

FOR IMMEDIATE RELEASE

Heart of the Rockies Chamber of Commerce Enhances Organizational Structure to Better Serve the Business Community

Salida, CO — September 3, 2024 — The Heart of the Rockies Chamber of Commerce is pleased to announce a strategic reorganization aimed at enhancing its ability to support and advocate for the local business community. This initiative reflects the Chamber's commitment to fostering a thriving economic environment in Salida and the surrounding region.

The improved organizational structure will streamline operations, optimize resource allocation, and strengthen the Chamber's ability to deliver high-quality programs and services to its members.

Key aspects of the reorganization include:

- **Improved Roles and Responsibilities:** The Chamber has realigned the new roles and expanded responsibilities within its team to better align with the growing needs of the business community. This will enable more effective decision-making and the development of innovative initiatives.
- **Enhanced Member Services:** The reorganization includes the creation of dedicated member service teams, ensuring that businesses of all sizes receive personalized support and access to resources that drive growth and success.
- **Strategic Partnerships:** The Chamber will increase its focus on building and improving strategic partnerships with local government and other organizations to advocate for policies and initiatives that benefit the area businesses.
- **Improved Communication Channels:** To better engage with its members and the broader community, the Chamber is investing in enhanced communication tools, including a revamped website and more active social media presence.

We would like to introduce the team:

- Savanna Moorefield, **Marketing and Membership Manager**
- Lisa Walner, **Office Manager**
- Lori Roberts, **Visitor Services and Event Coordinator**

The Heart of the Rockies Chamber of Commerce is dedicated to being the voice of our business community. This reorganization reflects our commitment to providing the highest

level of service to our members and ensuring that Salida remains a vibrant and prosperous place to live and work.

For more information, please contact:

Kirk Bremer

President

Heart of the Rockies Chamber of Commerce Board of Directors

Phone: 719-539-2068

Email: office@salidachamber.org

Website: salidachamber.org

About the Heart of the Rockies Chamber of Commerce:

The Heart of the Rockies Chamber of Commerce is a non-profit organization dedicated to promoting and supporting the economic vitality of Salida, Colorado, and the surrounding region. Through advocacy, networking, and educational programs, the Chamber works to create a thriving business environment where all members of the community can succeed.