



For Immediate Release

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Contact: Shanon Davis /Soldotna Chamber of Commerce
907-262-9814 Shanon@Soldotnachamber.com

Shanon Davis Resigning as Executive Director of the Soldotna Chamber of Commerce

Shanon Davis, Director of the Soldotna Chamber of Commerce, announced her resignation effective February 22nd, after eight years of service and five years of leadership. She will assist the Board of Directors with the transition. Davis is leaving the Chamber to take the position of Marketing Manager with Central Peninsula Hospital.

During her tenure, Davis championed collaboration and inclusiveness, working with other community leaders to improve quality of life and help make Soldotna an economic and cultural development driver on the Peninsula.

"While I am looking forward to joining the incredible team at Central Peninsula Hospital, it has been an honor to work with our staff, board, and partners in serving Chamber members and helping Soldotna continue to be a great place to live and work, and do business," said Davis. "The local community is active and engaged, and the chamber staff is dedicated and passionate about their work—so I believe the Chamber continues to be in an excellent position to move forward the goals of its strategic plan, including representing and advocating for the Soldotna business community in Soldotna's Riverfront Redevelopment Plan, making this a great opportunity for whoever is selected to take the helm."

"This was the right time for me to begin a new chapter of my life. I will always cherish the opportunities and experiences the Chamber and its board of directors have provided me. Thank you for the honor and privilege of serving."

Davis first worked for Soldotna Chamber as Visitor Center Coordinator in 2002. In 2005 she became the Executive Director of the Kenai Peninsula Tourism Marketing Council before returning to the Soldotna Chamber in 2017 to take on the Director role.

Under her leadership, the Chamber formed its 501c3 charitable arm, Vision Soldotna. She led efforts to win the Levitt AMP Soldotna grant from the Levitt Foundation from 2019 through 2025, growing music in the park to a 13-week free concert series that hosts an average of 1,200 attendees every Wednesday throughout the summer.

Davis also oversaw the administration of the "Holding Our Own" Shop Local program in 2020 and 2021, distributing over \$650K in shopping vouchers to holiday shoppers and the same amount in COVID relief funds to Soldotna Businesses. She oversaw the launch of the Chamber's new state-of-the-art website in 2021 and executed a \$250K marketing campaign on behalf of the City of Soldotna to boost Soldotna's economy as businesses navigated the negative impacts of the COVID pandemic.

Davis will continue to serve on the Soldotna Riverfront Redevelopment Advisory Committee and plans to stay active in community development and events.

"I'm so proud of Soldotna and our renewed and reinvigorated spirit of collaboration and entrepreneurship," said Davis. "We are experiencing significant change in leadership in the community, which can open doors for even more innovation. CPH is a Diamond Level Community Partner of the Chamber; I can't wait to be a business partner working with the Chamber to see what's next!"

President of the Soldotna Chamber Board of Directors, Jerry Herring, says "The Executive Committee of the Soldotna Chamber Board is working on replacement options for the Executive Director position. Thanks to the exceptional, hardworking staff and dedicated Board of Directors, the Chamber is in excellent hands."