIGNATURE EVENTS HIGHLIGHTS

SUPERIOR BUSINESS AWARDS

150

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 4, 2025, at the Blue Sport Stable Bar & Grill.



- Start-Up of the Year:** Halcyon Mind+Body
- Solo Business of the Year:** Stephanie Schacht, Attorney at Law
- Small Business of the Year:** PJ's Diner
- Business of the Year:** Blue Sport Stable
- One Community Service Award:** JWILL Pink Village
- Young Professional of the Year:** Dr. Claire Sesson
- Creative Business of the Year:** BluPoetry
- Green Business of the Year:** Tequila Y Mezchal

SUPERIOR WINTER FESTIVAL



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SPECIAL EVENTS



CHAT WITH THE CHIEF

11

SESSIONS 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.**



NATIONAL NIGHT OUT

1

NIGHT OUT HELD

We supported **National Night Out** by connecting local business owners with Sgt. Salaman, helping facilitate business participation in the event. This coordination strengthened relationships between the business community and local law enforcement while supporting a successful, community-centered evening focused on safety and connection.



SYLC MONSTER MASH

1

MONSTER MASH HELD

We supported the **Superior Youth Leadership Council's Monster Mash** by **recruiting Chamber member businesses to participate in trunk-or-treat.** By bringing in engaging, business-hosted trunks, the Chamber helped enhance the event experience while connecting local businesses with families and youth in a fun, community-focused setting.



MULTI-CHAMBER ANNUAL MEMBERSHIP BBQ

100'S+

ATTENDEES

The Annual Member BBQ provided an opportunity to thank our members for their continued support throughout the year. **Hosted in partnership with the Erie, Lafayette, and Louisville Chambers,** the event fostered networking and strengthened relationships across all four communities, reinforcing regional collaboration and connection.



120TH ANNIVERSARY MEGA MIXER AND BYP DISC GOLF THROWDOWN

100'S+

ATTENDEES

The Superior Chamber of Commerce joined chambers from across the Front Range for the **120th Anniversary Mega Mixer and BYP Disc Golf Throwdown,** celebrating the Boulder Chamber's milestone anniversary. The event brought together business leaders and young professionals from throughout the region, fostering meaningful connections, collaboration, and regional partnership.



GARAGE SALE

100'S+

ATTENDEES

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.

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 2025, we successfully increased our reach.

WEBSITE VISITS PER YEAR

60,000+

SuperiorChamber.com

BUSINESS DIRECTORY HITS

17,000+

4% Increase from 2024

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. SuperiHER Women's Group

SOCIAL MEDIA FOLLOWERS

4,904+

E-NEWSLETTER SUBSCRIBERS

2,250

255 New Subscribers

48% Open Rate

ADVANCING WORKFORCE & ECONOMIC VITALITY



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 that gave 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.

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.



BUSINESS ADVOCACY

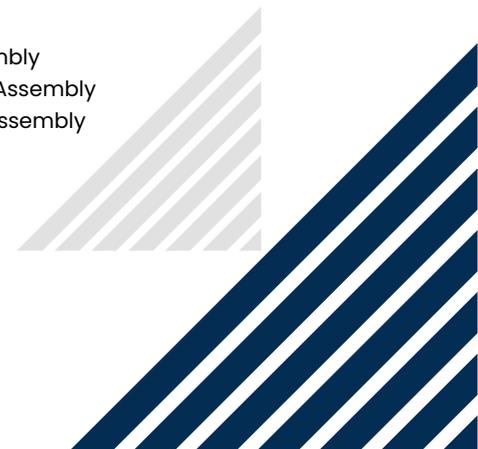
IN COLLABORATION WITH THE NORTHWEST CHAMBER ALLIANCE

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 2025, our **Executive Director actively participated in 24 business policy meetings**, and the Superior Chamber **hosted the NWCA twice at the Superior Community Center**.

Topics of Discussion include:

- Northwest Chamber Alliance Day at at the Capitol
- Legislation introduced for 2025, as a follow up to Senate Bill 23-213
- HB25-1005 Tax Incentive for Film Festivals
- SB25-161 Transit Reform
- SB25-20: Tenet law enforcement
- HB25-1261 Consumer Construction Defect Action
- HB25-1272: Construction Defects & Middle Market Housing
- HB25-1157: Reauthorize Advanced Industries Tax Credit
- HB25-1199: Property Tax Payment Schedule
- HB25-1208: Local Governments Tip Offsets for Tipped Employees
- SB25-161: Transit Reform
- Prop LL
- Prop MM
- State lawmakers are making another attempt at reforming RTD. Will they succeed this time?
- Panelists: Colorado State Senator for District 25, Faith Winter
- Senior Policy Advisor - Transportation and Land Use for Governor Polis' Office, Jon Moore
- Transportation and Land Use Policy Manager for Southwest Energy Efficiency Project, Matt Frommer
- Minimum Wage Survey
- New 2025 Laws for Colorado Small Business Owners, Webiner Small Business Majority
- Enrique Sanchez at the American Business Immigration Coalition,
- Peter Salas, from Salas Intercultural Program Consulting,
- Gina McCaffee with American Friends Service Committee
- Rights as employees if ICE approaches our places of work.
- Senator Hickenlooper Chamber round table onSpace Force Space Command
- Air Force Reserve Command Support
- Presentation by Ed Sealover, The Sum and Substance
- American Business Immigration Coalition and Employer Rights and Responsibilities webinar
- Presentation by Emma Marion, District Director &
- Presentation by Max Coker, Field Representative -Office of Congressman Joe Neguse
- Presentation by Senator Katie Wallace.State Senator in the Colorado General Assembly
- Presentation by Senator Karen McCormick, State Senator in the Colorado General Assembly
- Presentation by Representative Lesley Smith, House Representative, Colorado General Assembly
- Presentation by Representative Junie Joseph,House Representative Colorado General Assembly



SUPPORTING EDUCATION

The Superior Chamber of Commerce maintains a strong and active partnership with **Monarch High School DECA**. **The Chamber's Executive Director serves on the Monarch High School Business Advisory Board**, helping align classroom learning with real-world business practices. Chamber members regularly **volunteer as judges for DECA competitions, providing students with direct industry feedback and mentorship**.

DECA students, in turn, support the Chamber by volunteering at signature events such as the SuperiHER Women's Business Conference and assisting with the Chamber's Rooftop Drop program, gaining hands-on experience while contributing to the local business community.



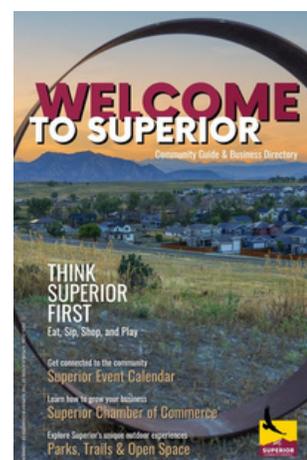
WELCOME TO SUPERIOR GUIDE

In 2025, the **Welcome to Superior Guide** continued to serve as a powerful connection point between residents and our local business community.

A major highlight this year was the continued inclusion of a dedicated section featuring new businesses in Superior, giving them an opportunity to shine while helping residents discover fresh local favorites.

Our distribution strategy remains strong and intentional. **5,500 printed copies are delivered directly to Superior homes**, ensuring a broad community reach. In addition, guides are **distributed to Chamber members at community events and through rooftop drops**, expanding visibility even further. The guide is also available online, providing easy digital access for residents and increased exposure for advertisers year-round.

This multi-channel distribution approach strengthens community awareness, supports local businesses, and reinforces Superior's vibrant and growing economic ecosystem.



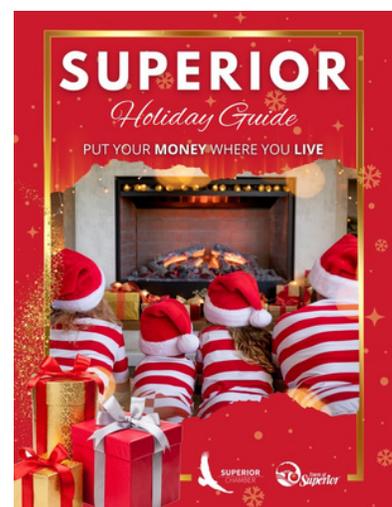
SHOP LOCAL PROGRAM

We proudly highlight the continued growth of our **Shop Local Program**, a cornerstone initiative focused on strengthening Superior's local economy and supporting small businesses. Through **Eat • Sip • Shop • Play Superior**, the Chamber connects residents and visitors with local businesses through curated promotions, events, and seasonal campaigns that encourage community pride and local spending.

New in 2025, the Chamber partnered with the **Town of Superior** to launch the inaugural **Superior Holiday Passport Program**, an interactive initiative designed to drive foot traffic and increase holiday shopping at local businesses. **The program featured 53 holiday promotions, including 25 Black Friday-specific deals, and engaged 21 participating businesses in its first year.**

To support this expanded effort, the Chamber created a dedicated Shop Local landing page—Superior This Holiday Season—serving as a centralized hub for holiday promotions, passport participation, and community events. This comprehensive approach, supported by social media, newsletters, the Chamber website, and partner collaborations, amplified business visibility, increased consumer engagement, and reinforced the importance of shopping local.

Through the continued evolution of Eat • Sip • Shop • Play Superior and the successful launch of the Holiday Passport Program, the Chamber strengthened connections between businesses and the community while driving meaningful economic impact during one of the most important retail seasons of the year.



SUPERIOR BUSINESS BUILDERS GROUP

In 2025, the Superior Chamber introduced **Superior Business Builders**, a new monthly professional development and networking program designed to help local business owners, managers, and entrepreneurs grow their businesses, share ideas, and build meaningful connections. Each session features expert speakers, focused discussions, and collaborative networking in a supportive setting—bringing together local business leaders to spark innovation and strengthen the community’s economic vitality.



BUILDING AN INCLUSIVE BUSINESS COMMUNITY

The Superior Chamber of Commerce made meaningful progress in strengthening the local business ecosystem through innovative programming and strategic partnerships designed to meet the evolving needs of today’s workforce.

Neurodiversity in Business Training & Professional Development

In partnership with the **Colorado Neurodiversity Chamber of Commerce (CNDCC)**, the Superior Chamber launched a forward-thinking initiative focused on helping businesses and professionals build a more inclusive, adaptive, and innovative workforce in Boulder County.

This partnership is especially important as employers navigate talent shortages, workplace engagement challenges, and the growing recognition that neurodiversity is a competitive advantage. Together, the Chambers created space for education, practical tools, and real conversations that benefit both organizations and individuals.

The series delivered hands-on workshops and actionable strategies:

Part 1: Neurodiversity 101 – What Every Business Needs to Know
 Focused on foundational understanding, inclusive language, and practical guidance around hiring, onboarding, communication, and retention.

Part 2: The Neurodivergent Business Edge – Growth Series for Professionals & Entrepreneurs

A four-part series covering:

- Communication, Networking & Relationship Building
- Executive Functioning & Productivity Strategies
- Financial & Business Management
- Self-Advocacy, Burnout Prevention & Sustainable Growth

These programs not only equipped businesses with tools to create more inclusive workplaces, but also empowered neurodivergent professionals and entrepreneurs to thrive, contribute, and lead within the local economy.

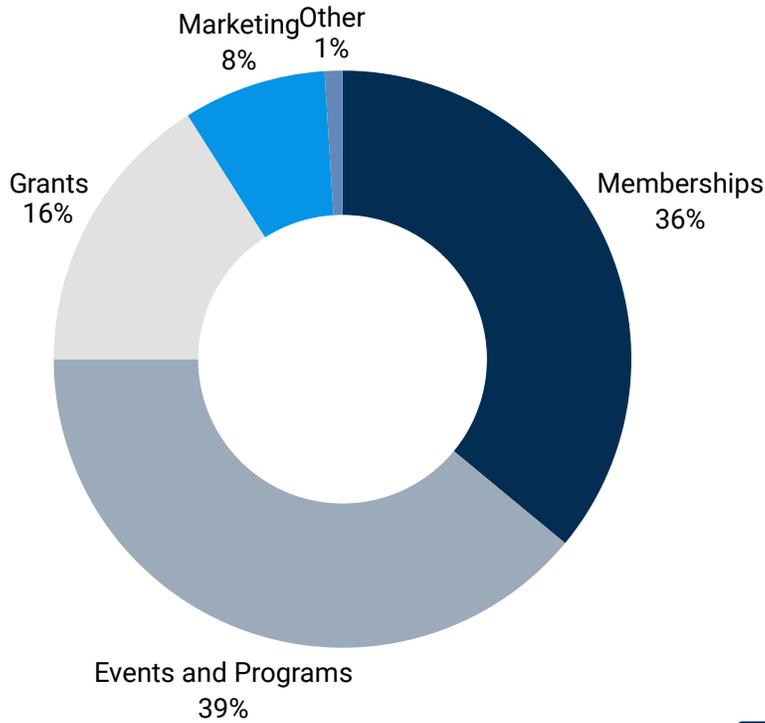
The success of this collaboration reflects the Superior Chamber’s commitment to innovation, accessibility, and economic vitality. By investing in inclusive business education and community-centered partnerships, the Chamber continues to support a business environment where organizations and professionals alike can grow, compete, and succeed.



FUNDING: INCOME AND EXPENSES

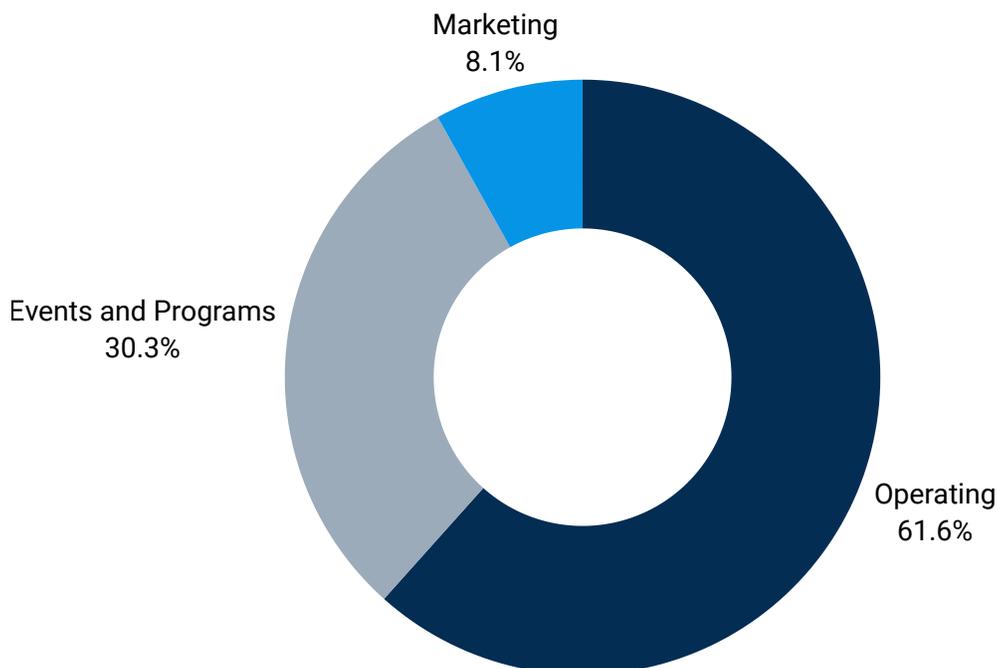
- Memberships
- Events and Programs
- Grants
- Marketing
- Other

2025 INCOME



2025 EXPENSES

- Operating
- Events and Programs
- Marketing



2025 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

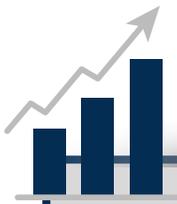


A heartfelt appreciation to the **Town of Superior** for being an exceptional partner. Your collaboration has played a pivotal role in advancing our shared goal of building both business and community, and we are thrilled about the positive impact we've collectively achieved. Gratitude extends to the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



A sincere thank you also goes to our dedicated Council Members 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, Mayor ProTem Serbu, Council Member Cracraft, Council Member Foster, Council Member Kaaoush, Council Member Miller, and Council Member Shah** for their continued commitment and collaboration.

2026 PRIORITIES



GOAL 1

ATTAIN A STRONG MEMBERSHIP BASE OF 245



GOAL 2

INCREASE CONSUMER TRAFFIC FROM NEIGHBORING COMMUNITIES BY 25% 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**

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