



2021 MEMBER GUIDE

STRENGTHEN THE CONNECTION

STRENGTHEN THE CONNECTION WITH THE

HUDSON AREA CHAMBER OF COMMERCE & TOURISM BUREAU!

Looking back this past year, our businesses have really come together to overcome incredible hurdles. We are proud of our efforts to enhance our community's awareness of businesses throughout Hudson through our social promotions, giveaways, and Chamber Check promotions.

Looking forward, there are a lot of unknowns and work to be done. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business' success and helping you thrive in our community.

As the unified voice for businesses in the Hudson area, the Hudson Chamber is your advocate, supporter and promoter in the community. The chamber promotes a collaborative relationship among both member businesses and city and county officials to encourage a supportive business environment.

Your investment in the Hudson Area Chamber of Commerce & Tourism Bureau is an investment in your business. Your success is our success. Let us know how we can strengthen the connection for your business in 2021.



Katie A. Kranz

Katie Kranz
Chair, Board of Directors



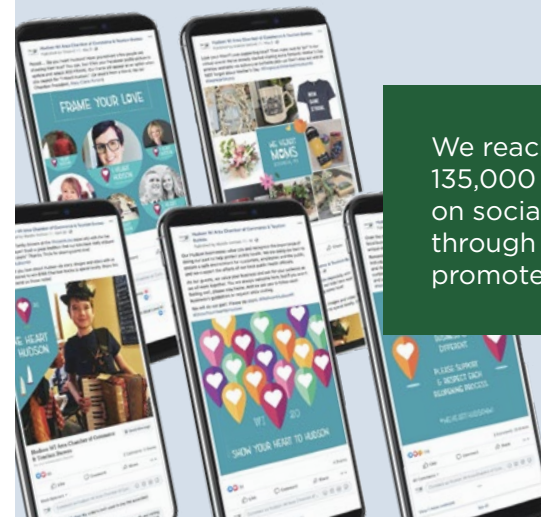
Mary Claire Olson Potter

Mary Claire Olson Potter
President



SOME OF OUR LOCAL HIGHLIGHTS INCLUDE:

- Covid communication and supplies provided to all members upon request
- Quick pivot to support local retail during the spring shut down
- \$30,000 sold in Chamber Checks to support local businesses
- 21,000 unique users viewed **DiscoverHudsonWI.org** and **HudsonWI.org**
- Our Facebook followers increased by more than 500 people



We reached 135,000 people on social media through promoted posts

2021 PRIORITIES

Our 2021 priorities focus on our business members, grow to include our entire community, and support our organization as we continue to adapt during these times.



MEMBER VALUE

Now more than ever it is important that we deliver recognized value that results in creating awareness and interest in supporting local businesses.



CONNECTIONS

Develop and coordinate scalable events throughout the year that address the needs of the members while meeting Chamber financial objectives.



PROMOTION

Increase economic benefits of tourism by marketing the Hudson area, encouraging tourists to make Hudson their staycation and, eventually, their vacation destination.



RECRUITMENT AND ENGAGEMENT

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

MEMBER TESTIMONIAL

“The Hudson Area Chamber of Commerce is a strategic part of our business plan. They are informed, helpful and very organized. Exactly what you need in a Chamber of Commerce. If asked if the membership is worth it, our our two word answer would be, “YES, ABSOLUTELY.” **The wide variety of marketing perks that come with our membership have proven to be valuable in helping us grow our market share and attract new customers.”**

Mark Helmer

President, Helmer Companies -
8CH Print of Hudson



STRENGTHEN YOUR INVESTMENT

GET INVOLVED

Maximize your membership investment and get involved in our programs, activities and committees. We need members to collaborate and there are many opportunities to participate, network and increase the visibility of your business. A membership-based, volunteer-driven organization like the Hudson Area Chamber thrives with the energy and involvement of everyone, and so does our community. The more you are involved, the more the Chamber can do, and the momentum is contagious.

STANDING COMMITTEES

- Ambassadors
- I-94 Business Alliance
- LEADS Groups
- Downtown Retail/Restaurant
- Hudson Independent Business Association (HiBA)
- Leadership Hudson Steering Committee
- Manufacturers' Roundtable
- Membership
- Non-Profit Roundtable
- Service Committee
- Tourism

EVENT COMMITTEES

- Annual Meeting & Awards Banquet/Award Nominations
- Christmas Tour of Homes
- Golf Tournament
- Have A Hudson Holiday
- Hilltop Pumpkin Party
- Hudson Community Expo
- Spirit of the St. Croix Art Festival

TASK FORCES

- Communications
- Programs and Events

MAXIMIZE YOUR VISIBILITY IN 2021:



Enhance your company page in our directory



Add your own event to our calendar



Promote your company through one of our tools

Reach out to the Chamber if you need more information on any of these options.

We're here to help you!

International Women's Day speakers, March 6, 2020



PROMOTING LOCALLY

WE HEART HUDSON

In 2020 there was a real shift in our strategy to promote to local audiences to support local businesses. What started out as a way to bring awareness to businesses during the shutdown grew into a community-wide campaign that will continue into 2021. Using the Chamber Facebook page, testimonials about favorite locations and businesses were solicited in return for a free Hudson map poster. These responses were translated into promoted posts, window graphics, and ground graphics. Hudson Has Heart was a message added to city banners and welcome signs in several locations. By July, we had gathered more than 100 stories from our local community.

Using this momentum, we evolved this campaign into the Have a Hudson Holiday, encouraging our community to shop small, support local, and purchase Chamber Checks. The branded packaging was a huge hit, and a year-long Chamber Check campaign is now in the works.

In addition to building on these efforts, we want to drive even more local traffic to the Chamber Directory by highlighting different industries, activities, and topics through promoted social media posts. This initiative will start in Q2 of 2021, giving members time to update their listings, add more content, and reach out to our team for support, if needed.

MEMBER TESTIMONIAL

“During spring 2020, the retail sector became increasingly challenged compared to prior years. This was a continuing concern as we drew closer to peak shopping during the Mother’s Day weekend.

The Chamber, working in partnership with another Hudson Chamber member, developed the We Heart Hudson Campaign. This created a positive momentum with respect to supporting our locally owned businesses. With this focused and caring social media campaign launched, and **when our business was spotlighted, we saw a substantial increase in our online sales.**

We appreciate the work the Hudson Chamber of Commerce has accomplished to create awareness and encourage folks to keep it local.”

Sarah Bruch
Partner, The Purple Tree



PROMOTING REGIONALLY

FOLLOW YOUR HEART TO HUDSON

The Hudson Area Chamber of Commerce & Tourism Bureau is proud to promote the Hudson area as a tourist destination for a variety of recreational activities. No matter the season, our tourism audiences are encouraged to follow their hearts to Hudson to discover a wide array of offerings.

We are a valued community resource, responding to countless inquiries about local activities, amenities, businesses, transportation, and attractions. The Chamber distributes dining, lodging, and shopping guides, tourism information, county, city, and regional maps, relocation packets, destination and informational brochures, and special event details that continue to encourage an increase in visitors and tourism to our area each year.

The office includes information about Hudson and the surrounding area. Brochures and other informational materials provided by partnering destination marketing organizations are also available for easy trip-planning around the region and the state.

The Chamber & Tourism Bureau is a partner to the St. Croix Valley Regional Tourism Alliance, a non-profit collaboration of more than 100 area businesses, chambers and tourism organizations, and non-profit alliances in Wisconsin and Minnesota dedicated to promoting the St. Croix Valley. Each year, the Alliance publishes a comprehensive tourism magazine that highlights regional cities, resources, events and attractions.

Our membership in the Wisconsin Hotel & Lodging Association gives us a greater reach to attract overnight visitors. In addition, we are members of Destinations Wisconsin, which keeps us updated on legislative issues and state directives. Both of these organizations provide us with the opportunity to network statewide for the newest tourism industry trends.



DiscoverHudsonWI.org
**provides 24/7 info about
attractions and special
interest activities unique
to the Hudson area.**

EVOLVING OUR EVENTS IN 2021

Events this year look different, as we scale up safely to support our Chamber members and community. We are optimistic about the opportunities this year and will communicate any changes in the schedule below.

ANNUAL MEETING

SPRING 2021

The Chamber's annual membership meeting celebrates extraordinary community members, businesses and organizations. We also present the Chamber's plan of action for the year.

HUDSON COMMUNITY EXPO

SPRING 2021

Traditionally, this is where we "Discover the Best of the Hudson Area!" The Hudson Community Expo is a free event open to the public. It features children's activities, family entertainment and a day full of activities geared to showcase products and services available in the Hudson area.

GOLF TOURNAMENT

SUMMER 2021

The premier annual golf tournament in the Hudson area is a networking opportunity for members and a fundraiser for the Chamber.

SPIRIT OF THE ST. CROIX ART FESTIVAL

SEPTEMBER 25-26, 2021

The Chamber in partnership with The Phipps Center for the Arts presents this annual fall festival that attracts more than 8,500 attendees and features a large juried art fair, retail shops, businesses, community organizations, and restaurants as well as promotions, entertainment and events for the entire family.

HILLTOP PUMPKIN PARTY

SATURDAY, OCTOBER 16, 2021

This free, fun event features activities the whole family can enjoy: decorating pumpkins, wagon rides, a costume contest for children, and much more. Businesses can sponsor a booth space to showcase their company.

TOUR OF HOMES & CRAFT SALE

NOVEMBER 19-21, 2021

Now in its 35th year, the tour continues to feature lavishly decorated homes. Rooms will showcase exquisitely decorated themed trees and dining tables overflowing with whimsical ideas for today's decorating inspiration. Tour goers enjoy visiting four privately owned homes and the historic Octagon House, all decorated "over-the-top."

We're excited to safely scale up events in 2021 and bring back some fall favorites.



Photo: Nathan Pasch



TAKE ADVANTAGE OF

MEMBER BENEFITS

Membership in the Hudson Area Chamber of Commerce & Tourism Bureau is a great investment in supporting and growing your business. There are many opportunities to increase your business' visibility and further your marketing efforts.

NETWORKING

In 2021, we plan to scale up networking events to include opportunities for small groups and outdoor events in addition to our Zoom gatherings.

WELCOME TO THE HUDSON CHAMBER ORIENTATION

Welcome to the Hudson Chamber is a comprehensive membership orientation. In this session, you will learn about the Chamber's mission, member benefits, meetings and networking events, committees, and how to maximize the benefits of your Chamber investment. Attend this orientation to meet the staff and get the facts about how we can serve you and your business.

CHAMBER LEADS GROUPS

These groups provide an opportunity to further business interests through the exchange of business referrals, tips and information. Only one member per business or professional category is allowed.

ST. CROIX VALLEY YOUNG PROFESSIONALS

This group of diverse and eager professionals age 40 years or younger is dedicated to growing business in the St. Croix Valley by networking with other professionals. Join to network, advance your career, develop your leadership capabilities, and give back to the St. Croix Valley — all while having a great time.

LEADERSHIP DEVELOPMENT

Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program. This biennial program takes place a full day each month from September to June and brings together emerging leaders from all sectors of the Hudson area. Leadership Hudson is dedicated to providing a comprehensive learning experience that cultivates community leadership while participants explore key community issues and avenues of involvement. The next class starts September 2021.

GOOD MORNING HUDSON

Join other Chamber members to learn "what's hot" in the local business community. Program features include new member introductions, a business card/networking exchange and a guest speaker.

SIMPLY CONNECT AM/PM

Before or after-hours free networking events designed to introduce you to member businesses, hosted at various member locations.



TAKE ADVANTAGE OF

MEMBER BENEFITS (CONTINUED)

MARKETING

Businesses have multiple promotion options to choose from based on the level of awareness, price point, or placement. Request to see a detailed 2021 Marketing Opportunity brochure with details about these opportunities:

- Chamber Newsletter Articles
- Email Blast
- Event Calendar
- Hot Deals
- Job Postings
- Membership Directory
- Member Information Center
- Rack Cards
- Relocation Packet
- Ribbon Cuttings
- Sponsorships
- Website Advertising

CHAMBER PARTNERSHIPS

The Chamber staff is not only working to expand your business reach through our organization, but also through many other community, regional and national organizations. Here are a few of the organizations where you are represented at with your membership:

- American Chamber of Commerce Executives
- Destinations Wisconsin
- Minnesota Chamber of Commerce Executives
- Momentum West
- St. Croix County Economic Development Corporation
- St. Croix Valley Regional Tourism Alliance
- Wisconsin Department of Tourism
- Wisconsin Chamber of Commerce Executives
- Wisconsin Hotel & Lodging Association
- Wisconsin Manufacturers & Commerce

MEMBERS ONLY SERVICES

These services are offered to Hudson Area Chamber of Commerce & Tourism Bureau members exclusively.

- Ambassador Visits
- Business referrals
- Chamber Checks – Support Local
- Hudson Independent Business Association
- Member Mailing Labels
- Online Directory and Profile Page with increased visibility in 2021



ABOUT THE

HUDSON AREA CHAMBER OF COMMERCE & TOURISM BUREAU

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MISSION STATEMENT

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



CONTACT US

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DiscoverHudsonWI.com



MEMBER TESTIMONIALS

"I have greatly benefited from my membership in the Hudson Area Chamber of Commerce. I have increased my connections with other Chamber members as well as the broader community. Through my membership, I feel much more informed about the Hudson area and current events and issues. I have also appreciated the opportunity to promote my business through the Chamber, which improves my bottom line."

Susie Halverson

Barker's Bar & Grill, San
Pedro Café, Pedro's del Este

"Croix Gear's membership in the Hudson Area Chamber of Commerce has allowed us to increase our connections with other manufacturers in the community. We can all work together on common issues, such as workforce attraction and retention. The success of our business is positively impacted by the Chamber's efforts to promote the Hudson community as a great place to work and build careers."

Ruthie Johnston

President, Croix Gear
& Machining

"The Hudson Chamber of Commerce has tremendously helped our business stay in-the-loop with local news and updates in our ever-changing world. Through our membership, we have appreciated learning new ways to serve our community. In addition, the networking opportunities are incredibly valuable and there is no better place to develop our business than the Chamber!"

Aurora Anderson

Riverview Dental Clinic

The Hudson Chamber has been building a better business community since 1953. Hudson Chamber members are from the communities of Hudson, North Hudson, River Falls, Somerset, New Richmond, Lakeland, Afton, Stillwater, and Woodbury, as well as the Twin Cities metro area. The Chamber is a non-profit, tax paying corporation (501 (c) 6).

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