



2020 Plan of Action

Mission Statement:

To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area.

MEMBERSHIP: Member Value

Goal: Recruit 55 new members for a total of \$22,000 in new member revenues. Maintain a membership retention rate above 88% and continue to provide value to the membership.

Objectives:

- Continue the Membership Advisory Task Force to oversee membership recruitment, retention.
 - “Drive for 5” – increase membership base to 500 – provide a larger networking base for members.
 - Organize a Membership Campaign to help with recruitment.
 - Send letter to members who dropped within the last three years
- Continue the Communications Task Force to review all aspects of communication to ensure Chamber messages are being communicated.
- Develop a Strategic Marketing Plan.
- Increase membership value – based on member feedback, to determine Chamber programs and events.
- Promote volunteerism to increase participation of members on committees/task forces.
- Advocate
 - Develop Government Relations Committee
 - Continue to represent member views on issues, as needed, to all levels of government.
- Develop Service Committee – for members in the service industry

The following programs support membership efforts:

- Chamber Newsletter
- Membership Directory
- Member Retention Contact Program
- Website
- Welcome to the Hudson Chamber Orientation

Events:

- Annual Meeting & Awards Banquet
- Golf Outing
- Good Morning Hudson
- Simply Socials
- Spring Showcase
- Spirit of the St. Croix Art Festival

Committees:

- Ambassadors – update and revise committee expectations.
- Hudson Independent Business Association (HiBA)
- I-94 Business Alliance
- LEADS Groups
- Manufacturers Roundtable
- Retail Committee

New for 2020:

- Government Relations
- Service

Board Liaisons:

- Mark McNamee
- Joel Larsen
- John Knutson

CHAMBER PROGRAMS & SERVICES: Connections

Goal: To develop and coordinate events, products and services that positively impact member successes and meet budget goals.

Objectives:

- Continue the Programs and Events Committee to evaluate current and new programs
- Provide networking opportunities for members to increase business contacts.
- Develop programs/events to meet Chamber financial objectives.
- Evaluate programs/events to ensure they are meeting member needs and financial goals.

The following events support programs/events:

- Annual Meeting & Awards Banquet
- Christmas Tour of Homes
 - Improve the Craft Sale – find a lead volunteer
 - Explore having a Tiny House
- Golf Outing
 - Evaluate ways to speed up the game on the course
- Good Morning Hudson
- Hilltop Pumpkin Party
- Hudson Community Expo
- Leadership Hudson
- Simply Socials
- Spirit of St. Croix Art Festival

Committees:

- Annual Meeting & Awards Banquet
- Christmas Tour of Homes
- Golf
- Hilltop Pumpkin Party
- Hudson Community Expo
- Leadership Hudson Steering Committee
- Spirit of the St. Croix Art Festival

Board Liaisons:

- Susie Halverson

TOURISM: Promotion

Goal: Increase the economic benefits of tourism to the community by marketing the Hudson area to encourage tourists to make Hudson their vacation destination.

Objectives:

- Continue the Tourism Committee from representatives from the lodging and attraction facilities.
- Develop a Strategic Marketing Plan to promote the Hudson area.
- Develop relationships and consistent communication with lodging properties
- Explore developing videos to promote the Hudson area
- Conduct programs and events that increase the number of over- night guests and visitors to the Hudson area.

The following programs support tourism efforts:

- Advertising plan – ads promoting Hudson as a visitor destination are placed in a variety of publications throughout the year.
- Ad-Op
- Discover Hudson Website – update and enhance
- St. Croix Valley Regional Tourism Alliance
- Wisconsin Department of Tourism

The following events support tourism efforts:

- Celebrate the Holidays
 - Increase number of volunteers
 - Find a home for Santa
 - Explore skating ring in Lakefront Park
- Christmas Tour of Homes
- Hudson Hot Air Affair
- Spirit of St. Croix Art Festival
- St. Croix RiverFest
- Yellowstone Trail

Committees:

- Celebrate the Holidays

Board Liaisons:

- Becca Denn

WORKFORCE DEVELOPMENT: Recruitment and Engagement

Goal: Develop partnerships with organizations/agencies/educational systems to help employers attract and retain the skilled workers they need to compete.

Objectives:

- Continue and expand the Manufacturers Roundtable to work on specific recruitment strategies.
 - CEO in the Classroom
 - Hot Jobs Cool Companies
 - Manufactures Day – October 2, 2020
 - Manufactures Day Proclamation
- Explore hosting a Job Fair
- Work with partners to address workforce housing and transportation needs.

The following programs support workforce development:

- Leadership Hudson
- Seminars
- Website

The following committees support workforce development:

- Manufacturers Roundtable

Board Liaisons:

- Kathy Ableidinger

Approved by the Board of Directors – January 16, 2020