



**menomonie area**  
CHAMBER & VISITOR CENTER

**2026 - 2028 Strategic Journey**



# Menomonie Area Chamber & Visitor Center's 2026 - 2028 Strategic Journey

## A Message From Our Leadership



**Travis Ida, 2026 Board Chair**

It is an honor to serve as your incoming Chair in 2026. I am inspired by the strong foundation built by past leaders, our members, volunteers, staff, and community partners. Together, we have shaped a Chamber that serves as a hub for tourism while advancing economic vitality, education, advocacy, and leadership development across our community.

As we look ahead, the Chamber remains committed to championing our members through advocacy, education, and meaningful connection. While networking is a cornerstone of our work, membership is about more than making connections, it is about strengthening partnerships, investing in our future, and building a thriving local economy.

I encourage you to engage fully in the year ahead by attending events, joining committees, and sharing your insights. A Chamber membership is an investment in our collective success, and its greatest value is realized through active participation. Let's work together to make 2026 a year of growth, innovation, and shared prosperity for the Greater Menomonie Area.



**Katherine Frank, 2024-2025 Board Chair**

The Chamber is proud to present a plan that represents the evolution of the organization throughout the past two years. The plan builds on a strong foundation established through visionary leadership, a committed staff and Board, and engaged membership. The plan positions the organization to be a "chamber of the future," prepared to serve as a model organization for our region and beyond.



**Ashley DeMuth, Chief Executive Officer**

The Chamber is committed to shaping a strong and vibrant future for Menomonie by delivering meaningful programs and services that support business success and community well-being. Through a strong membership advantage and collaboration with destination development partners, we work together to position Menomonie as a place where people choose to visit, live, work, and invest, guided by shared vision and partnerships.



### 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

#### Innovation

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

#### Diversity

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

#### Courage

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

# Menomonie Area Chamber & Visitor Center

Board Approved: December 2, 2025

## 2026-2028 Strategic Journey

### Advocacy & Policy



#### Goal

Act as a leader in local advocacy, providing a unified voice for the business community.

#### Objective

We will serve as a recognized and respected leader in local and regional advocacy, using our collective voice to influence policy decisions that support a vibrant business climate and sustainable community development.

#### Actions

- Strengthen relationships with local governmental staff and elected officials.
- Diversify engagement with advocacy activities of the Chamber.
- Expand outreach efforts for advocacy-related activities.
- Foster a robust Chippewa Valley Alliance relationship with increased staff and board engagement.
- Strengthen state-level awareness and relationships that support informed decision-making.
- Increase Menomonie-area participation in the Chippewa Valley Rally to boost regional advocacy, highlight business needs, and build stronger legislative and partner relationships.

### Business & Industry Advancement



#### Goal

Promote and support business within the Greater Menomonie Area.

#### Objective

We will promote a pro-business culture by supporting retention, expansion, and innovation, fostering connections, and delivering programs that help businesses adapt, grow, and remain competitive in a changing economy.

#### Actions

- Turn Chamber data into actionable insights that create member value.
- Unify expert partners into a coordinated support network for entrepreneurs and emerging businesses of all sizes.
- Build user-friendly resource pathways on digital footprints of the Chamber.
- Deliver Chamber programs and events that drive value and member loyalty.
- Build a predictable feedback loop to capture sector needs and guide Chamber programs and support services.
- Catalyze cross-sector solutions that address childcare as a workforce imperative.

### Community Advancement



#### Goal

Foster collaboration among community partners to address quality-of-life issues that influence livability and economic vitality.

#### Objective

We will convene local leaders, businesses, and community partners to address key issues influencing quality of life in the Menomonie area.

#### Actions

- Identify existing community efforts, reduce duplication, and determine where the Chamber can add value in convening stakeholders around issues that impact quality of life, business vitality, and tourism.
- Convene stakeholders in predictable, well-facilitated forums that connect needs to resources and help clarify where coordinated action is beneficial.
- Participate in work already underway on key community issues, define the Chamber's supporting role, and connect the business community to partner-led solutions.
- Produce a clear, shared picture of current conditions to inform prioritization of community issues that impact business vitality and tourism.
- Adopt a simple decision framework that links community data snapshots to clear priority selection.
- Translate priority issues into clear pathways, owners, and resource connections that support coordinated action across the community.

### Workforce & Talent Development



#### Goal

Advance workforce and talent strategies that reduce barriers and improve the community's ability to attract and retain employees.

#### Objective

We will identify and advocate for solutions to workforce and talent attraction barriers. Through partnerships, data-informed strategies, and future-focused initiatives, we will help build a resilient and diverse talent pipeline.

#### Actions

- Strengthen early-talent development by expanding youth career exploration, enhancing employer engagement, and piloting a youth leadership pathway grounded in employer-validated skills.
- Provide employer-informed training that strengthens in-demand skills across the local workforce, using Chamber-hosted programs and curated partner offerings to support employee growth at all stages.
- Build strong leadership training and pathways for emerging leaders, supervisors, and managers.
- Promote investor job opportunities and communicate workforce barriers and solutions to employers.
- Deepen understanding of local workforce supply, demand, and readiness so employers can make informed decisions and access meaningful partners and solutions.

### Destination Promotion & Support



#### Goal

Strengthen regional tourism by promoting the area as a destination of choice and supporting experiences that enhance community vitality.

#### Objective

We will elevate the Chamber's role as a steward of regional tourism by enhancing brand visibility, improving visitor experiences, and strengthening the area's reputation as a destination of choice.

#### Actions

- Strengthen and diversify tourism-related revenues, and responsibly steward hotel tax revenue through transparent, outcome-based allocations.
- Attract and service group business that fits local assets year-round, with emphasis on shoulder seasons, to drive overnight stays and utilization of meeting spaces, parks, trails, and athletic facilities.
- Leverage the Chamber office as a welcoming, high-value hub for residents, employers, visitors, and partners—delivering a consistent, branded visitor experience and positioning the organization for an improved future space.
- Strengthen Menomonie's destination development system by improving transparency, aligning tourism partners, and ensuring partnership equity through clear governance and decision pathways that support consistent, coordinated marketing and visitor-experience efforts year-round.