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PRESIDENT’S NOTE

I can’t believe we’re already halfway through our Centennial Year - so far it’s been filled with lots of new members, ribbon-cuttings, Business After-Hours, networking and membership lunches, and, of course, our Centennial Gala in March.

The Chamber is all about relationships, and I’ve appreciated the many opportunities to build friendships with other Chamber members and the Chamber Staff. If you’ve asked yourself “What has the Chamber done for me lately?”, let me know and let’s get together for coffee so I can tell you about the work of our amazing staff, board, committees, and volunteers. I can also tell you about ways you can dive in and become more involved. As with most of life, the more you put into the Chamber the more you receive back.

Our Centennial Year is not over - we have much more we’d like to accomplish in 2019 as we’re looking at new opportunities and ideas to benefit our members and grow. It’s a privilege to participate in the Chamber’s vision and mission in a business environment that is incredibly giving and supportive, and I’m looking forward to the next six months!

- Kevin Hansen, 2019 Board President

STATUS REPORT PURPOSE

The purpose of this semi-annual status report is to keep the members of the Greater Kirkland Chamber of Commerce informed of our activities, progress, and health of the organization. We value each and every member, and aim to keep you as informed as possible. Our commitment to transparency means that we are constantly trying to find new ways to bring information to our membership about how we operate and our goals for the future. We welcome your feedback.
STAFF

EXECUTIVE DIRECTOR
Samantha St. John

DIRECTOR OF SALES & MARKETING
Beth Gale

OPERATIONS & FINANCE MANAGER
Jennifer Dean

EVENTS & MARKETING COORDINATOR
Corinna Bybee

BOOKKEEPER
Diana Lynn

BOARD OF DIRECTORS

PRESIDENT
Kevin Hansen, Livengood Alskog

VICE PRESIDENT/2019 PRESIDENT-ELECT
Amy Mutal, Prevail Wealth Management

PRESIDENT EMERITUS
Ryan James, ryan james fine arts

TREASURER
David Bander, Kirkland Performance Center

SECRETARY
Judi Clark, Juanita Bay Veterinary Hospital

VP, EVENTS
Debbie Leviton, Caliber Home Loans

VP, MEMBERSHIP
Patty Doherty, Microsoft

VP, PUBLIC POLICY
Scott Becker, Kirkland Rotary

DIRECTORS
Rich Bergdahl, RE/MAX Northwest
Kathy Feek, Kathy Feek Art Consulting
Laurene Burton, EvergreenHealth
Alicia Quaco, Overlake Hospital
Brenda Kauffman, Columbia Athletic Club
Stephanie Dickson, The Web Mentor
Jaurdey Samuel, 425 Business Magazine
Jessica Beck, Krueger Beck, PLLC
Anne Hess, Kirkland Living Magazine
Karin Quirk, Quirk Law Group PLLC
Deby Rourke, Deby Rourke - John L. Scott
Ellisabeth Sorensen, Lake WA Tech Foundation
Jim Larson, Heathman Hotel
Howard Jacobs, Woodmark Hotel
Claudia Smith, Murphy Business Northwest
Jim Walen, Ford/Hyundai of Kirkland
Mark Shinstrom, Shinstrom & Norman (ex-officio)
Mary Maas, Kirkland Kiwanis (ex-officio)
Kurt Triplett, City of Kirkland (ex-officio)
MEMBERSHIP SUMMARY

New Members
- At 536 members, we now have the largest membership on the Eastside, with projected continued growth.
- New members represent a variety of industries, keeping in line with the Chamber’s desire to keep a broad membership, representing a variety of categories.

Growth Plan
- Stakeholder value examination.
  - Why do people/businesses join Chambers?
- Communicating value
  - Better communication about what sets our Chamber apart from others, and from “networking-only groups.”
  - Sharing our successes - over 500 members and growing!
  - Educating the community on why Chambers are important to any healthy business community.
- New development
  - Early communication with new businesses coming into Kirkland Urban, Village at Totem Lake, and other development projects on the Eastside.
  - Presence by at least one staff member at all grand openings in new developments regardless of membership status.

Regional Viability
- We believe in a connected region, with businesses networking and participating in multiple communities. We welcome members from all over the region.
- We are working to support our neighbors, and are strengthening partnerships with neighboring Eastside Chambers to help increase regional economic success.
NETWORKING

With at least one networking event per week, the Greater Kirkland Chamber of Commerce leads the way for opportunities to connect to its members.

Networking Lunch
- First Thursday and Fourth Tuesday of each month from 11:30am-1:00pm
- Held at a different local restaurant each time
- Business cards are collected and sent to attendees in an email after the event
- Each person will have the opportunity to give their elevator pitch and make connections with others in the room
- Emphasis on networking and connection
- Guests may attend twice before they must join to continue attending
- A drawing is held for a free lunch at our host restaurant
- Everyone will receive their own check for lunch from the restaurant

Business Luncheon
- Second Thursday of each month from 11:30-1:15pm
- Held at The Woodmark Hotel in either the Marina Room, Lake Washington Ballroom, or the Olympic Terrace Tent
- This is our main monthly meeting with a formal program
- A speaker is chosen each month to give a presentation on business or city issues
- Emphasis on information as well as networking
- Guests may attend at the non-member rate
- A drawing is typically held for various types of prizes
- Attendees must pre-register, and payment is made to the Kirkland Chamber
- Business owners, executives, and elected officials are typically in attendance
- Luncheon sponsorship opportunities are available
- New members are invited to address the audience

Business After Hours
- Third Thursday of each month from 5:30-7:00pm
- Held at a different local business each time
- A happy hour setting, with light bites and refreshments (usually alcoholic and non-alcoholic)
- A drawing is typically held for various types of prizes
- Emphasis on networking, connection, and socializing
- No structured program - great for mingling and approaching new people
- Guests may attend twice before they must join to continue attending
- There is no fee to attend
SPECIAL EVENTS

Annual Gala

- The 2019 gala set a record attendance of over 280 attendees.
- Net proceeds topped $45,000.
- The gala served as a wonderful celebration of the Chamber’s centennial year, with a theme of “Cirque du Centennial Ball.”
- 2020 gala will move to the Westin in Bellevue to accommodate the large growth in attendance.

Peter Kirk Golf Classic

- 2019 tournament will be held at Inglewood Golf Club. This prestigious course is a favorite among golfers.
- This year’s tournament is being held during the Seahawks bye week.
- Expect some big surprises at this year’s tournament!

Fashion Show

- This year’s fashion show is being held during the September luncheon, with a focus on sustainable fashion.
- This event supports our local merchants to showcase the local fashion and design industry.

Holiday Party

- The 2018 holiday party was a huge success with over 250 attendees at ryan james fine arts gallery. This was the largest holiday party on record.
- This year’s party will be held on December 5th - location TBD.
- The holiday party is a free event that serves as an appreciation to our membership for their contributions for the year. Our sponsors allow us to purchase food and drinks to create a festive event at no charge to the attendees.
Youth Development Program

- Expanded invitations to more students for the March and November Chamber Luncheon programs, with added capacity due to increased sponsorship.
- Executive Director is active with the Lake Washington School District partnership.
- Resurrected the “Teen CEO” program as the “Teen Startup Challenge” - a district-wide competition for a spot on the stage at Investor Sharks Northwest.

Argosy After Hours Cruise

- Argosy returned as an event sponsor this year.
- Despite the weather forecast, it was a nice evening on the water for 150 guests.
- This member favorite event will return in May 2020.

Sustainable September

- We are staying with the expanded version of the Sustainable September program this year, and included a broader definition of all things “sustainable,” including energy, environment, housing, aging, clothing, etc.
- We are currently working on programming to make this a big success.

Annual Awards Luncheon

- The 2018 awards program went very well, with over 150 in attendance.
- New “President’s Award,” “Outstanding Ambassador Award,” and “Lifetime Achievement Award” were rolled out this year, and did not cause a time delay in the program.
- Nomination forms will be coming out in the fall.

Chamber 101

- Helps new members get acquainted with Chamber membership and best practices for networking.
- Great “refresher course” for long-term members of the Chamber.
- Held quarterly, and always free.

Chamber 201

- Seminars put on by members focused on a specific business topic.
- We are looking to offer new courses through webinars to increase the number that we can make available to members.
- This is part of our commitment to include an educational element to our Chamber events.

Ribbon Cuttings

- Welcomes new businesses to the Kirkland Chamber, in partnership with the City of Kirkland. These are a great way to network and show support to the community.
- We have a huge increase in these due to the number of new businesses.
Investor Sharks Northwest (formerly Kirkland Investor Sharks)

- This has become the signature event for the Kirkland Chamber.
- 2018 panel featured the biggest names in the northwest investment community.
- Feedback from sponsors and attendees was excellent, and the event shows great momentum for a sell-out crowd in 2019.
- Partnered with the Lake Washington School District for the “LWSD Teen Startup Challenge” competition, with the grand prize for the student group being a spot on stage at the 2019 Kirkland Investor Sharks event.
- 2019 panel will feature big names once again, and at least one of our investors on the planning committee to take the event to the next level.

Joint-Chamber Trade Fair

- We are in the early planning stages of a trade fair in partnership with OneRedmond.
- This event will take place on September 5th at the Marriott in Redmond Town Center.
- More details are coming soon regarding expected number of booths and attendees.

2018 Kirkland Investor Sharks
COMMUNITY INVOLVEMENT

Partnerships

- Kirkland Downtown Association (KDA)
  - Kirkland Wine Walks
  - Merchant/Downtown Events
- Kirkland Performance Center (KPC)
  - Kirkland Investor Sharks
  - Kirkland Town Hall
- City of Kirkland
  - City Manager
  - Economic Development Manager
  - City Staff
  - City Council
- Media
  - Kirkland Reporter/Sound Publishing
  - Kirkland Living Magazine
  - 425 Magazine/425 Business Magazine
  - Kirkland Lifestyle Magazine
- Other Local Nonprofits
  - Chamber staff involved in several local nonprofit organizations.
  - We have increased the amount of promotion for local nonprofits, connecting them to businesses.

Event Partnership Recap

- Kirkland Wine Walks
  - Kirkland Wine Walk continues to be a big success, selling out (and over-selling) each time.
  - Increased number of participating merchants due to demand.
  - Events held on the shoulder seasons to stimulate revenue for merchants - February, June, October, November.
  - Wine Walks remain popular and continue to sell out each time, with both April and June selling over 600 tickets.
  - 50/50 proceeds split with Kirkland Downtown Association.
  - 2019 glass sponsorships are sold out.
  - 2019 bag sponsorships are nearly sold out.
- Merchant/Downtown Events
  - Working with Kirkland Downtown Association to revitalize shopping in downtown.
  - Currently seeking ideas for “shop local” campaigns.
  - We promote any efforts for exposure to local shopping, including sidewalk sales, holiday promotions, trick-or-treating, etc.
• **Investor Sharks Northwest (formerly Kirkland Investor Sharks)**
  - Modeled after TV’s popular “Shark Tank” program.
  - Highlights entrepreneurs in the region, showcasing the incredible innovation taking place in the Puget Sound area.
  - This event has quickly become our signature business event, demonstrating how a startup becomes funded by investors.
  - A scholarship program allows for 150 students from local high schools and colleges to attend for free.
  - 50/50 proceeds split with Kirkland Performance Center.

• **Kirkland Town Hall**
  - A community gathering focused on a specific topic of interest.
  - Lobby reception features local organizations related to the topic of the evening.
  - Everyone from the community is invited to attend at no charge, with donations encouraged to help fund the continuation of the event.
  - Partnership between Kirkland Performance Center and the Kirkland Chamber of Commerce is to put this on for the good of the community. We are hoping to add the city in as a partner in 2019.
  - Funds raised are reinvested into the next Town Hall event.

**City of Kirkland Relationship**

• **Community Partners**
  - The Kirkland Chamber is proud of our excellent relationship with the City of Kirkland.
  - The Kirkland City Manager, Kirkland Economic Development Manager, Kirkland Chamber Executive Director, Board President, Past President, Public Policy Chair, and Incoming President meet monthly to discuss important issues relating to the business community.
  - The Kirkland Chamber Executive Director regularly meets with members of City staff to discuss important issues relating to our members, including upcoming items such as changes coming to the City Sign Code, neighborhood master/zoning plans, and taxation issues.
  - The Kirkland Chamber Executive Director regularly attends City Council meetings, speaking publicly about issues affecting the business community where appropriate.

**Media Partnerships**

• **Print/Digital Media**
  - We are proud of our partnerships with leading local media for advertising and editorial content with a reach that encompasses the entire Puget Sound region.
  - Strong relationships with Q13 Fox, KIRO 7, and KING 5 newsrooms.
Outreach

- **Now Hiring Kirkland**
  - Comprehensive list of job openings in the area (Chamber members only).
  - Created to connect local residents with local jobs, with an emphasis on working where you live to help people feel more connected to the community, reduce traffic congestion, and improve quality of life for Kirklanders.
  - Free service provided to the community, with no additional fees charged to members for listings.
  - This is our most popular publication by far, with consistently over 20,000 impressions on Facebook within the first hour of posting each month.

- **Presentations to local groups**
  - Executive Director speaks often to local nonprofits and schools, including Rotary, Kiwanis, and local school groups.

- **Events**
  - Many of our recurring and special events are open invitation to the community, regardless of membership. We do encourage guests to join our Chamber after three events, but we are always open to guests to attend everything we do.

- **Volunteerism**
  - Each Kirkland Chamber staff member actively volunteers with other organizations within the community on a regular basis. This is highly encouraged and expected.
  - The Kirkland Chamber staff are encouraged to sit on a board or participate in a leadership position in a nonprofit in the community:
    - Samantha St. John - Attain Housing
    - Beth Gale - Studio East
  - We promote volunteerism among our staff, board, and members to create a connected and supported community.

- **Higher Education Partnership**
  - The Kirkland Chamber partners with local colleges and universities to help advance their mission or support students.
  - Winter 2019 featured a partnership with a program at Bellevue College to do consulting work with the Kirkland Chamber. The goal of this work area was to create a marketing strategy to increase membership base and explore funding opportunities. This included competitive analysis, potential for partner collaboration and the conducting surveys of current and potential customers to determine the customer value proposition. The results were very thorough, and we are evaluating how to utilize the findings.

- **Internship Program**
  - We offer unpaid internships for college course credit to any person over 18, who is currently enrolled in an internship program at an accredited college or university.
  - Interns gain dual experience in the business and nonprofit sectors.
  - The internship program has been quite popular, with interns learning valuable skills.
Here is what our 2019 Winter/Spring Political Science Intern, Gabriella Esteves, had to say about her experience:

*My time at the chamber as Samantha's intern has been a great learning experience. I have learned more than I would have thought I would have - seeing how parts of local and state government work, and how the business world has a part to play in that, working towards building the city of Kirkland and the Eastside.*

*Overall there are so many things that I have learned at my time at the chamber that have been so helpful to see how local government and state government work. I have grown in my skill set of public speaking, learned grant writing, done research for different political initiatives, and gotten to help the Kirkland Chamber and Eastside Coalition. I have enjoyed my time at the Chamber learning and growing in my field. I feel more prepared now to step into the work force after my internship, and have more of an idea of what area I want to most pursue.*

- *Gabriella Esteves*
COMMITTEES

Chamber committees promote and strengthen relationships between members, while giving back to the community.

Ambassadors – Chairs: Kerry Read & Troy Thiel

- The primary mission of the Kirkland Chamber of Commerce Ambassadors program is the retention of existing Kirkland Chamber Members, enlistment of new members, and to serve as goodwill representatives of the chamber at a variety of functions. This energetic group helps maintain contact with other Chamber members while promoting the Kirkland Chamber of Commerce and its purpose.
- Ambassadors attend Chamber events and serve as greeters at Chamber functions such as monthly Business After Hours, Luncheons, Ribbon Cuttings and Grand Openings, as well as other Chamber activities.
- Ambassadors are the first contact that new members have upon joining the Kirkland Chamber of Commerce.
- Meetings are held from 12:00pm-1:30pm on the last Thursday of each month, alternating between the Chamber conference room and a local restaurant.

Town Hall – Chair: Kathy Feek

- Plans Kirkland Town Hall events to bring important issues to the community that impact businesses and residents.

Education/Kirkland Promise – Chair: Walt Krueger

- The purpose of The Kirkland Promise Committee is to improve our educational system, with the goal of increasing the number of children from Kirkland and from Lake Washington School District to experience success.
- In order succeed, the committee is examining the educational process for children from birth, through early childhood, elementary, middle school, high school and onto college.

Event Committees – Chair: Debbie Leviton

- Several committees are formed during the year to plan our fundraising and community events.

Public Policy Committee – Chair: Scott Becker

- This committee works as a bipartisan unit to influence the introduction, enactment, or modification of government policy on behalf of our business members and our community.

Young Professionals – In progress

- This committee is currently in the early stages of revival. We will re-launch soon.
ADVOCACY

City/Local

- Executive Director, Board President, President-Elect and Past President attend regular monthly meetings with the Kirkland City Manager and Economic Development Manager.
- Executive Director regularly attends City Council meetings to stay informed about local issues impacting the business community.
- Position letters are sent to City Council when issues of concern need to be addressed, such as the upcoming sign code ordinance conversation. Executive Director will address City Council on this issue and others as they come up.
- Board of Directors will take positions on local issues when they will impact Kirkland or the region.
- City advocacy remains one of the core components of the Kirkland Chamber organization.

State/Coalition

- The Kirkland Chamber is a very active member of the Eastside Legislative Coalition of Chambers, with near perfect attendance from all delegates at monthly meetings.
- Coalition represents 11 eastside chambers, uniting our voices to lobby in Olympia on important business issues, including:
  - Education
  - Transportation
  - Economic Development (including tax reform)
  - Housing
- The Kirkland Chamber led the charge on the housing issue this year, drafting the position paper for the coalition, and began lobbying efforts pre-session.

Federal

- The Kirkland Chamber signed on to a coalition to support our member, Fishermen’s Finest, in their effort to receive a waiver for their vessel that was built using materials that unknowingly violated the Jones Act. Fishermen’s Finest successfully received this waiver from President Trump due to the lobbying efforts, and the ship has now been cleared by the Coast Guard to fish in U.S. waters. See the article here.
- The Kirkland Chamber is working with the U.S. Small Business Administration to stay informed on the issue of group health insurance for associations that is no longer available. The Chamber is advocating for a reinstatement of this ability, and we are awaiting a decision from HHS. We will be submitting public comment on this issue.
FINANCIAL SUMMARY

2019 YTD Chamber Income

- Membership Dues
- Special Events
- Annual Gala

2019 YTD Chamber Expense

- Operations & Membership
- Special Events
- Annual Gala
Balance Sheet (As of May 31, 2019)

**ASSETS**

Current Assets
- Checking/Savings
  - Banner Bank 115,346.01
  - Banner Bank Savings 19,023.06
  - 1002 · Petty Cash 50.00
  - Total Checking/Savings 134,419.07
- Accounts Receivable
  - 1400 · Accounts Receivable 25,532.00
  - Total Accounts Receivable 25,532.00
- Other Current Assets
  - 1635 · Prepaid Holiday Party 1,201.00
  - 1489 · Wine Walk 1,191.00
  - Total Other Current Assets 2,392.00
- Total Current Assets 162,343.07

Fixed Assets
- 1500 · Equipment 3,432.22
- Total Fixed Assets 3,432.22

Total Assets 165,775.29

**LIABILITIES & EQUITY**

Liabilities
- Current Liabilities
  - Accounts Payable
    - 2000 · Accounts Payable 6,492.72
    - Total Accounts Payable 6,492.72
  - Credit Cards
    - 2110 · Umpqua 8462 1,192.54
    - Total Credit Cards 1,192.54
- Other Current Liabilities
  - 2401 · Wine Walk Expenses 1,221.00
  - 2100 · *Payroll Liabilities 623.17
  - 2200 · PAYROLL LIABILITIES
  - 2220 · FICA & Medicare
  - 2225 · Company -611.52
  - 2230 · Employee 0.48
  - Total 2220 · FICA & Medicare -611.04
  - 2235 · Labor & Industries 201.67
  - 2240 · FUTA -168.00
  - 2245 · SUI 23.70
  - 2200 · PAYROLL LIABILITIES - Other -623.17
  - Total 2200 · PAYROLL LIABILITIES -1,176.84
  - 2300 · Deferred Revenue
  - 2780 · Wine Walk 4,761.00
  - 2700 · Undesignated Sponsorship 9,514.00
  - 2758 · Investor Sharks Sponsorship 5,000.00
  - 2766 · Golf Tournament Sponsorship 6,266.65
  - Total 2300 · Deferred Revenue 25,541.65
  - Total Other Current Liabilities 26,208.98
  - Total Current Liabilities 33,894.24
  - Total Liabilities 33,894.24

Net Income 24,380.08
Total Equity 131,881.05

Total Liabilities & Equity 165,775.29
ORGANIZATION MANAGEMENT

Highlights

- Increased focus on educational elements.
  - Partnership with the Lake Washington School District to add a student group to the 2019 Kirkland Investor Sharks.
  - Continuing with Chamber 101 and Chamber 201 series, with Town Hall also focusing on community education.
- Increased participation in local and state advocacy.
  - Kirkland Chamber recognized among the most active of chambers in the Eastside Coalition of Chambers Legislative Coalition.
  - Led the charge on the housing reform issue among the Eastside Chambers.
  - Our Chamber has pledged to lead or be heavily involved in lobbying efforts for housing, homelessness policy reform, education, and transportation this session.
  - Working closely with Northwest University in their attempt to revise their master plan.
  - Assisted in Puget Sound Energy’s efforts for the Energize Eastside campaign.
- Growing membership and sponsorship numbers.
  - Heavy increase in membership from the Village at Totem Lake and Kirkland Urban developments.
  - Sponsorship is growing and expanding beyond Kirkland.
- Fully staffed with increased benefits for members.
  - Hired Events & Marketing Coordinator Corinna Bybee to increase promotion for Chamber members.
    - Corinna is working on developing our social media platforms:
      - Facebook, Twitter, Instagram, YouTube, LinkedIn
  - Jean Dean promoted to Operations & Finance Manager.
    - Jen works to help Chamber members with a variety of needs, and keeps our office running smoothly.

Looking Ahead

The July-December 2019 outlook for the Greater Kirkland Chamber of Commerce is strong. Adding additional staff has helped us to have more time to spend on new membership growth and maintenance/retention. Our event attendance has remained strong - even growing larger than the previous year’s record setting numbers. The expanded partnerships, new membership numbers, continued event success, and additional advocacy all serves to keep us in a position of strength for the foreseeable future.
2019 SPONSORS – THANK YOU!

Title Sponsor

Evergreen Health

Diamond Sponsor

Google

Platinum Sponsors

WM

Overlake Medical Center

GoDaddy

OneRedmond

Wallick & Volk

Kirkland Reporter

Lee Johnson

Gold Sponsors

Argosy Cruises

Edward Jones

The Heathman Hotel

Merrill Gardens

Northwest University

PSE

Hallmark Realty Corporation

Aegis Living of Kirkland

Aegis Lodge of Kirkland

The Messmer Team

Caliber Home Loans
Silver Sponsors

Bronze Sponsors
Shinstrom & Norman, AAA Aircare Systems, Scott Becker