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.
  o “Drive for 5” – increase membership base to 500 – provide a larger networking base for members.
  o Organize a Membership Campaign to help with recruitment.
  o 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
  o Develop Government Relations Committee
  o 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