

MENOMONIE AREA CHAMBER & VISITOR CENTER INVESTOR GUIDE



2024

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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

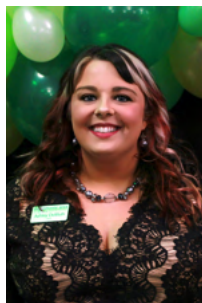


menomonie area CHAMBER & VISITOR CENTER

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

Director of
Investor
Relations

programs@



Tammy

Director of
Tourism

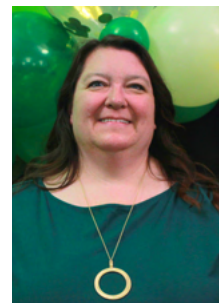
tourism@



Maya

Marketing
Coordinator

marketing@



Lori

Administrative
Assistant

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Board of Directors 2024

Katherine Frank
Chair

University of Wisconsin-Stout

Dianna Fiergola
Vice-Chair / Secretary
Mainstream Boutique

Jolene Fisher
Past Chair
Dunn Energy Cooperative

Travis Ida
Executive At Large
Trust Point, Inc.

James Hanke
Treasurer
Community and Economic
Development Associates (CEDA)

Stanley Lichucki
Executive At Large
Andersen Corporation

Jeff Blomquist
3M Company

Jennifer Drayton
Mayo Clinic Health System

Kyrah Klika
WESTconsin Credit Union

Jim Maguire
Wilson Creek Inn

Ryan Martin
Conagra Brands

Maggie McLoone
Weld Riley, S.C.

Amanda Truman
Citizens State Bank

2022 - 2025 Organizational Priorities

ADVOCACY

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

BUSINESS SUSTAINABILITY

Helping to develop and support dynamic and stable businesses in our area

COMMUNITY IMPACT

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

INNOVATION & RELEVANCY

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

Digital Exposure



MENOMONIECHAMBER.ORG

- 70,474 Webpage Views
- 27,610 Website Users
- 35,175 Website Sessions

EXPLOREMENOMONIE.COM

- 183,213 Webpage Views
- 95,153 Website Users
- 115,803 Website Sessions

@MENOMONIECHAMBER

- 112,422 Social Media Reach
- 6,002 Social Media Followers

@EXPLOREMENOMONIE

- 2,554,210 Social Media Reach
- 8,536 Social Media Followers

Data Shown Reflects January 1, 2023 - December 31, 2023

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 to learn more about your individual analytics.

FOLLOW US!



@menomoniechamber
@exploremenomonie



@menomoniechamber
@exploremenomonie



@menomonieWIchamber
@exploremenomonie



@menomonie-area-chamber

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 Member Information Center (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
 - Advocacy
 - 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
- Coffee & Commerce | Eggs & Issues
- Chamber Luncheons
- 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
- AND MORE

SCAN HERE TO JOIN!

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



Ozet 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.

ADVOCACY COMMITTEE

The Advocacy Committee actively supports the planning and execution of advocacy-focused events and activities in collaboration with Chamber staff. Their proactive approach extends to cultivating and nurturing productive relationships between the Chamber and public officials. The committee takes on the responsibility of discussing and offering recommendations regarding the Chamber's stance on legislation to the Board of Directors. Additionally, the committee is instrumental in promoting the Chippewa Valley Rally, working to bolster participation in this significant event. To stay informed and responsive to community needs, the Advocacy Committee identifies key issues through comprehensive methods such as information sharing, data review, and other strategic approaches. Their commitment extends to creating educational and resource tools that empower Chamber investors. Beyond these specific responsibilities, the committee undertakes various actions aligned with the Menomonie Area Chamber's strategic direction to further enhance its impact and effectiveness.

AMBASSADORS COMMITTEE

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 Menomonie 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 Menomonie, and other workforce activities.

YOUNG PROFESSIONALS STEERING COMMITTEE

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!

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.

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 7:30 - 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.

CHAMBER LUNCHEONS (NEW!)



The Chamber Luncheon series includes quarterly events that address evolving trends and needs of the business community. Join us at these events for the opportunity to listen to impactful keynote speakers, learn, and engage in meaningful conversations. Stay informed on upcoming Chamber Luncheons by reading our digital newsletters, looking at our website, and following us on our social media platforms.



YOUTH CAREER EXPO

Businesses are invited to connect with approximately 500 high school students from local school districts to promote employment, describe career pathways, and advocate for internships, co-ops, and 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 membership 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!



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 2023, over 1,000 University students participated. Businesses are welcome to hand out food, non-alcoholic beverages, prizes and swag!



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 2024.



CHIPPEWA VALLEY RALLY

This annual event is organized by the Chippewa Valley Chamber Alliance, representing the Chippewa Falls, Menomonie and Eau Claire Chambers of Commerce. It's a unique opportunity to bring a collective voice on regional and state economic priorities to Madison all at one time.

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 are \$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.

Young Professionals Events

Young Professionals offers professional development, philanthropic efforts, social activities, and business connections that will benefit them for years to come. A community influenced by young professionals is a community that can attract and retain them!

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 2024 tournament will benefit Landmark Conservancy in Menomonie.



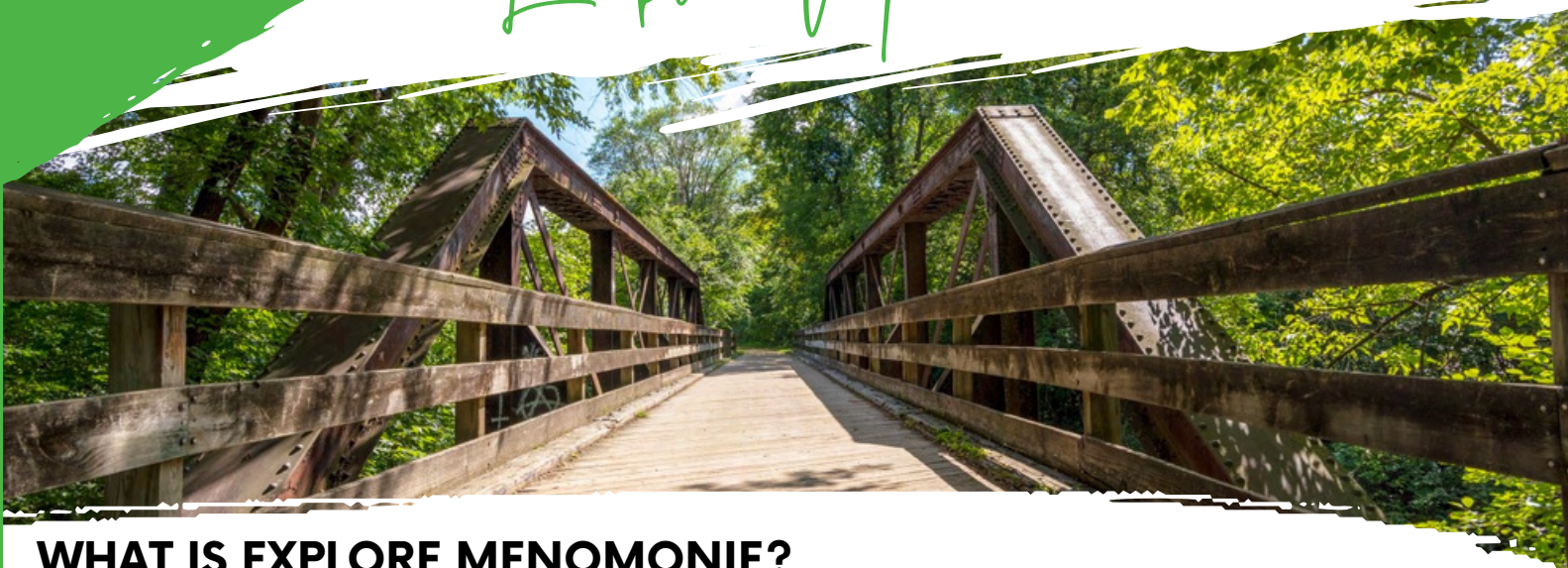
AMAZING RACE

It's a race! Get a team together and come out for a community-wide scavenger hunt. You will work together to complete fun challenges and solve riddles to find your next clue location. Investor businesses are selected as clue locations providing valuable exposure.

Young Professionals 2024 Calendar

January	No Events	February	Trivia Night	March	Professional Development
April	Network Before Work	May	Network After Work	June	No Events
July	Volunteering with YP	August	Business After Hours	September	The Amazing Race
October	Bags for Benefit	November	YP Learning Over Lunch	December	Holiday Party

Explore Menomonie



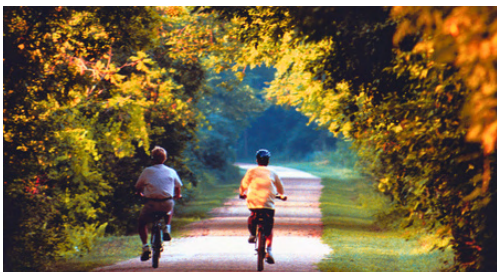
WHAT IS EXPLORE MENOMONIE?

Explore Menomonie is the Tourism program for the City of Menomonie, operated by the Menomonie Area Chamber & Visitor Center. The program is facilitated by using a portion of the funds collected from hotel room taxes within the city to promote Menomonie and the surrounding areas. Explore Menomonie's goal is to increase visits from tourists outside the area and foster community collaboration. A few of the events and programs of Explore Menomonie are Menomonie's Destination Guide, The Menomonie Sculpture Tour, Special Event and Community Enhancement Grants, Community Fireworks, co-hosting the Parade of Lights, and promoting tourist destinations throughout the city. Explore Menomonie also hosts episodes of Chamber Chatter to discuss area tourist hot spots and upcoming events, and to highlight area citizens and their contributions to the Tourism industry in Menomonie.



DESTINATION GUIDE

Explore Menomonie produces a biennial Destination Guide, highlighting businesses and tourist attractions in the area. 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. An interactive version of the guide is available on www.exploremenomonie.com.





MENOMONIE SCULPTURE TOUR

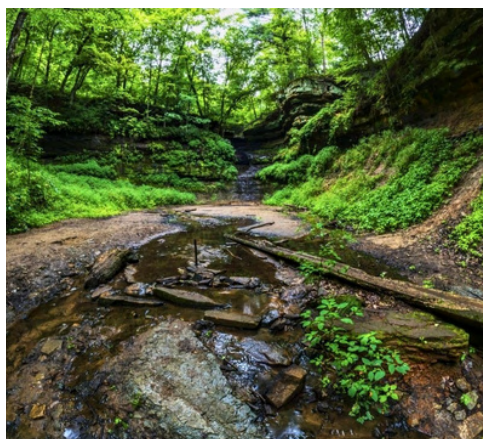
Explore Menomonie works with Sculpture Tour Eau Claire to procure sculptures to be placed throughout the city. Sculpture tours create a space for local and international artists to showcase their work and are free and available to the public 24/7 on our city streets and in our parks. This public art adds uniqueness to our community and helps to make Menomonie a place where people come to work, play, and live.

Become a sponsor of the Menomonie Sculpture Tour! Email tourism@menomoniechamber.org for more info on how to become a sponsor.

SPECIAL EVENT & COMMUNITY ENHANCEMENT GRANTS

Explore Menomonie, a program of the Menomonie Area Chamber & Visitor Center, is charged with promoting tourism activities throughout the Menomonie area. The overall goal is to bring in visitors to the area to create a positive impact on the region's economy.

The purpose of this grant program is to assist with funding for projects, programs and events that improve the experience of visiting the City of Menomonie and the Dunn County area. Long-term goals of this grant program include generating overnight visits, extending visitor stays, promoting a positive image to visitors, and creating a desire for visitors to return.





Marketing Opportunities



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

DIGITAL NEWSLETTER & TARGETED EMAILS

The Chamber sends out a digital newsletter weekly. Membership investors have the opportunity to advertise in those communications to expand their exposure. Get your message out to over 1,000 fellow businesses and organizations in the local area! Want to stand out with digital communication? Consider targeted emails, which are personalized messages without the other content in the newsletter.

RIBBON CUTTINGS & GROUNDBREAKINGS

Let the Chamber help you celebrate and share your story! Whether you're hosting a groundbreaking, 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 ADS

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.

CHAMBER CHECK AD SPACE

The Chamber annually distributes more than 2,000 chamber checks, with each envelope containing a chamber check and a comprehensive list of participating Chamber businesses. Businesses have the option to enhance their listing by including a logo, contact information, and are featured on the Chamber's dedicated chamber check webpage.

MEMBER LISTING

The Chamber provides two options for purchasing a mailing list—print and digital. The print option includes a mailing sheet with pre-printed labels ready for application, while the digital option offers a digital copy of the mailing label sheets. Mailing lists include addresses for all active chamber membership investors.

Sponsorship Opportunities



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

Monthly

BUSINESS AFTER HOURS

*With the exception of May

Semi - Quarterly

COFFEE & COMMERCE

Nonprofit Roundtable / Manufacturing Roundtable

Quarterly

CHAMBER LUNCHEON SERIES

Annually

YOUTH CAREER EXPO - APRIL

ANNUAL MEETING & AWARDS - MAY

GOLF OUTING - AUGUST

LEADERSHIP MENOMONIE - AUGUST THRU JUNE

MEET MENOMONIE - SEPTEMBER

BAGS FOR BENEFIT - OCTOBER

HOLIDAY RAFFLE - NOVEMBER & DECEMBER

HOLIDAY PARTY - DECEMBER

EGGS & ISSUES - TBA

Sponsorship opportunities for Young Professionals programs & events vary. Please contact our office for additional information.

Business Services



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
- Paper Folder
- Gold Raffle Tumbler
- Extension Cords
- Speaker System & Microphones
- Bean Bag Boards
- And More!

See the full listing at: menomoniechamber.org/business-services

CHAMBER CONFERENCE ROOM USAGE

The Conference Room at the Menomonie Area Chamber & Visitor Center can be reserved for your business at no cost as a membership investor.

Maximize Your Membership



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
- Maintain an up-to-date business and representative listings
- Drop off your marketing literature/business cards to display at our office
- Post a job opening, event, news release, or hot deal in your member portal
- Follow the Chamber on Facebook, Instagram, TikTok, & LinkedIn for regular updates
- Attend a Maximize Your Membership Session

MAXIMIZE YOUR MEMBERSHIP SESSIONS

Maximize Your Membership Sessions will introduce you to our Chamber's valuable resources. This event is an excellent opportunity to connect with other Chamber member investors, share your business insights, and ask your Chamber questions. We encourage all members to bring their business cards and promotional materials for networking purposes and office displays. We look forward to this partnership and the continued support in making the Chamber a thriving and dynamic community of business.

Contact the Chamber or visit the Membership webpage (Events) to learn more and register.

Online Tools

The screenshot displays the ChamberMaster website interface. At the top left is the logo for the Menomonie Area Chamber & Visitor Center. The top right features a user profile icon and an 'Account Settings' dropdown menu. Below the header is a navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. A left sidebar contains a 'Shortcuts' menu with options like Personal Information, Company Information, Hot Deals, Member To Member Deals, News Releases, Job Postings, MarketSpace, and Request for Proposals. The main content area is titled 'Home' and features a 'Welcome Message' with a 'Read Later' button. The message text reads: '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.' Below the message is a rich text editor with icons for Text, Link, Photo, and Video, and a text box containing the prompt 'Post expert advice, tips or just something from your day.' To the right of the main content are three sections: 'Upcoming Events', 'Member Profile', and 'Refer a Business for Membership'.

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 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

What Are Chamber Checks?



Chamber checks can be purchased from the Menomonee 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.

In 2023, the Chamber issued \$68,959 in chamber checks.

Getting Started . . .

- Sign up with the Chamber at info@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

menomonie area

CHAMBER & VISITOR CENTER

Together We Are Stronger!

Investor-driven and supported, the Chamber provides an array of opportunities for its member investors and the community at large to join, connect, and grow.

	Champion	Catalyst	Convener	Connector	Classic
Business Referrals	✓	✓	✓	✓	✓
Business listing on menomoniechamber.org	✓	✓	✓	✓	✓
Connection events	✓	✓	✓	✓	✓
Member Orientation	✓	✓	✓	✓	✓
Virtual member badge and window decal	✓	✓	✓	✓	✓
Representation at governmental events	✓	✓	✓	✓	✓
Insurance Benefits	✓	✓	✓	✓	✓
Members-only pricing	✓	✓	✓	✓	✓
Directory categories	Up to 10	Up to 3	Up to 2	1	1
Listing in biennial Destination Guide	✓	✓	✓	✓	✓
Advertising discount in Destination Guide	✓	✓	✓	✓	
Business Spotlight	✓	✓	✓	✓	
Online Business Card	✓	✓	✓	✓	
Ask the Expert Posting	✓	✓	✓	✓	
Explore Menomonie Community Partner	✓	✓	✓	✓	
Website ad	1 Month	1 Month	1 Month	1 Month	
Press release or ad in newsletter	6 per year	4 per year	2 per year	1 per year	
Placer Reports	2 Xtra 2 Basic	1 Xtra 1 Basic	1 Basic		
Website sponsor	Annual	6 Months	3 months		
Invitation to Executive Leadership Reception	✓	✓	✓		
Season tickets to Chamber Luncheons	4	2	1		
Annual Meeting Tickets	4 Premier Reserved	2 Premier Reserved	2 Reserved		
Reserved seat at Leaders Circle	✓	✓			
Scholarship for Leadership Menomonie	\$500	\$350			
Chamber Chatter Podcast Sponsor	✓				
Gift a Membership	✓				
Meet Menomonie Platinum Sponsor	✓				
Youth Career Expo Platinum Sponsor	✓				

Contact us today: programs@menomoniechamber.org • 715-235-9087 • www.menomoniechamber.org

CONTACT US

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