

menomonie area

CHAMBER & VISITOR CENTER

2022-2025 Strategic Plan



A MESSAGE FROM OUR LEADERSHIP

Simon Sinek says that, “Average companies give their people something to work on. In contrast, the most innovative organizations give their people something to work toward.”

I believe the Greater Menomonie Area Chamber of Commerce is the strategic go to partner for investors looking to leverage programs and activities that build a competitive advantage in their marketplace but also provide opportunities to connect with the community where they work and live.



Ryan Martin
2022 Board President

ConAgra Brands
*Manager of Environmental
Health, Safety & Security*



Jolene Fisher
2022 Board Vice-President

Dunn Energy Cooperative
*Director of Member and
Employee Engagement*

Over the past year, the Greater Menomonie Area Chamber of Commerce has focused on how our organization can have a more impactful and meaningful role in our community. With our investors and our communities in mind, we developed a strategic plan setting forth bold goals and priorities to help us realize our mission.

With this plan, we have the framework to build upon our strengths and ensure that all investors realize the innumerable benefits of their continued support.

Our Board of Directors and Chamber team has worked diligently to review our organization's programs, activities and operation strategies to ensure that we are addressing objectives relevant to today's needs. Change is difficult, but also inevitable in our evolving world.

As we work toward achieving the tactics outlined in this plan, our member investors will always be top of mind. We strongly encourage your engagement in ways that are meaningful to your business or organization and we recognize that this looks different for everyone. We may not be the Chamber of the past, but we hope that we will be your Chamber of the future.



Ashley DeMuth
Chief Executive Officer
Menomonie Area Chamber & Visitor Center



Vision

We aim to be the catalyst organization that ensures that the Greater Menomonie Area is a vibrant place to do business, work and live

Mission

Strengthen member businesses and stimulate regional prosperity

Core Values

Collaboration

We connect our members and our community to produce unique opportunities for economic growth and prosperity

Courage

We show leadership, integrity, and transparency; acting with strength of conviction even in the face of adversity

Diversity

We believe our differences give us the perspective, strength, and wisdom that are critical to our success

Innovation

We create new concepts to reach our goals, operating with high degrees of resourcefulness and professionalism in process and performance

Advocacy

Non-Partisan support of our investors through advocating, educating and communicating legislative policies & activities both locally and statewide

Objectives

Expand GMACC's impact on local legislation

Be a unified voice enabling a stronger and more effective influence on public policy and economic development across the region

Serve as the liaison between local government entities and businesses to facilitate increased communication between the government and private sector

Strengthen the Chippewa Valley Alliance relationship

Tactics

- Develop a dedicated advocacy committee
- Create continuous resource tools
- Proactively engage investors and community partners in identifying, prioritizing, and driving key issues
- Inform and educate Chamber investors on issues at local, state, and federal levels that impact the Menomonie area
- Increase exposure and marketing for the Chippewa Valley Rally
- Host non-partisan candidate forums and other connection events
- Take a mission-matched stance on issues affecting our investors
- Hold regular meetings with elected officials
- Increase Chippewa Valley Alliance representation from Menomonie

How We Will Measure Success

Advocacy program and event engagement

Chippewa Valley Alliance program participation

Investor survey engagement

Report exterior engagement by the Chamber team

Monitor issue outcomes

Relationships to vocalize investor needs

Business Sustainability

Developing dynamic
and stable businesses

Objectives

Consistently engage investors and provide value that meets their needs and expectations as a basic foundation of our Chamber

Advocate for and take the lead on initiatives aimed at preparing, attracting, and retaining a talented workforce through both adult and youth engagement and leadership programs

Provide access and resources to cultivate business success

Advance diversity, equity and inclusion initiatives to strengthen the business community

Provide value, services, opportunities and recognition for investors

Tactics

- Identify investor training & mentor needs
- Create an investor recognition program
- Revitalize youth engagement/leadership program
- Coordinate workforce efforts with community partners
- Strengthen our relationship with local educational institutions
- Advocate for employer identified in-demand jobs to education, training and public sector partners
- Become the go-to organization for what is happening in our business community
- Enhance and support leadership growth and targeted professional development to create a talent pipeline
- Expand cost-saving opportunities and business tools for members
- Foster partnerships within our community to address housing and childcare issues

How We Will Measure Success

Survey investor training/mentor needs

Involvement in leadership programs

Cost saving information from investors

Utilization of business tools

Website traffic reports

Social media metrics

Relationships to vocalize investor needs

Community Impact

Champion events and activities that promote community growth, economic development and sustainability

Objectives

Provide resources for tourism-related activities, programs, and marketing

Increase tourism revenue streams to benefit investors, community partners, and the GMACC

Increase overnight stays at hotels and short-term rentals in the Menomonie Area to pre-pandemic levels

Build and strengthen relationships with community partners

Position the organization to participate in community activities to create heightened exposure

Tactics

- Identify partners for community collaborations/events
- Engage in community-based partnerships to promote large-scale community events which focus on increased hotel stays and enhanced stewardship of local businesses
- Increase tourism communication and visibility
- Provide a comprehensive collection of information, including things to do and see in our community to increase tourism awareness and revenue
- Participate in community events as a support organization
- Strengthen partnerships with educational institutions
- Champion promotions for community events with a strong focus on investor-led community activities and events
- Identify marketing partners throughout the Menomonie area

How We Will Measure Success

Monthly STR reports

Website traffic (monthly, quarterly, annually, seasonally)

Social media (monthly, quarterly, annually, seasonally)

Marketing effectiveness (ROI)

Grant awardee reporting

Community partnership involvement

Innovation & Relevancy

Strengthening our abilities and longevity as an organization through strategic planning, marketing strategies and value to investors

Objectives

Create a competitive advantage for our business community

Deliver a robust program of work that provides value for investors and is committed to fostering an inclusive environment

Enhance the GMACC's visibility in the community - be a recognizable brand

Be an employer of choice

Create a welcoming, supportive, and engaging presence in the community as GMACC representatives

Tactics

- Conduct internal value assessments of existing programs & activities
- Adopt a diversity statement
- Conduct a program/activity DEIA review
- Develop consistent organizational branding practices
- Create and sustain a positive workplace with competitive compensation, ongoing professional development and a quality work environment
- Maintain leadership, assets, professional staff and technology to advance the organization's mission and vision
- Communicate the purpose, value and activities of the Chamber to investors and the community at large
- Create an investor orientation and retention program
- Diversify non-dues revenue streams
- Review current dues structure and evaluate effectiveness
- Create an investor "exit interview" process for dropped investors
- Provide individual investor engagement reports, annually
- Develop a value of services report for investors
- Strengthen Board onboarding, education and succession planning
- Create clear expectations for Board members

How We Will Measure Success

Staff retention and satisfaction

Investor retention and engagement rates

Value of services and marketing activities for investors

Board engagement

Investor surveys

Budget indicators (under/meet/exceed)

Brand improvement