

2022 MEMBER GUIDE

Strengthen the Connection





QUICK STATS FROM 2021

- \$44,640 Chamber Checks sold to support local businesses using new holiday and all season giftable package design
- 73,690 new users viewed the combined local and tourism website: **HudsonWI.org**
- 270,000 impressions through regional Google Ad campaign
- More than 350,000 accounts reached through social media



STRENGTHEN THE CONNECTION WITH THE

Hudson Area Chamber of Commerce & Tourism Bureau

Looking back this past year, our businesses have continued to come together to overcome hurdles, including COVID-19, construction, fall storms, staffing challenges, and more. We are proud of our efforts to enhance our community's awareness of businesses throughout Hudson through our social media promotions, kicking off the Foundation, 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 as well as 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 2022.



Angel Duratti
Chair, Board of Directors



Mary Claire Olson Potter
President

2022 PRIORITIES

Our 2022 priorities first of all focus on our business members, then grow to include our entire community, and, finally, support our organization as we continue to adapt during these times.



MEMBER VALUE

Now more than ever it is vital 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, and educational systems to help Hudson employers attract and retain the skilled workers they need to compete.



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MAXIMIZE YOUR VISIBILITY IN 2022:



Enhance your company page in our directory



Add your own events 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!



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
- Community Affairs
- Hudson Business Connections
- HiBA powered by the Hudson Chamber
- Leadership Hudson Steering Committee
- LEADS Groups
- Manufacturers Roundtable
- Membership Committee
- Non-Profit Roundtable
- Retail/Restaurant Committee
- Service Committee
- Tourism Committee

EVENT COMMITTEES

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

TASK FORCES

- Events & Programs

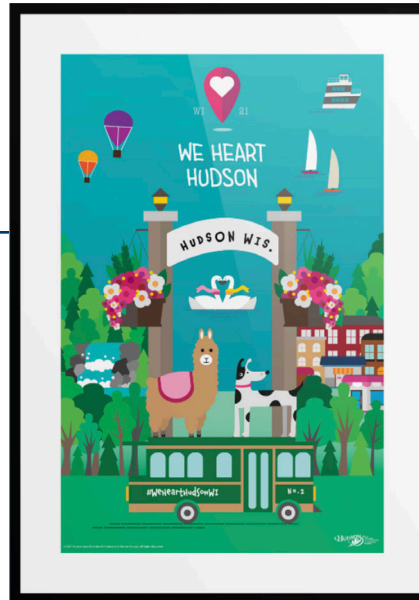
PROMOTING LOCALLY

We Heart Hudson

In 2020 there was a real shift in our strategy to promote local audiences to support local businesses. Member businesses saw the positive impact that this made for their business, and we continued with that strategy through 2021 and will as we navigate in 2022. Hudson Has Heart was added to the city banner signs and welcome signs and will be back again in 2022.

Using this momentum, we continue the Have a Hudson Holiday, encouraging our community to shop small, support local, and purchase Chamber Checks. The new branded year-round packaging for Chamber Checks has been a huge hit along with the Have a Hudson Holiday branded packaging.

In addition to these efforts, we want to drive even more local traffic to the online Chamber directory by highlighting different industries, activities, and topics through promoted social media posts. We are available to help all members update their listings and add more content.

**MEMBER TESTIMONIAL**

“Prior to working at Minuteman Press of Hudson I was skeptical of the benefits a Chamber of Commerce could offer. What I have learned is that the Hudson Area Chamber of Commerce works tirelessly to promote the interest of our local business community, and to create and preserve the conditions that allow businesses to thrive.

There are great opportunities to network and volunteer at events that have enriched my career and business organization. I appreciate being able to network and learn while giving back to the business community - and it's fun!”

Linda La Kosky Eng
Minuteman Press, Hudson



LOOK
LOCAL



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 Hudson Chamber & Tourism Bureau works with local organizations to promote events such as the Hudson Hot Affair, Hudson Booster Days, RiverFest, Yellowstone Trail, North Hudson Pepper Fest, and other local sporting events.

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 with 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.

Evolving Our Events in 2022

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

FEBRUARY 17, 2022

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

MAY 1, 2022

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

JUNE 20, 2022

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 24-25, 2022

The Chamber in partnership with The Phipps Center for the Arts presents this annual fall festival that attracts more than 8,000 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 15, 2022

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.

HUDSON CHRISTMAS TOUR OF HOMES

NOVEMBER 18-20, 2022

Now in its 36th 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.





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.



TAKE ADVANTAGE OF

Member Benefits

NETWORKING

In 2022, 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 to enhance the benefit.

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 2022.

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.

MARKETING

Businesses have multiple promotion options to choose from based on the level of awareness, price point, or placement. Request a detailed 2022 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

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
- HiBA - Hudson Independent Business Association
- Member Mailing Labels
- Online Directory and Profile Page with increased visibility in 2022

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 with your membership:

- American Chamber of Commerce Executives
- Destinations Wisconsin
- 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

MEMBER TESTIMONIAL

“Membership in the Hudson Area Chamber of Commerce has provided me with great opportunities to network, learn, and serve in the Hudson Community.

Serving on the Ambassador Committee has been a great way to connect with local businesses and build relationships with others.

The Leadership Hudson program gave me the opportunity to learn about many of the key organizations and resources in the area.

The Hudson Chamber will expand your network and help you grow personally and professionally.”

Melissa Kraemer
WESTconsin Credit Union

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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.



ABOUT THE

Hudson Area Chamber of Commerce & Tourism Bureau

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MEMBER TESTIMONIAL

“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**

MEMBER TESTIMONIAL

“Priceless Painting Contractors LLC, a residential and commercial interior and exterior painting company, joined the Hudson Area Chamber of Commerce in 2019.

Even though our business is located in Roberts, most of our work is within a 30-mile radius of Hudson on both sides of the river. We made friends with business owners in the Hudson Chamber and homeowners in the Hudson area, so when we had the opportunity to join the Hudson Chamber it was a no-brainer.

It allowed us to be connected in a more meaningful way with the community. The Hudson Chamber has helped us build meaningful connections that have enabled us to grow our business.

We look forward to meeting many more amazing people in the future!”

**Nathan and Aaron Anderson
Priceless Painting Contractors LLC**

COMMUNITY



COMMERCE



TOURISM



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Sebottka
PHOTOGRAPHY

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 501 (C) 6.

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