

**2021 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:*

* Implement 2021 Strengthen the Connection
  + Message for every Chamber member to support one another and know that the Hudson Chamber will focus on promotion and awareness.
* Continue the Membership Advisory Task Force to oversee membership recruitment and 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
* Develop a Strategic Marketing Plan.
* Promote Chamber value to members.
* Promote volunteerism to increase participation of members on committees/task forces.
* Advocate for members
  + Develop Government Relations Committee
  + Continue to represent member views on issues, as needed, to all levels of government
  + Work with the city on the Highway 35 construction project to ensure access to businesses, parking options
* Launch Service Committee – for members in the service industry.
* Continue to promote “support local” messages to community.

*The following programs support membership efforts:*

* Chamber Newsletter
* Membership Directory
* Member Retention Contact Program
* Website
* Welcome to the Hudson Chamber Orientation
* Social Media

*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
* Membership
* Non-Profit Roundtable
* Downtown Retail/Restaurant Committee

*New for 2021:*

* Community Affairs Committee
* Service Committee

*Board Liaisons:*

* Angel Duratti
* Mark Hein
* Chris Kost
* John Knutson
* Mark McNamee

**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 Events and Programs Committee to evaluate current and new programs.
* Start with small events in person, being planful, growing groups when appropriate/safe.
* Provide networking opportunities for members to increase business contacts.
* Evaluate programs/events to ensure they are meeting member needs and financial goals.

*The following events support programs/events:*

* Annual Meeting & Awards Banquet
* Hudson Christmas Tour of Homes
  + Improve the Craft Sale – find a lead volunteer
  + Explore having a Tiny House
* Golf Outing
* 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:*

* Angel Duratti
* Susie Halverson

**TOURISM: Promotion**

*Goal:* Increase the economic benefits of tourism to the community by marketing Hudson as a community to explore, visit, and support to both local and tourism audiences.

*Objectives:*

* Continue the Tourism Committee with 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.
* Conduct programs and events that increase the number of overnight guests and visitors to the Hudson area.
* Develop new materials to promote community.
* Create spring/summer campaigns that build broader Minn./Wis awareness of Hudson as a destination.
* Develop partnership/value-add programs for all hospitality partners with Welcome to Hudson package.
* Promote regional campaigns that promote Hudson as a drivable destination for short term trips.

*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.
* Discover Hudson Website – update and enhance
* St. Croix Valley Regional Tourism Alliance
* Wisconsin Department of Tourism

*The following events support tourism efforts:*

* Buena Vista – A Stroll in the Park
* Celebrate the Holidays – rebrand to Have A Hudson Holiday
  + Increase number of volunteers
  + Find a home for Santa
  + Explore skating rink in Lakefront Park
* Hudson Christmas Tour of Homes
* Hudson Hot Air Affair
* Spirit of the St. Croix Art Festival
* St. Croix RiverFest
* Yellowstone Trail

*Committees:*

* Celebrate the Holidays – Have A Hudson Holiday
* Tourism

*Board Liaisons:*

* Becca Denn
* Angel Duratti

**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
  + Manufacturers Day – October 2021
  + Manufacturers Day Proclamation – October 2021
* Explore hosting a Job Fair - combine with Hudson Community Expo
* Work with partners to address workforce housing and transportation needs
* Continue to build the Chamber Foundation and begin to recruit funders

*The following programs support workforce development:*

* Leadership Hudson
* Seminars
* Website

*The following committees support workforce development:*

* Chamber Foundation
* Community Affairs
* Manufacturers Roundtable

*Board Liaisons:*

* Kathy Ableidinger

Approved by the Board of Directors – January 21, 2021