

# MENOMONIE AREA CHAMBER & VISITOR CENTER INVESTOR GUIDE



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*"The strength of the Chamber lies in its investors . . ."*

The Menomonie Area Chamber & Visitor Center is a non-profit organization of the Menomonie area business community. It connects business, industry, and professional individuals to improve the economy and build a more vibrant and prosperous community. The strength of the Chamber lies in its Investors. Collectively, we can accomplish what no one could do individually. If you are seeking exposure, looking for creative ways to reach new customers/market your business, or striving to position your company as a community leader, we have multiple, unique ways to partner with you! We would love to help you find the right opportunities for your business to achieve the goals you have set.

# About Us



## **menomonie area** CHAMBER & VISITOR CENTER

The Menomonie Area Chamber & Visitor Center team is here to provide support for your business/organization and engage with our community. The Chamber acts as a hub for resources and streamlines relevant information for the business community. If you have any questions or if there is anything else we can do to assist your business, please don't hesitate to reach out to us!

Sincerely,

Your Menomonie Area Chamber & Visitor Center Team



*Ashley*

Chief  
Executive  
Officer  
ceo@



*Melissa*

Program  
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# Board of Directors 2023

**James Cameron**

Alliance Church of Menomonie

**Jennifer Drayton**

Mayo Clinic Health System

**Sara Fahl**

WESTconsin Credit Union

**Dianna Fiergola**

Mainstream Boutique

**Jolene Fisher**

Dunn Energy Cooperative

**Katherine Frank**

University of Wisconsin-Stout

**James Hanke**

Market & Johnson, Inc.

**Travis Ida**

Trust Point, Inc.

**Stanley Lichucki**

Andersen Corporation

**Jim Maguire**

Wilson Creek Inn

**Ryan Martin**

Conagra Brands

**Maggie McLoone**

Weld Riley, S.C.

**Grady Richartz**

University of Wisconsin-Stout

**Carmen Trimble**

3M Company

## Organizational Priorities

During 2021, our organization revitalized our strategic plan and identified priorities to better align with the needs of our Investors. The four pillars below help shape our organization's programming and activities to support our strategic efforts.

**ADVOCACY**

**BUSINESS  
SUSTAINABILITY**

**COMMUNITY  
IMPACT**

**INNOVATION  
& RELEVANCY**

# Why Invest In The Chamber?



## ADVOCACY

- Chippewa Valley Rally legislative visits
- Front seat to legislative information and updates
- Local business advocacy to voice investor feedback
- Connections and relationships with policymakers
- Organization and facilitation of advocacy events
- Letters of support for specific advocacy issues



## BUSINESS SERVICES

- Press release templates & additional resources in the MIC
- Conference room usage at no cost
- Connections to valuable funding source information
- Letters of support for projects/activities
- Certificates of Origin
- Access to investor lists (mailing labels available for purchase)
- Analytics from your listing and postings
- Western & Central Wisconsin Wage Survey participation
- Access to Lending Library



## OPPORTUNITIES

- Professional development events
- Professional and personal growth through committees
  - Ambassadors
  - Workforce & Education
  - Young Professionals
- Leadership as a Member of the Board of Directors



## EXPAND YOUR NETWORK

- Business After Hours
- Bags for Benefit
- Meet Menomonie
- Annual Golf Outing
- Annual Meeting & Awards
- Wacky Golf
- Coffee & Commerce
- Entrepreneurs in Action
- Youth Career Expo
- Various social events throughout the year



## INCREASE YOUR EXPOSURE

- Website listing
- Post jobs, events, hot deals, and news releases
- Literature and marketing display
- Referrals
- Chamber Check listing
- Destination Guide listing
- Ribbon cuttings
- Investor spotlights
- Additional marketing options available

### SCAN HERE TO JOIN!

Our organization looks forward to partnering with you as a member Investor. Through our programming, we work to strengthen Investor business and stimulate regional prosperity.





# Cyet Involved

The Chamber is successful because of the engagement and support provided by our Investors. Volunteer opportunities within committees help Investors to expand their personal networks and help us reach the Chamber's goals. All employees of current Chamber Investors are invited to volunteer.

## BOARD OF DIRECTORS

The Board of Directors is a group of volunteers that set policy and the strategic goal of the Chamber. Board members are responsible for ensuring that our Chamber is mission-driven, financially responsible, and compliant with laws governing our non-profit status. The Board works to ensure that efforts and resources are being focused to help all members and the local community. These volunteers represent a cross-section of the business and professional leadership in the community.

## AMBASSADORS

Ambassadors promote Chamber programs and answer questions about the business community, Chamber membership Investing, and more! These dedicated volunteers share their knowledge and experiences with Investors, guiding them on the path of Chamber success. Ambassadors are the champions of fun, assisting with various Chamber and Investor celebrations.

## WORKFORCE & EDUCATION COMMITTEE

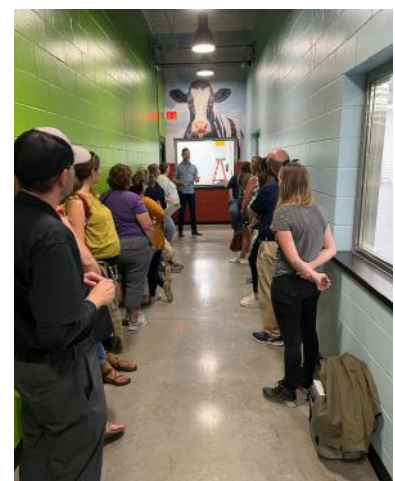
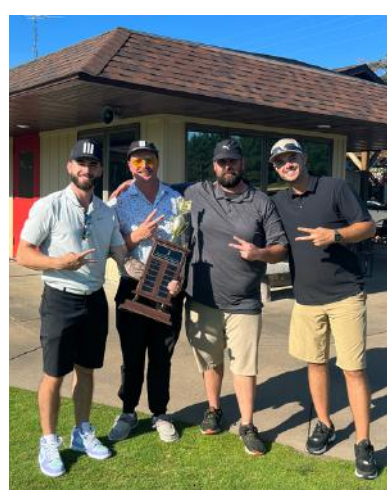
The mission of the Workforce & Education Committee is to connect Menomonee area employers, students, and local education providers to develop and retain a qualified workforce. The Workforce & Education Committee collaborates with the Chamber team to provide the Youth Career Expo, Meet Menomonee, and other workforce activities.

## YOUNG PROFESSIONALS

Young Professionals is a tool to engage the emerging workforce in our community through networking opportunities and events. Socialization, development and giving back are key points for this group. Young Professionals is a great way to enhance leadership skills while building relationships to create the next generation of leaders within our community. Young Professionals is for any community member who is 18+ and/or young at heart!

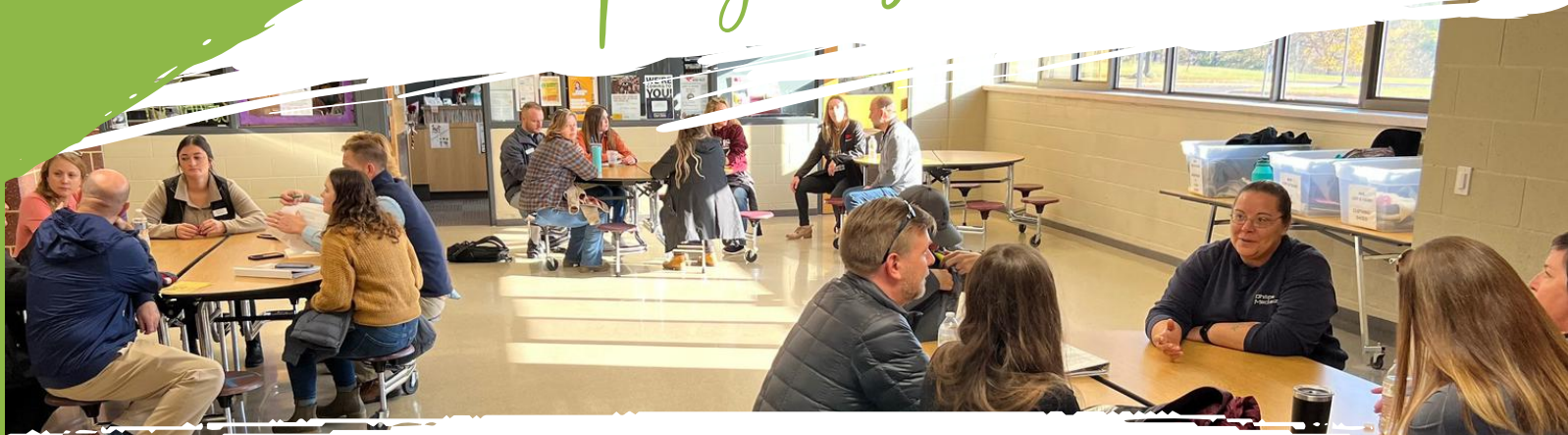
## ADVOCACY

- Assist the Chamber staff with planning and implementing advocacy-specific events and activities
- Proactively foster productive relationships between the Chamber and public officials
- Discuss and recommend the support or opposition of legislation to the Board of Directors
- Promote the Chippewa Valley Rally and bolster event participation
- Identify key issues in our community by way of information sharing, data review and other methods to create education and resource tools for Chamber Investors
- Other actions which will align with and further the strategic direction of the Menomonee Area Chamber





# Programs



## BUSINESS AFTER HOURS

Promote your business through a social networking event that connects both Chamber Investors and community members in an informal setting. As a venue host, you are invited to share your business through on-site tours to increase visibility. As a food/drink host, we invite you to coordinate with the venue host to entertain guests with light hors d'oeuvres and beverages of your choice. If venue licensing allows, a cash bar may be offered. Contact the Chamber for questions regarding alternate licensing options. Availability is limited and scheduled well in advance.



## MEET MENOMONIE

Through a partnership with the University of Wisconsin-Stout, we introduce investor businesses to thousands of students and University faculty and staff. Promote your business, its services, and recruit interns, volunteers and employees during this impactful, expo-style event. Customize your exhibit to entice participants to stop by and learn about your business. We provide you with a venue, exhibit table, chair and an audience! In 2021, over 1,600 University students participated. Businesses are welcome to hand out food, non-alcoholic beverages, prizes and swag!



## YOUTH CAREER EXPO

Businesses are invited to connect with approximately 500 high school students from nine local school districts to promote employment, describe career pathways, and advocate for internships, co-ops, & youth apprenticeships. This expo style event is your opportunity to help educate and build our future workforce. Sponsorships from this event support the Chamber scholarship, which is available to graduating seniors throughout Dunn County who have a parent/guardian or grandparent who is employed by a Chamber member Investor business. A student working directly for a Chamber member Investor also meets qualification criteria.



## LEADERSHIP MENOMONIE

This ten-month program includes development activities and business tours that are strategically planned to create awareness of the businesses and industries that shape our community. Participants also engage in team building and leadership activities that impact personal and professional growth. Groups will complete a community service project, which they present during the graduation celebration. Promote your business and engage your team in Leadership Menomonie!





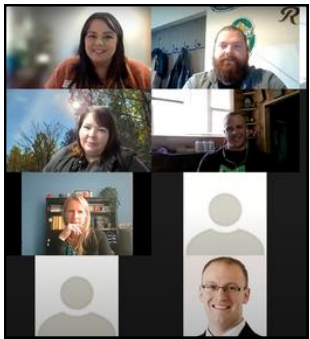
## COFFEE & COMMERCE

Coffee & Commerce is an opportunity to exchange ideas, successes, and workplace challenges with other individuals from all backgrounds. Each session features a different topic and is held from 9 - 10 a.m. on the dates listed on the Chamber website. This event offers a unique platform to enhance your partnerships, develop deeper relationships, and learn about valuable resources for businesses and organizations.



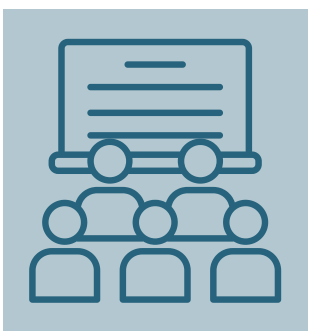
## ENTREPRENEURS IN ACTION ROUNDTABLE

Entrepreneurs in Action is a quarterly listening session that provides a deeper view into the start-up of business in the Menomonee Area. A panel of local entrepreneurs answer questions about their journey and offer inspiration to those seeking this line of work. Learn about their challenges, successes, and helpful resources for all stages of business. Entrepreneurs in Action is held from 2 - 3 p.m. via Zoom and episode replays can be found on: the Chamber's Website and YouTube channel.



## LEADERSHIP LUNCHEON

The Leadership Luncheon is an annual luncheon that features a new keynote speaker each year, to address the evolving trends and needs of the business community. The 2023 keynote speaker(s) and location will be announced in February, 2023. Check out our website and social media for updates! The 2023 event theme is Ignite Your Inner Leader and will focus on identifying personal leadership qualities to help you reach the next level in your career. While this is a listening session, tools and resources will be provided for your use on your individual leadership journey. This event is for both emerging and seasoned leaders, offering a comprehensive and engaging conversation for all.



## EXPLORE MENOMONIE

Explore Menomonie is the Tourism program for the City of Menomonie. We use a portion of the funds collected from hotel room taxes within the city to promote Menomonie and the surrounding areas. Our goal is to increase visits from tourists outside the area and foster community collaboration.

Explore Menomonie events and programs include the Menomonie Sculpture Tour, Special Events & Community Enhancement Grants, the Community-Wide Fireworks Show, and Co-Hosting Parade of Lights.





# Events



## ANNUAL MEETING & AWARDS

This much-anticipated event celebrates our Chamber Investors, volunteers, and community leaders.

Please join us as we recognize key contributions to business and our community during our annual award presentation and learn about what the Chamber has prepared for your business in 2023.



## GOLF OUTING

Build your business connections on the greens during this 4-person scramble tournament. We welcome you to join other Chamber Investors and show off your skills or come just for the fun! The winning golf team will receive their business name on the traveling trophy and will have the honor of displaying it at their business until the next year's golf outing.

## HOLIDAY RAFFLE

Keep the cheer here with this annual Chamber check raffle! There is over \$4,000 in total Chamber check winnings, which are drawn on a progressive prize calendar. Chamber Checks can be used at over 100 participating Chamber businesses, helping to boost our local economy.

Only 1,000 raffle tickets are printed and available for sale.

This is a dynamite sponsor opportunity with limited sponsorships available!



## BAGS FOR BENEFIT

Join us for a cornhole tournament to benefit a local nonprofit selected by the YP Steering Committee! Bags for Benefit is a great way to give back while meeting new people and expanding your network.

Registration donations from the 2023 tournament will benefit the Boys & Girls Club in Menomonie.



## WACKY GOLF

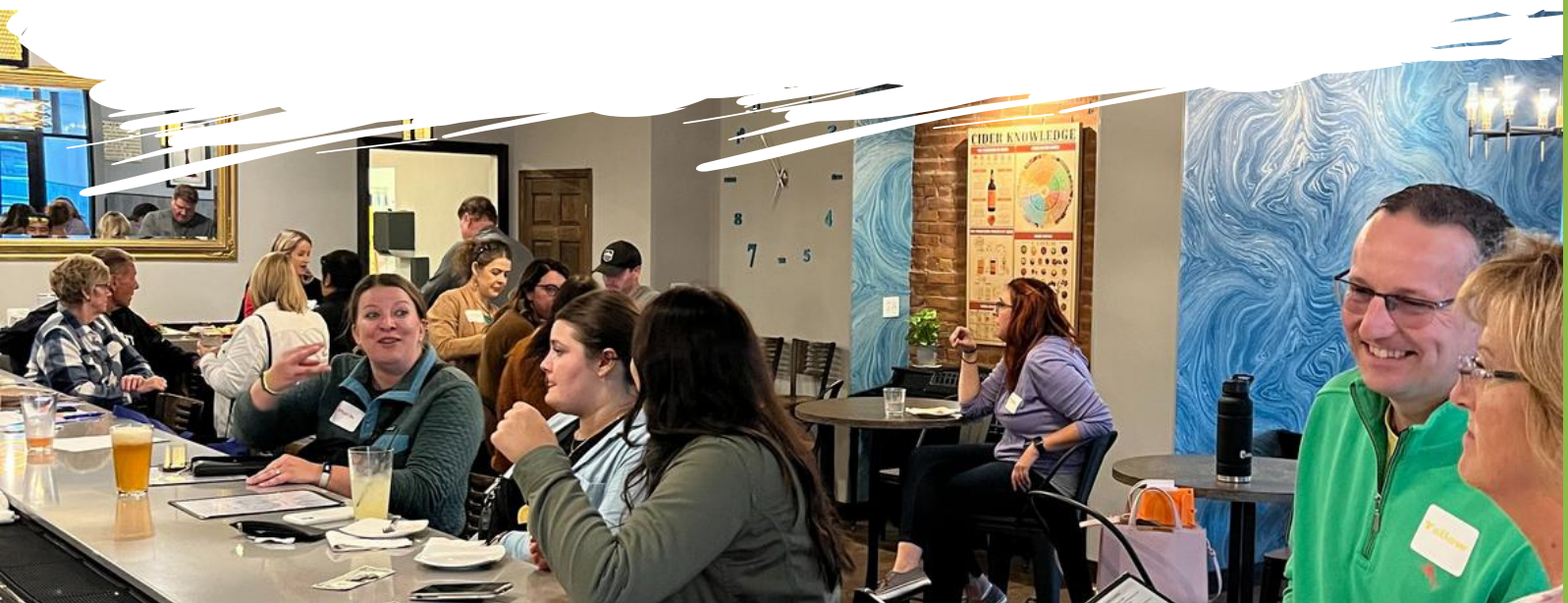
Not an experienced golfer? No problem! This unique event is a 9-hole tournament with non-traditional golf items. Putt with a hockey stick, frisbee to the green, and connect with others. Promote your business to a dynamic group of attendees ranging from emerging professionals to retired supporters! This event is hosted by YP but all are welcome.

## AMAZING RACE

It's a race! Get a team together and come out out for a community-wide scavenger hunt. You will work together to complete fun challenges and solve riddles to find your next clue location.



Who can attend these events? **EVERYONE!**



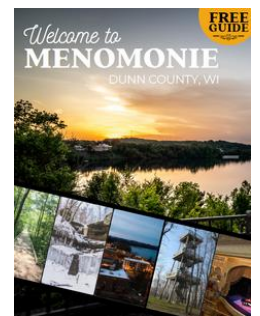


# Marketing Opportunities

The Menomonie Area Chamber is proud to offer marketing opportunities throughout the year to Chamber Investors.

## DESTINATION GUIDE

The Menomonie Area Chamber & Visitor Center produces a Destination Guide every other year. This guide is one of the primary resources for visitors and new residents. As an included benefit of your membership Investment, your business name is included in the guide. Additional display ads are offered to Chamber Investors at a discounted rate. Destination Guides are distributed both locally and throughout the state of Wisconsin.



## DIGITAL NEWSLETTER & TARGETED EMAILS

The Chamber team sends out a digital newsletter weekly. Membership Investors have the opportunity to advertise in those communications. Get your message out to 1,000 fellow businesses and organizations in the local area. Want to stand out with digital communication? Consider targeted emails: personalized messages without the other content in the newsletter.

## RIBBON CUTTINGS & GROUNDBREAKING

Let the Chamber team help you celebrate and share your story! Whether you're hosting a groundbreaking or grand opening, or celebrating a monumental business anniversary, the Chamber has options to help you get your message out to the business community. In order to allow for proper promotion of this celebration, we encourage all ribbon cuttings be scheduled a minimum of two weeks prior to the event.

## BANNER AD

A banner ad, also known as a display ad, is similar to a digital billboard in that it uses imagery (hence the term "banner") to attract attention with the goal of driving traffic to the advertiser's site. The Chamber places banner ads on the bottom of the homepage under "Chamber Champions"

## QUARTERLY MAILER

The Chamber mails out a printed newsletter to all active investors once a quarter. Membership Investors have the opportunity to advertise in these communications. One exclusive ad display is available per printed newsletter.

# Sponsorship Opportunities



Looking for event sponsorship opportunities? We offer a wide variety of solutions.

## Monthly

**BUSINESS AFTER HOURS**

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## Quarterly

**COFFEE & COMMERCE**

**ENTREPRENEURS IN ACTION**

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## Annually

**BAGS FOR BENEFIT - FEBRUARY**

**ANNUAL MEETING & AWARDS - MARCH**

**YOUTH CAREER EXPO - APRIL**

**WACKY GOLF - JUNE**

**GOLF OUTING - AUGUST**

**LEADERSHIP MENOMONIE - SEPTEMBER THRU MAY**

**MEET MENOMONIE - SEPTEMBER**

**AMAZING RACE - SEPTEMBER**

**LEADERSHIP LUNCHON - OCTOBER**

**HOLIDAY RAFFLE - NOVEMBER & DECEMBER**

**HOLIDAY PARTY - DECEMBER**



# Let's Talk Numbers



## **MENOMONIECHAMBER.COM**

- 81,619 Page Views
- 35,903 Website Users
- 43,366 Website Sessions

## **EXPLOREMENOMONIE.COM**

- 117,107 Page Views
- 52,006 Website Users
- 62,338 Website Sessions

## **@MENOMONIECHAMBER**

- Instagram Followers: 854
- Facebook Followers: 4,371

## **@EXPLOREMENOMONIE**

- Instagram Followers: 1,511
- Facebook Followers: 5,269

Data Shown Reflects October 1, 2021 - October 1, 2022

## **INDIVIDUAL BUSINESS NUMBERS**

Did you know that we collect data on how many website visitors are searching for your business or clicking on your directory listing?

Contact [programs@menomoniechamber.org](mailto:programs@menomoniechamber.org) to learn more about your individual analytics

# **FOLLOW US!**



@menomoniechamber  
@exploremenomonie



@menomoniechamber  
@exploremenomonie



@menomonieWlchamber  
@exploremenomonie



@MenomonieChmbr  
@exploremenom

# Business Services



## ADDRESS LABELS

As a Chamber Member Investor, your business may purchase address mailing labels that consist of the Menomonie Area Chamber & Visitor Center Investors. If your business is sending out holiday cards, samples, weekly sales specials, or discounts, address labels make your mailing easy.

## CERTIFICATE OF ORIGIN DOCUMENT SERVICE

To assist your business and to facilitate international trade, the Menomonie Area Chamber & Visitor Center offers Certificate of Origin processing. A Certificate of Origin is an international trade document attesting that goods in an export shipment are wholly obtained, produced, manufactured, or processed in a particular country. Completing your Certificate of Origin through the Menomonie Area Chamber & Visitor Center at no cost will provide your business with a range of benefits:

- Reduce the cost and time involved in making your Certificate of Origin applications
- Provide quicker turnaround times for applications and increase shipping efficiency
- Increase staff productivity and automate workflow
- Enhance the security of your document processing activities

## CHAMBER EQUIPMENT LENDING LIBRARY

Chamber member Investors have the ability to utilize Chamber equipment at no cost!

- 6 Foot Plastic Folding Tables
- Pipe and Drape
- Pop Up Canopies
- Ribbon Cutting Scissors
- Gold Raffle Tumbler
- Extension Cords
- Speaker System & Microphones
- And More!

## CHAMBER CONFERENCE ROOM USAGE

The space at the Menomonie Area Chamber & Visitor Center is able to be reserved for your business at no cost.

- Large Conference Room
- Small Meeting Room



# Maximize Your Investment



Your Chamber Investment is a lot like a gym membership. The gym offers a number of tools to help you achieve your goals: free-weights, treadmills, stair-steppers. But if you don't use these tools, you won't achieve your fitness goals.

Similarly, the Chamber offers many tools that can help you achieve your business goals. Your online business listing helps you gain exposure by utilizing search engine optimized keywords. Timely tools help you keep moving forward through the good days and the bad. We invite you to be part of the growth of the Menomonie Area Chamber & Visitor Center, the community, and to make the Chamber your most valued business partner.

Check these steps off your list and get started maximizing your Chamber Investment today:

- Refresh your member listing on [menomoniechamber.org](http://menomoniechamber.org)
- Maintain an up-to-date business and representative listings
- Post a job opening, event, news release, or hot deal in your member portal
- Drop off your marketing literature/business cards to display at our office
- Follow the Chamber on Facebook, Instagram, Twitter, & TikTok for regular updates



# Online Tools



menomonie area  
CHAMBER VISITOR CENTER



Account Settings ▾



Home



Directory



Events



Resources



Reports



News



Settings

Home

## Welcome Message

Read Later

ChamberMaster is your direct connection to the Menomonie Area Chamber of Commerce. As a member of the Menomonie Area Chamber of Commerce you have the opportunity to market your business to consumers visiting <http://www.menomoniechamber.org> by enhancing your informational [home page](#) with [pictures](#) and [text](#). You can also post [hot deals](#), [job openings](#) and [events](#), add [keywords](#) to help consumers find you when they run searches, and run reports to see hit statistics for your home page and other advertised items.

Whether at work, at home, or traveling, anywhere that you have access to the internet you will be able to edit your information by logging into the ChamberMaster website. If you have any questions regarding this site please contact your Menomonie Area Chamber of Commerce representative.



Text



Link



Photo



Video

Post expert advice, tips or just something from your day.

## Upcoming Events

## Member Profile

## Refer a Business for Membership



Refer others to the Menomonie Area Chamber of Commerce.

## MEMBER INFORMATION CENTER (MIC)

As a member of the Menomonie Area Chamber & Visitor Center, you have the opportunity to market your business to consumers visiting [menomoniechamber.org](http://menomoniechamber.org) by enhancing your informational home page with pictures and text. You can also post hot deals, job openings, and events, add keywords to help consumers find you when they run searches, and run reports to see hit statistics for your home page and other advertised items.

Whether at work, at home, or traveling, anywhere that you have access to the internet you will be able to edit your information by logging into the ChamberMaster website. Access resources and analytics that are specific to your business in the report section.

To get your MIC login, give us a call or email [info@menomoniechamber.org](mailto:info@menomoniechamber.org)



# What Are Chamber Checks?



Chamber checks can be purchased from the Menomonie Area Chamber & Visitor Center's office or online in increments of \$5 - \$50. Anyone is welcome to purchase and/or redeem Chamber checks.

How can my business use Chamber checks? Local businesses use Chamber checks for employee rewards, customer appreciation, as a marketing tool, and for various other programs.

Chamber checks are valid at over 100 participating Chamber Investor businesses, which means we are directing customers to your location and encouraging our community to support local businesses.

## Getting Started . . .

- Sign up with the Chamber at [menomoniechamber.org](http://menomoniechamber.org).
- When presented with a Chamber check as payment, Investor businesses accept it as a normal check and provide cash back, if applicable.
- If you notice a Chamber check is 120 days past the issue date, contact the Chamber office and we will issue you a replacement check.
- Your business will be listed as a participating investor.
  - Optional business ad space available to increase business visibility

# Investment Schedule

## EMPLOYEE-BASED INVESTMENT LEVELS

1-3 full time employees .....	\$315
4-8 full time employees .....	\$343
9-12 full time employees .....	\$371
13-15 full time employees .....	\$388
16-19 full time employees .....	\$481
20-29 full time employee .....	\$579
30-39 full time employees.....	\$706
40-49 full time employees .....	\$803
50-74 full time employees .....	\$908
75-99 full time employees .....	\$1,035
100-124 full time employees.....	\$1,144
125-149 full time employees.....	\$1,307
150-174 full time employees.....	\$1,433
175-199 full time employees.....	\$1,556
200-300 full time employees.....	\$1,816
301-400 full time employees.....	\$2,187
401-500 full time employees .....	\$2,641
501-600 full time employees.....	\$3,045
601-700 full time employees.....	\$3,438
701-800 full time employees.....	\$3,954
801-900 full time employees.....	\$4,472
901-1000 full time employees.....	\$4,975
1001-1500 full time employees .....	\$5,325
1501-2000 full time employees .....	\$6,673
Over 2000 full time employees.....	\$7,687

## FINANCIAL INSTITUTIONS

\$32.90 per million of assets in Dunn County as of December 31st.

*\*includes banks, savings banks, and credit unions*

## PROFESSIONAL

\$315 for the first licensed professional  
 \$94 for each additional licensed professional  
 \$14.35 for each full-time equivalent over 3

*\*Includes accountants/CPA's, architects, chiropractors, dentists, doctors, engineers, funeral directors, financial representatives, lawyers, pharmacists*

## LODGING ENTITIES

\$315 for the first 10 units  
 \$5.80 per unit for 11 - 200 units

## INDIVIDUALS & COUPLES

Individual \$90 | Couples \$115

*\*Includes retired business executives, elected officials, and others not associated with a business or organization*

## NON-PROFIT

\$188\*  
 (Charitable organizations, service clubs, non-profit 501c3 organizations, churches, etc.)

*\*Must provide a 501c3 determination letter to qualify*

*\*Second business rate is not valid for multiple organizations*

## REALTY - ADDITIONAL REALTOR

Agency fee -\$315 | \$94 per additional Realtor

## MULTIPLE BUSINESS

\$49 for the second business

*\*Same category - combine full-time employees*

*\*\*Unrelated businesses with the same owner do not qualify*

**\*\* \$35 one-time administrative fee for new member investors\*\***

**\*\*Administrative fees do not apply to: Returning Investors, Second Businesses and Additional Realtor\*\***

Investments are Annual Calculations

Remittance of your investment may be split to accommodate your individual needs.

Please contact us for more information.

**\*\*Annual Investor dues are auto-billed unless otherwise notified in writing\*\***

# CONTACT US

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