

2022 ANNUAL REPORT



CHAMBER OF COMMERCE

CATALYST. CONVENER. CHAMPION.



PRESENTED BY



A MESSAGE FROM THE PRESIDENT & CEO

The Tri-City Regional Chamber's Annual Report is a look back at the past year of our organization. The report highlights Chamber programs, initiatives, and successes. I'm pleased to share this annual report with you, and I'm very proud of the hard work behind the results, and what they mean for our members and the region.

We're excited to continue to take big steps in our mission-related work by listening, convening, connecting, and innovating. The Tri-City Regional Chamber is an evolving, results-driven organization committed to providing the highest level of return on member investment.

We are doing our part to help businesses grow. In partnership with Benton County, we launched the Business Resource Initiative (BRI) with an eye toward supporting workforce and technology needs with \$3,000,000 in grant funds through the American Rescue Plan Act (ARPA). BRI includes extensive community outreach to industries and businesses that serve low income/high risk populations, businesses with barriers, and businesses in underserved communities. In addition to grant funds, the program includes a Business Resource Navigator - a full-time employee, serving businesses as a single point of contact for assistance finding additional grants and resources available.

The Tri-City Regional Chamber is the unified voice of the business community and is committed to ensuring all federal, state, and local elected officials are well-informed of the perspectives of businesses in Benton and Franklin Counties. Key issues of focus in 2022 were Clean Energy & Lower Snake River Dams, Horse Heaven Wind Project, Long Term Care Tax, Drive-by Americans with Disabilities Act (ADA) Lawsuits, Natural Gas Ban, Modernizing the State of Washington Energy Facility Site Evaluation Council (EFSEC), and Rural Broadband. Additionally, we hosted the first of its kind "4 Corners Legislative Luncheon," featuring the leaders from both the Senate and House of Representatives, and continued our Session Spotlight program - a short, business-focused, weekly update on legislative happenings in Olympia.

We launched a new membership model - aligning our investment structure to meet the needs and motivations of our diverse membership. The new model has three investment levels that offer aspirational members unique experiences, appealing to organizations that support our vision to strengthen the regional economy, as well as our efforts to represent business interests through advocacy. As the number one connector of business owners, two investment levels were created to offer transactional members many opportunities to gain visibility and establish relationships to grow their business.

At our core is the quest to deliver relevant and high-quality member programs, events, and resources. In 2022, we saw a great deal of excitement as events such as the Tri-Cities Women in Business Conference returned in-person after the pandemic. Our members found many opportunities to connect through the monthly luncheons, Elected Leaders Reception, Annual Meeting & Awards Luncheon, and Business After Hours.

Creating partnerships and collaborating for the benefit of our region makes for impactful and rewarding work. In 2022, we re-launched the Tri-Cities Business Builders - a group comprised of over 30 entities with representatives from chambers of commerce, state agencies, business development and technical assistance organizations, cities, higher education institutions, workforce agencies, lending agencies, ports, and others. The objective of the Tri-Cities Business Builders is to ensure an open channel of communication exists between organizations and bridge the gaps that exist within business resource providers, with the overall goal of supporting businesses.

The Tri-City Regional Chamber, Inland Northwest Association of General Contractors, and Educational Service District 123 partnered to hold the first annual Tri-Cities Regional Signing Day event in 2022. The event celebrated graduating seniors who will make an immediate impact on our local workforce, employers that are committed to offering a pathway to a fulfilling career, and the potential to advance within their organizations.

Also, in 2022, we formalized a partnership with the Office of Minority and Women's Business Enterprises (OMWBE) when they officially opened an office in the Tri-City Regional Chamber. OMWBE's mission is to create and implement programs that provide maximum opportunity for participation of businesses owned by minorities, women, and other under-represented communities in public contracting.

I'd like to express my sincerest gratitude to our members, Board of Directors, Board Chair - Andy Stirling, volunteers, community partners, and especially the Chamber staff for their leadership and dedication in 2022. I am proud to lead such an innovative and resilient organization and have no doubt that 2023 will be another successful year.



Lori Mattson, IOM
President & CEO



STAKEHOLDER LEVEL MEMBERS



LEADER LEVEL MEMBERS



GROWTH LEVEL MEMBERS



2022 EXECUTIVE COMMITTEE



Andy Stirling,
Board Chair
Numerica Credit Union



Shae Frichette,
Past Chair
Frichette Winery



Meghan Rose,
Chair Elect
Iron Mountain
Management, LLC



Matt Sweeza
Treasurer
Primerica Advisors



Jim Arneson
Community First Bank



Amy Basche
Hanford Mission
Integration Solutions



Alma Feil
HAPO Community
Credit Union



Dave Haller
Basin Pacific Insurance
& Benefits



Jodi Henderson
Benton PUD



Brian Moreno
Moreno & Moreno

STAFF



Lori Mattson, IOM
President & CEO



Elisabeth Holt
Vice President



Austin Regimbal
Marketing &
Communications Director



Stephanie Barnard
Strategic Projects
Director



Brooke Myrland
Workforce &
Education Manager



Ricki Sosebee
Office Manager



Tracie Booth
BRI Grant Coordinator



2022 BOARD OF DIRECTORS



Torey Azure
BrandCraft Marketing



Roschel Bladow
AgriNorthwest



George Booth
Booth & Sons
Construction



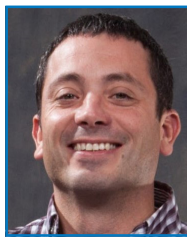
Paul Carlisle
Executech



Andrew Chung
Gesa Credit Union



Greg Cullen
Energy Northwest



Mike Eutsey
Cascade Natural Gas



Chauné Fitzgerald
Salon Remedi/
TressFX Beauty



Dee Gray
JACOBS



Trish Herron
Battelle



Megan Hughes
Barnard Griffin Winery



Kedrich Jackson
American Tax
Consultants



Susan Kon
Veolia Nuclear
Solutions



Charles Laird
Tippett Company



Michael Lemon
CLA



Antonio Lopez
Tri-City Dental Care



Vicki Monteagudo
Century 21 Tri-Cities



George Rangel
Bechtel National, Inc



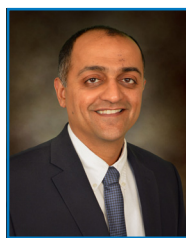
Jessica Schneider MD
Empowered Health



Katherine Sierra-Kelly
Gravis Law



John Solheim
Trios Health



Karthik Subramanian
Washington River
Protection Solutions



David Tobias
Tyson Foods



Cynthia Vaughn
Magnolia Music Studio



Ryan Weld
Tire Factory



Stephanie Williams
Kadlec



The Tri-City Regional Chamber is a catalyst for business growth, the convener of leaders and influencers, and a champion for a strong community.

OUR MISSION:

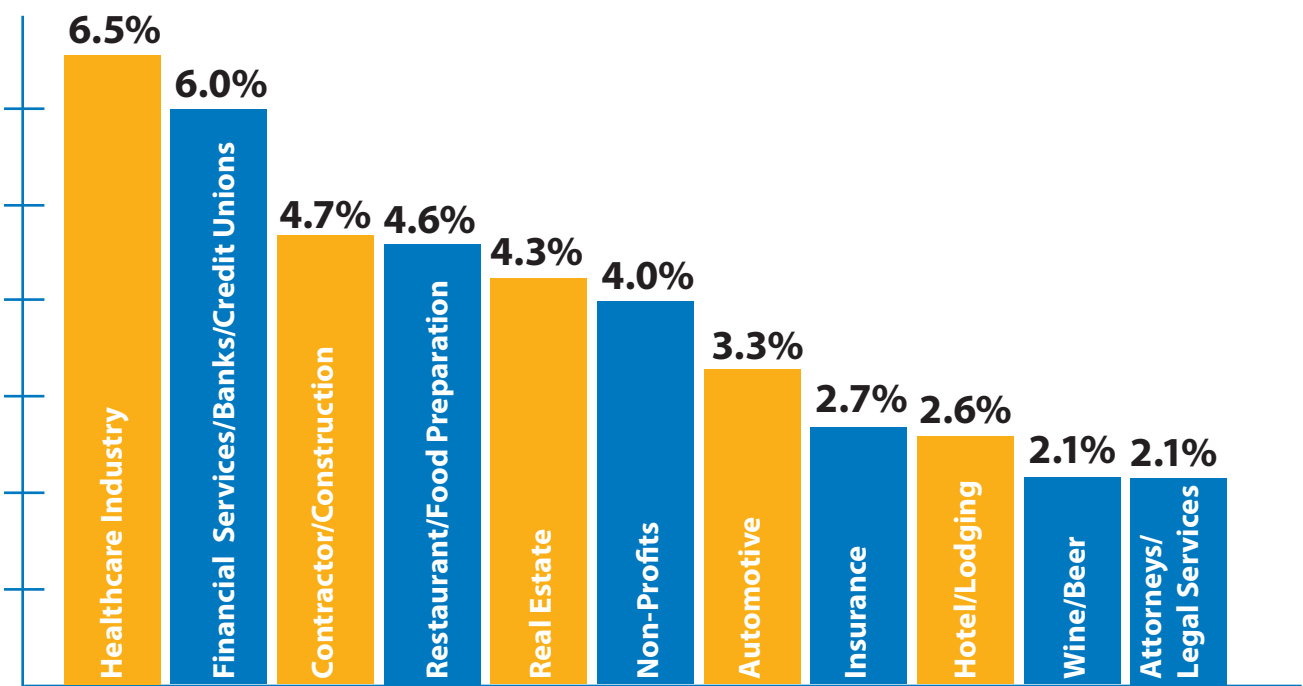
The Tri-City Regional Chamber of Commerce is the voice of business. We promote regional prosperity and strengthen our member businesses through advocacy, leadership, networking, and innovative business programs.

MEMBERSHIP DATA

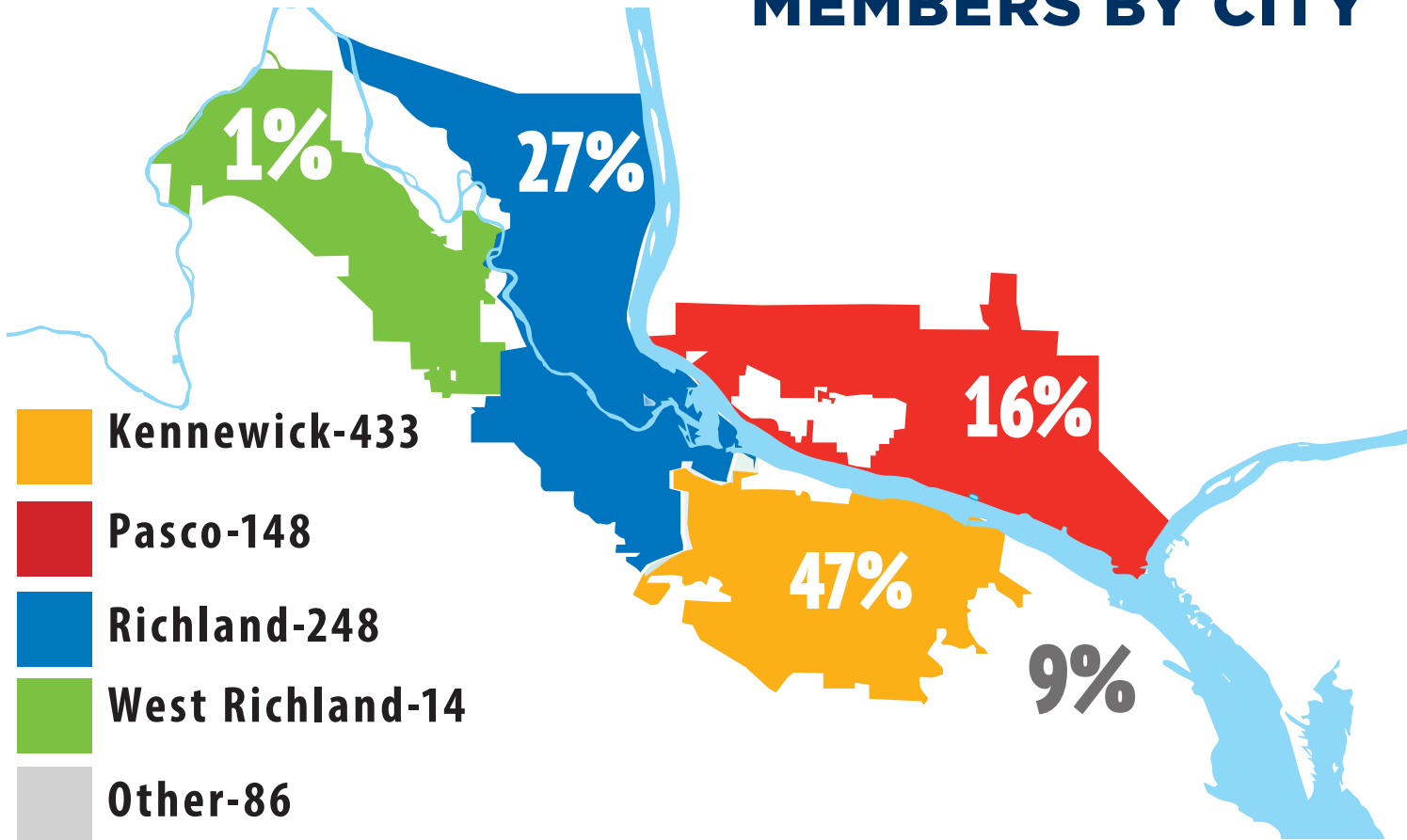
TOTAL
MEMBERS: **929**

NEW MEMBERS
IN 2022: **78**

**TOP 10 MEMBERSHIP DIRECTORY
PRIMARY CATEGORY LISTINGS**



MEMBERS BY CITY

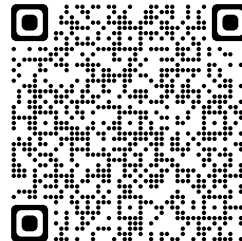


NEW MEMBERSHIP INVESTMENT GUIDE

In February 2022, the Tri-City Regional Chamber launched a new membership investment guide and tier structure. There are five membership options, four of which contain new, impactful features for businesses. You can view all the new features by going to tricityregionalchamber.com/membership-features or by scanning the QR code below.

NEW MEMBERSHIP FEATURES

Signing Day Partnership
Gift a Membership
Annual CEO Reception
Exclusive Leader Luncheons
Breakfast with the Chair
Premium Ribbon Cutting Ceremonies
& much more!



BENTON COUNTY BUSINESS RESOURCE INITIATIVE

In 2022, the Tri-City Regional Chamber of Commerce launched the Benton County Business Resource Initiative (BRI) – a collaborative effort with Benton County to provide financial support for businesses adversely impacted by COVID-19.



**BUSINESS
RESOURCE
INITIATIVE**



BRI GRANTS

The BRI program provides COVID-affected businesses with custom resource guidance and \$3 million in American Rescue Plan Act (ARPA)-funded business grants. Benton County businesses can apply for grant funding for financial support toward five key improvement areas:



**Workforce
Development**



**Rent/Utility
Assistance**



**Outdoor Space
Enhancements**



**Workforce
Incentives**



**Digital
Transformation**

The first round of BRI applications ran from October 1 through October 31.

237 Phase 1 Grant
Applications

47 Business Awarded
Phase 1 Grants

\$957,961 Grant Funds Dispersed
in Phase 1

The second round of applications closed on February 28.

There will be one more opportunity for Benton County businesses to apply for grant funding in 2023: Phase 3 – June 1-30

BUSINESS RESOURCE NAVIGATOR

In addition to the grants, the Business Resource Initiative includes a Business Resource Navigator - a full-time TCRCC employee also funded by ARPA dollars. The Navigator provides Benton County businesses with a single point of contact “resource expert” to gather current and relevant information to include loans, grants, supplies (PPE), webinars, training, service, and programs. Expert advice from the Business Resource Navigator is free for all Benton County businesses, even those that don’t qualify for BRI Grant funding.

For more information on the Benton County Business Resource Initiative, [visit BentonBRI.com](https://BentonBRI.com)



BUSINESS ADVOCACY

As the foremost advocate and voice for business, the Tri-City Regional Chamber of Commerce will lead the region by advancing policies that strengthen business and improve our region's economic climate and quality of life. The following Guiding Principles serve as a general statement to the public about what the Chamber stands for, and guides the Chamber board, staff and committees as issues arise, to assist in prioritizing where Chamber resources are directed in support of its mission. For more details on these principles, visit tricityregionalchamber.com/public-policy-principles.



Clean Energy

We support the production and delivery of reliable and affordable clean energy.

Economic Development

We support efforts to grow the Tri-City region through policies and legislation that promote entrepreneurship, new business, workforce development, business retention, infrastructure development, job, and population growth.

Education & Workforce Development

We support investment in education, with specific emphasis on structured vocational education that provides a quality workforce for the region.

Healthcare

We support healthcare policy that improves access to healthcare and reduces employer cost, eliminates burdensome employer directives and unfunded mandates.

Labor Reform Workforce Solutions

We support efforts to attract, grow, prepare, and retain a sustainable workforce.

Land Use and Housing

We support sustainable, economically robust community growth through public-private partnerships.

Local Intergovernmental Cooperation

We support increased collaboration and sharing of resources between local cities, ports, and state government.

Regulatory Reform

We believe government policies and regulations should promote the responsible operation of businesses and incentivize innovation and entrepreneurship.

Taxes and Spending

We support a competitive and balanced tax climate that promotes and fosters economic growth through private sector expansion.

Transportation & Essential Infrastructure

Transportation and infrastructure policies should be linked to economic growth through the safe and efficient movement of products, services, information, and people, inclusive of all forms of transportation.



PROGRAMS



2022 SMALL BUSINESS INCENTIVE AWARD RECIPIENTS

SMALL BUSINESS INCENTIVE PROGRAM

▶ **364** **GRANTS DISTRIBUTED ▶ **\$360,000** **AWARDED

Offered in partnership with Washington River Protection Solutions, the Small Business Incentive Program helps strengthen small businesses in the Tri-Cities by providing grants to purchase key products or services, such as office equipment, security systems, and marketing materials. Thirty businesses were selected to receive \$1,000 in grant funding in 2022.

***Since 2011*

ASK THE EXPERTS

▶ **7** ASK THE EXPERTS WEBINARS IN 2022 ▶ **680** VIEWERS

The Tri-City Regional Chamber of Commerce, in partnership with STCU, hosts a free webinar series for businesses owners to stay informed of important business topics. The Ask the Experts program aims to connect business professionals with a panel of experts to discuss a variety of topics, such as "A Briefing on the WA Cares Fund," "Breaking the Barriers of Student Employment," and "The Great Resignation: Deciphering the Trends." All Ask the Experts sessions can be found on the Regional Chamber's YouTube Channel (youtube.com/TCRCofCommerce).

TRI-CITIES BUSINESS BUILDERS RESOURCE ROUNDTABLE

▶ **5** ROUNDTABLE MEETINGS IN 2022 ▶ **36** PARTICIPATING PARTNER ORGANIZATIONS

The Tri-Cities Business Builders Resource Roundtable was formed in 2018 by the Tri-City Regional Chamber of Commerce. The group is comprised of representatives from chambers of commerce, cities, counties, higher education institutions, lending agencies, ports, and more. The objective of the group is to bridge gaps that exist within the resource providers and ensure an open channel of communication exists between organizations, with the overall goal of supporting business.

LEARN GROUPS

▶ **6** LEARN GROUPS ACTIVE IN 2022 ▶ **60** PARTICIPATING LEARN GROUP MEMBERS

Leads Exchange and Referral Network (LEARN) Groups provide professionals an opportunity to connect and exchange leads and business referrals. LEARN Groups are a tool for members to cultivate their business. To achieve this, each LEARN Group includes 10-20 Regional Chamber members from various industries. LEARN Groups are held at a variety of times and venues across the Tri-Cities, helping ensure that any interested members can find a group to join.



WORKFORCE AND EDUCATION

TRI-CITIES REGIONAL CAREER SIGNING DAY

4

PARTICIPATING
EMPLOYERS

10

STUDENT
PARTICIPANTS HIRED

The Tri-City Regional Chamber partnered with the Inland Northwest Associated General Contractors (AGC) and the Educational Service District 123 (ESD123) to pilot the Tri-Cities Regional Career Signing Day - a program that partners with local employers (primarily in the trades and technical fields) to identify graduating high school senior candidates to hire within their organizations. These employers commit to providing candidates with a great wage, benefits, and paths to advance within their company. Employers and students are recognized alongside each other in a community celebration event that highlights their contributions to our local workforce and economy.



Tire Factory Signing Day Participants



Signing the Students Banner



Student Signing their
Certificate of Intent

"The Tri-Cities Regional Career Signing Day was innovative and trailblazing. To hear first-hand from the students who made a commitment to themselves and their community and signed on to learn a trade from experienced professionals in the trade was truly inspirational. And even more impressive were the local businesses who stepped forward to grow these future leaders. I look forward to the growth of this program, commitment of local employers to future workers, and investment in good-paying, and non-traditional jobs that move our community forward."

—Jodi Henderson, Communications Manager, Benton PUD

"Signing Day was a wonderful event that helped showcase that not everyone needs to attend college to be successful."

— Ryan Weld, Owner, Tire Factory

WASHINGTON WORKFORCE PORTAL

The Tri-City Regional Chamber continued its partnership with the Association of Washington Business Institute (AWBi), Battelle, Columbia Basin College, and Washington State University to bring awareness, help, and encourage employers, educators, and students to participate on the Washington Workforce Portal - an online platform that connects students across the state with real-world work-based learning opportunities. Additionally, we continue to serve as a Near Peer Mentor to support AWBi's efforts to launch in various counties throughout the state.

44 Opportunities Posted

26 Employers

129 Students



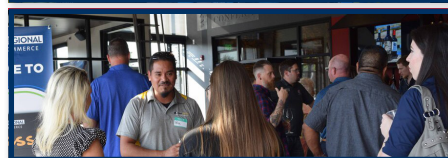
EVENTS

Throughout 2022, the Tri-City Regional Chamber offered its members impactful event programming.

7 Monthly Membership Luncheons **11** Business After Hours Events

45 Ribbon Cutting and Ground-Breaking Ceremonies

Summer's HUB Ribbon Cutting



Business After Hours at Bookwalter Winery

ANNUAL MEETING & AWARDS LUNCHEON

For the first time since 2019, the Tri-City Regional Chamber was able to hold its Annual Meeting & Awards Luncheon in person in 2022. The annual event celebrates the accomplishments of the Regional Chamber and its members.

515 Annual Meeting Attendees

1 Most Valuable COVID-19 Response Award Recipient

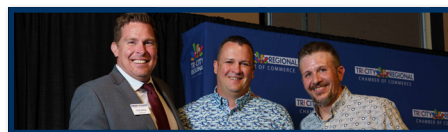
3 Business on a Roll Award Recipients

4 Chamber Impact Award Recipients

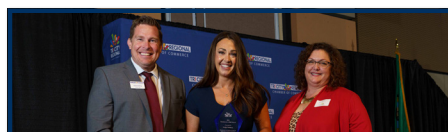
1 Chamber S.T.A.R. Award Recipient



Benton Franklin Health District
Most Valuable COVID-19 Response
Award Recipient



Express Employment Professionals
Business on a Roll Award - 1-10 Employees



Sculpt Wellness
Business on a Roll Award - 11-50 Employees



North Wind Solutions
Business on a Roll Award - Over 50 Employees

TRI-CITIES WOMEN IN BUSINESS CONFERENCE

The Tri-Cities Women in Business Conference made its triumphant return in 2022 after a two-year hiatus due to the COVID-19 pandemic. The all-day conference boasted two keynote and 12 breakout presentations featuring the finest, most knowledgeable experts in their fields, as well as the ATHENA Awards luncheon, which honors two of the top women leaders in our community.

529 Conference Participants

23 Conference Presenters

759 ATHENA Awards Luncheon Attendees

2 ATHENA Leadership Award Recipients



Avonte Jackson
ATHENA Leadership Award
Recipient



Dr. Rachel Fidino
ATHENA Young Professional Leadership
Award Recipient



Peggy Vasquez
ATHENA Awards Luncheon Keynote
Speaker



WASHINGTON PTAC

The Washington Procurement Technical Assistance Center (PTAC) advises businesses on how to win government contracts and subcontracts. The one-on-one technical assistance includes bid reviews, marketing assistance, contract performance, small business certifications, and more. PTAC also hosts procurement training classes and seminars, and helps businesses register with the correct databases to compete for government contracts. There are eight PTAC offices across Washington State. Nationally, there are over 90 PTAC centers hosting over 400 business counselors providing no-cost, confidential, one-on-one technical assistance in all aspects of selling to federal, state and local governments.



Contract Awards: **363**

Contract Awards Total: **\$37,669,175**

Active Clients: **162**

Client Counseling Sessions: **699**

New Business Consults: **68**

Job Gain/Retention Equivalent: **753**

Contracting Events/Workshops: **26**

Contracting Event/Workshop Attendees: **879**





MYTRI 2030 REGIONAL VISION PROJECT: **SHAPING THE FUTURE OF OUR REGION**

The myTRI2030 visioning effort was launched based on the belief that focused regional collaboration would help drive transformational change in the Tri-Cities region. The kind of transformation that would help us realize our vision of becoming an epicenter of innovation, prosperity, and opportunity.

Bold, compelling outcomes inspire people to visualize what could be, and also help create the conditions under which real progress can be made. We had this in mind when we established the six opportunity areas and then formed councils to identify and lead strategic initiatives, initiatives that aligned with and supported the extensive community feedback we received and summarized in the TOP TEN REPORT. The COVID-19 pandemic may have slowed us down a bit, but in no way did it but deter our commitment. All six opportunity areas -- Agriculture, Education, Life, Inclusion, Prosperity, and Energy – remain central to realizing our vision.

Community leaders, experts and interested parties who serve on these councils are worthy of our thanks and gratitude for continuing their good work, despite the challenging times.

The good news is that we recently assessed our progress and conducted an extensive review of compelling initiatives. A number of promising initiatives emerged. There are two that are so bold and compelling that they have the full weight of all six councils supporting them.

- ! First is the **Ag Innovation & Technology Center** – here, we envision creating a collaborative ecosystem to connect growers, ag-tech start-ups and businesses to partners, guidance, technology, and other resources to improve outcomes, overcome challenges and receive support from industry leaders.
- ! Second, is **Try the TRI** – a regional festival that provides entertainment paired with areas of interest, or business clusters, unique to our area. Here we hope to create an entertainment environment that helps showcase our culture and all that is unique and special about us, enhance quality of life, and accelerate local economic development. It's like nothing the Tri-Cities has seen or done before.

Energized by abundant resources and a diverse community, we remain committed and excited about becoming that epicenter of innovation, prosperity, and opportunity we envision.

MYTRI 2030 **FOUNDERS**



In the Community to Serve®



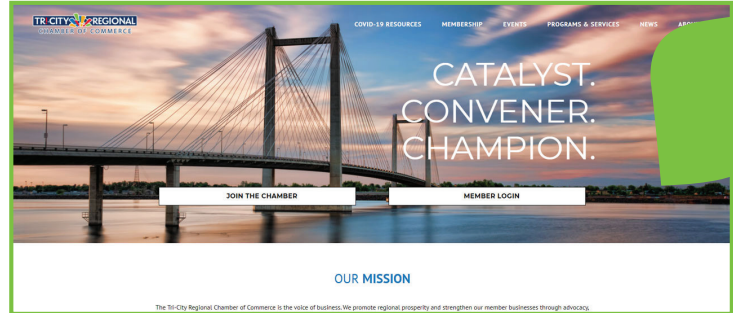
COMMUNICATIONS

TRICITYREGIONALCHAMBER.COM

The Regional Chamber's website, www.tricityregionalchamber.com, had a banner year in 2022. Some of the top views on the website this year were on the Tri-Cities Women in Business Conference, Small Business Incentive Program, and Membership Directory pages.

117,687 PAGE VIEWS

60,336 UNIQUE VISITS



SOCIAL MEDIA

The Regional Chamber's influence continues to grow on social media. The focus on the Chamber's LinkedIn page drastically boosted the number of followers by over 36 percent! The Chamber's Facebook page continues to have the largest following of any non-DMO chamber of commerce in Washington state.

128,320 FACEBOOK REACH

8,704 FACEBOOK FOLLOWERS

60,512 LINKEDIN IMPRESSIONS

2,028 LINKEDIN FOLLOWERS

18,089 TWITTER IMPRESSIONS

4,423 TWITTER FOLLOWERS

9,231 INSTAGRAM REACH

2,212 INSTAGRAM FOLLOWERS



FOLLOW US!

facebook.com/TriCityRegionalChamber

instagram.com/tricityregionalchamber

twitter.com/tricitychamber

linkedin.com/company/tri-city-regional-chamber-of-commerce/

YOUTUBE

The Regional Chamber's YouTube channel saw substantial growth in 2022! The Regional Chamber YouTube channel is the go-to place to see recorded Ask the Experts sessions, ATHENA Leadership Award profiles, and Business on a Roll Award recipient videos.

41,800 IMPRESSIONS

29,388 VIDEO VIEWS

54 SUBSCRIBERS



LIKE AND SUBSCRIBE!

youtube.com/TCRCofCommerce

*Includes paid advertising for Benton BRI

EMAIL

The easiest way to keep up with the Chamber's programs, events, and news is through receiving Chamber communications through email. Each week, the Chamber sends out the Monday V.O.I.C.E. eNewsletter, Friday eBlast, and other emails to their growing number of subscribers. New for 2022: Sign up for which emails you would like to receive at tricityregionalchamber.com/emails.

9,336 TOTAL SUBSCRIBERS

31% AVG. OPEN RATE



Creating a cleaner,
greener, safer
tomorrow.



*From cleanup
to clean energy*



Delivering quality and safety while
protecting the environment.



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