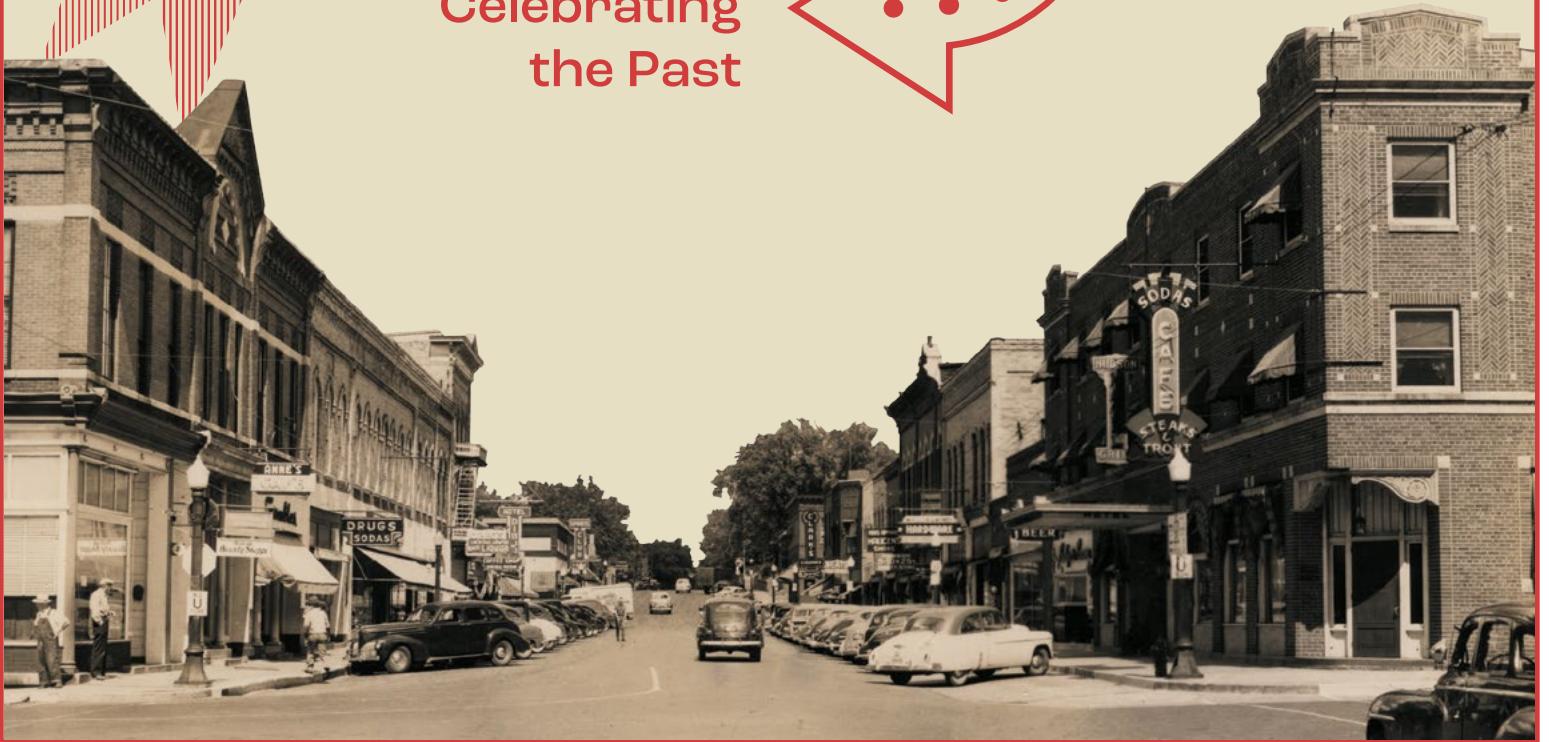


Looking Forward
to the Future...

Reflections

on 2022

...and
Celebrating
the Past

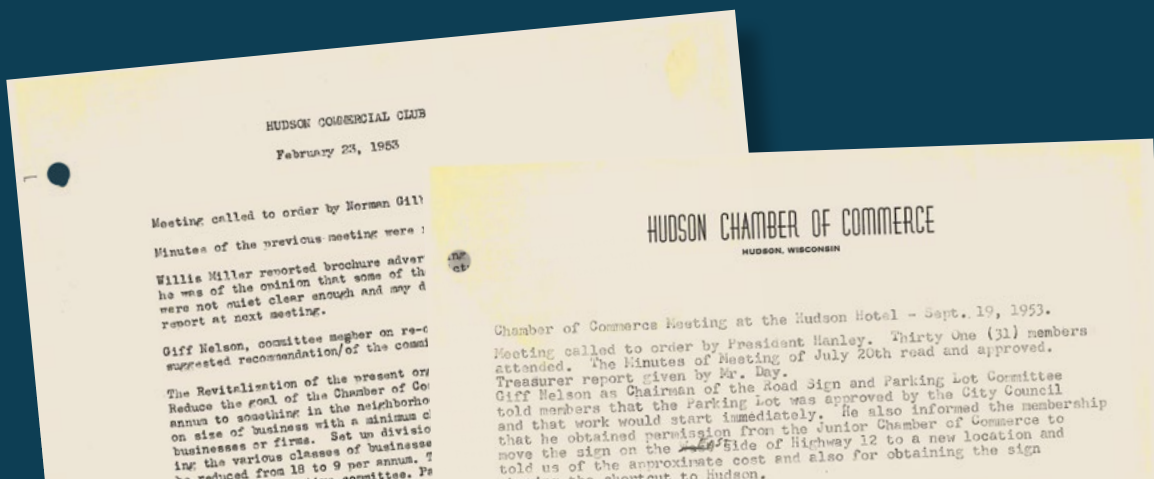




Celebrating 70 Years of the Chamber

Thank you for being a part of our seven decades of partnership. The Hudson business community has definitely changed throughout our group's history and our community has benefitted as we've grown! One thing that has stayed constant through the years is the Hudson area focus on making our valley a great place to do business and support one another. When we see how far we've come since our humble beginnings, we're inspired to know more amazing things are waiting around the corner for Hudson businesses.

Our mission is 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.



Reflecting on 2022

It is with great pride that we offer you this report outlining the Chamber's accomplishments throughout 2022.

Looking back this past year, our businesses came together as we continued navigating a new sense of normal in the wake of the COVID-19 pandemic. We are proud of our efforts to enhance our community's awareness of businesses throughout the Hudson area through our social media and Chamber Check promotions. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business's success and helping you thrive in our community.

In addition, the Chamber worked diligently to provide more value for your membership by implementing the 2022 Plan of Action set by the Chamber Board of Directors as detailed below.



Membership Value

Goal: Recruit 55 new members and maintain a membership retention rate above 88% and continue to provide value to the membership

Accomplishments

- Welcomed 61 new members and achieved 90% retention rate, resulting in a 2022 year-end membership of 440.
- Moved to a new office location to increase visibility, accessibility and long-term cost savings.
- Held monthly Hudson Business Connections meetings, with a feature presentation by a member, with an average of 15-25 individuals in attendance.
- Committee planned and executed the second Annual Hudson Chamber MAX event for prospective and current members to network and learn more about what the Chamber has to offer, which resulted in two new members.
- Worked to keep members informed about proposed projects by the City of Hudson, including transportation utility and/or wheel tax, and various development plans in the downtown area.
- Shifted our information delivery to bi-monthly through a smaller 8-page newsletter PDF and a secondary e-news listing to follow a few weeks later to save our team valuable time and resources while continually keeping our members up to date on the latest happenings.
- Encouraged keeping dollars local through our Chamber Check program, which has resulted in \$31,880 back to the community this past year.
- Further support for keeping dollars local came from the new addition of our Support Local monument sign.
- Recognized 12 deserving members who exemplified passion, knowledge and interest in the success of the Hudson community through our Brand Champion program.
- Welcomed 35 new members to the Chamber through ribbon cuttings.

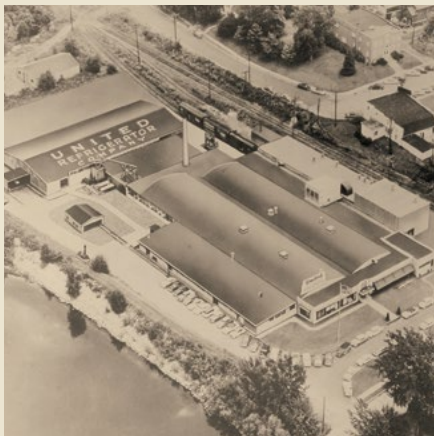


Programs & Services Connections

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

Accomplishments

- Continued to navigate hosting a mix of events in person and via Zoom.
- Held a variety of Good Morning Hudson programs and seminars including: International Women's Day, For Community by Community from Elisa Vicuña with Minnesota Aurora FC, Creating a Winning Culture from Minnesota Golden Gopher Men's Basketball Coach Ben Johnson, Welcome New Teachers' Luncheon, Meet the Candidates, and Midwest Economic Forecast.
- The 19th Annual Hudson Community Expo moved back to being hosted in the spring in May and brought in over 2,000 attendees.
- Hudson Christmas Tour of Homes celebrated its 36-year anniversary, which welcomed 1,530 attendees – a 25% increase from 2021.
- Held four Simply Connect events at a variety of locations, including First State Bank and Trust, Lucky Guys Distillery, FNC Bank, and LoLo American Kitchen & Craft Bar Hudson.
- Over 130 guests and members participated in the 25th Annual Chamber Golf Outing.
- Partnered with The Hudson Rotary Clubs to combine the Hilltop Pumpkin Party & Rotary Halloween Parade and Costume Contest at Camp St. Croix Day Croix.
- Kicked off the Leadership Hudson Class of 2022-2023.



Workforce Development Recruitment & Engagement

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

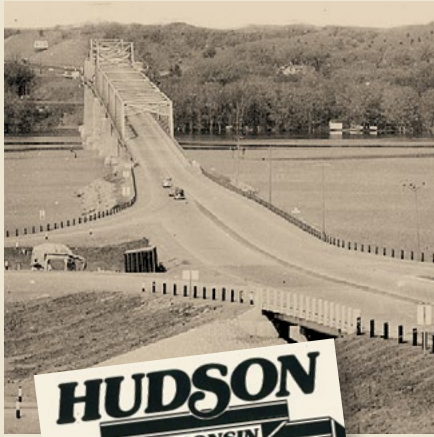
Accomplishments

- Held a Manufacturers Day at Hudson High School with manufacturers and higher education partners to promote job and career opportunities.
- New additions to Manufacturers Day this year were booths at Hudson High School and having students tour three facilities in Hudson to get a firsthand look at what is manufactured here.
- Worked with the City of Hudson to have a Manufacturers Month proclamation.
- Held the second Annual Show Your Heart to Hudson Chamber Foundation event in October to raise funds to advance education and workforce initiatives within Hudson and the surrounding areas.



Hudson in 1856

The first known photo of Hudson's business district was taken in 1856.



Tourism Promotion

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

Accomplishments

- Increased social media presence as we were able to promote Hudson.
- Ad placements in Minnesota Monthly and Travel Wisconsin Co-Op Marketing.
- Promoted and worked with Hot Air Affair, RiverFest, North Hudson Pepper Fest, and Yellowstone Trail event committees.
- Spirit of the St. Croix Art Festival welcomed over 80 artists and 9,500 attendees.
- Held the fourth Annual *Buena Vista: A Stroll in the Park* with over 375,000 lights in Lakefront Park and an 18-ft tree in the band shell.
- A new event was added to Have a Hudson Holiday: Visit with Santa.
- New this year, Candlelight Stroll closed both 2nd and Locust Streets.
- Continued to update and enhance the website with phase two changes.
- Sent out 193 visitor packets.
- Completed the new tourism lure brochure, Experience the Flavor of Hudson, Wisconsin, which is sent out with all tourism packets, distributed at lodging facilities, and will be at Regional Tourism Information Centers.
- Worked alongside Travel Wisconsin to do a summer photoshoot highlighting the wineries, breweries, and distilleries in the Hudson area.
- Carried out a new Tourism Event Campaign in August that targeted over 8,000 people with the goal to increase hotel stays.

2023

These achievements would not have been possible without the continued support of our membership. Thank you for your time and investment in the Hudson Chamber.

We look forward to our continued work together in 2023.



Did You Know?

Chamber Checks got their start in 1988 along with the first proposal to use room tax dollars for tourism.

Thank You!

2022 Chamber Board of Directors

Chair: Angel Duratti, Angel's Pet World

Past Chair: Katie Kranz,
First State Bank and Trust

Chair Elect: Leanne Van Allen,
University of Wisconsin – River Falls

Treasurer: Joel Larsen, MidWestOne Bank

Kathy Ableidinger, Cardinal Health

Mark Hein, Integrity Cleaners, LLC

Chris Kost, YMCA in Hudson

Linda La Kosky Eng,
Minuteman Press – Hudson

Mark McNamee,
McNamee Real Estate Team

Deb Pittman,
Hampton Inn & Suites by Hilton

Kevin Urbik,
Heywood, Cari & Anderson, S.C.

Blake Willman,
Weathersafe Restoration, Inc.

Ambassador Committee

Chair: Brian Mouna, Lucky's Wine & More

Joette Barr, First State Bank and Trust

Randi Beltz-Maroney,
Bee Healthy Chiropractic

Allison Butler,
Edward Jones Investments – Allison Butler

Christine Carufel,
First State Bank and Trust

Tiffany Dux, Integrity Cleaners, LLC

Heath Ehrnreiter, Cardinal Health

Keely Finnegan, Keller Williams Realty

Konnor Garrido,
Edina Realty – Konnor Garrido

Miranda Green, Citizens State Bank

Marilee Hakari, Christiansen Creative

Amy Hauser,
Leitch-McSonley Insurance Agency

David Hauser, Royal Credit Union

Alex Helmer, SF Insurance Group

Kris Jensen Larson, Keller Williams
Premier Realty – Kris Jensen Larson

Melissa Kraemer, WESTconsin Credit Union

Linda La Kosky Eng,
Minuteman Press – Hudson

Maria Machtemes, Citizens State Bank

Bjorn Nesvold, Landmark Wealth
Management Group – Bjorn Nesvold

Brad Palmersheim, Woodbury Financial

Ruth Petermann,
Hudson Neighbors Magazine

Heidi Sandquist, Royal Credit Union

Luke Steele, Steele Brothers Real Estate –
Edina Realty, Inc.

Leanne Van Allen,
University of Wisconsin – River Falls

Luke Wolf, FNC Bank

Community Affairs Committee

Chair: Chris Kost, YMCA in Hudson

Pamela Klingfus, Christian Community
Homes & Services Inc.

Bill Krueger, Croix Gear & Machining

Kristin Newton, ADR – St. Croix County

Marina Onken,
University of Wisconsin – River Falls

David Ritter,
Discovery Financial Centers, Inc.

Chris Wiesemeyer, The 715

Events & Programs Committee

Chair: Susie Halverson, Barken's Bar & Grill,
San Pedro Café, Pedro's del Este

Angel Duratti, Angel's Pet World

Mark Hein, Integrity Cleaners, LLC

Chris Kost, YMCA in Hudson

Melissa Kraemer, WESTconsin Credit Union

Katie Kranz, First State Bank and Trust

Linda La Kosky Eng,
Minuteman Press – Hudson

Jessica Pressley,
Ember and Bean Roasting Co.

Leanne Van Allen,
University of Wisconsin – River Falls

Nicholas Vivian, Eckberg Lammens, P.C.

Foundation

Chair: Kathy Ableidinger, Cardinal Health

Amy Bast, akb marketing, LLC

Rollie Carlson

Christine Carufel,
First State Bank and Trust

Meme Fehr

John Steenis, Edward Jones Investments

Golf Committee

Chair: Maria Schmitt,
WESTconsin Credit Union

Karrie Abbott, Hiawatha National Bank

Joette Barr, First State Bank and Trust

Angie Brown, ABG Holdings, LLC

Allison Butler,
Edward Jones Investments – Allison Butler

Patrick Dolan, Hudson Innovation Center

Christopher Ferguson,
Bywater Business Solutions, LLC

Konnor Garrido,
Edina Realty – Konnor Garrido

Linda La Kosky Eng,
Minuteman Press – Hudson

Maria Machtemes, Citizens State Bank

Brian Mouna, Lucky's Wine & More

Dave Salentine, DC Lean & Associates, LLC

Have A Hudson Holiday Committee

Marianne Buckman, Cocobello Interiors

Angel Duratti, Angel's Pet World

Richelle Jader

Teri Larsen,
BackRoom Vintage & T Larsen Design, LLC

Isaac Lindahl, All Occasions DJ Service

Deanna Lindahl, SavATree

Janet Quinto,
Hudson Home and Garden Club

Kay Timm, Grand Fête

Andrea Uebel, Droplets of Wellness, LLC

Jenny Wohlberg, Jenny Wohlberg Realtor

Thank you to the following volunteers who have served on the board and committees this past year. We appreciate your involvement and commitment to the Chamber.

Hilltop Pumpkin Party

Chair: Zach McNamee,
McNamee Real Estate Team
Tava Ellingson, Citizens State Bank
Chris Kost, YMCA in Hudson
Linda La Kosky Eng,
Minuteman Press – Hudson

Hudson Business Connections

Chair: Zach McNamee,
McNamee Real Estate Team
Shana Blanco,
Wolfy's Butcher Shop & Deli, LLC
Nicole Brice, SF Insurance Group
Brittany Nicole Denzer,
Home Media Innovations
Pam Deutsch,
8CH Print of Hudson – Helmer Printing
Angel Duratti, Angel's Pet World
Tava Ellingson, Citizens State Bank
Deb Eliason, JBloom Designs
Pete Greene, River Valley Charities
Isaac Grover, Aileron IT
Neil Kline, Family Friendly Workplaces, Inc.
Chris Kost, YMCA in Hudson
Linda La Kosky Eng,
Minuteman Press – Hudson
Jessica Langeness,
JA Counter, an Alera Group Company
Katherine Krumwiede,
Diamond Stone Oriental Medicine, Inc.
Bob Madden, McDonald Insurance Agency
Maria Machtemes, Citizens State Bank
Mike McGraw, Home Media Innovations
Gloria Meyer, LearningRx Hudson
Dennis Miller, FNC Bank
Derek Nelson, CD Products, Inc.
Dr. Michele Nemerow,
Pathways Family Chiropractic, S.C.
Bjorn Nesvold, Landmark Wealth
Management Group – Bjorn Nesvold
Kailey Nourse,
St. Croix Valley Habitat for Humanity
Katie Robbins,
Edward Jones Investments – Katie Robbins
Nick Schneider, Valley Agencies
Alicia Schwartz,
JA Counter, an Alera Group Company

Roger Sievers, Sievers Creative
Kristie Smith,
St. Croix Valley Habitat for Humanity
Andrea Uebel, Droplets of Wellness, LLC
Leanne Van Allen,
University of Wisconsin – River Falls
Luke Wolf, FNC Bank

Hudson Christmas Tour of Homes Committee

Tori Boomsma, Octagon House Museum/
St. Croix County Historical Society
Laura Butler
Genie Castro, Cream of the Crop Artists
Teri Larsen,
BackRoom Vintage & T Larsen Design, LLC
Audrey Martin, Audrey Martin Art
Kathy Miller
Jillian Newes-Opatz, Jono Properties, LLC
Kate Pechacek
Cecely Spohn, Cecely Interiors

Leadership Hudson Steering Committee

Chair: Melissa Kraemer,
WESTconsin Credit Union
Christine Carufel,
First State Bank and Trust
Debi Mager, Hudson Hospital Foundation
Jill McNamee, McNamee Real Estate Team
Kim Peters, Hudson Hospital & Clinic
Maria Schmitt, WESTconsin Credit Union
Leanne Van Allen,
University of Wisconsin – River Falls

Manufacturers Roundtable

Co-Chairs: Phil Russo & Jacob Skramstad,
Cardinal Glass
Jeff Dietz, MPSC, Inc.
Julie Foss, Nolato Contour
Jeff Haney, Cardinal Glass
James Hanke, Market & Johnson
Ruth Johnston, Croix Gear & Machining
Mike Kazmerski, Image360 Woodbury
Erik Kordt,
GEA Systems North America, LLC
Bill Krueger, Croix Gear & Machining
Randy LaFaive, Market & Johnson
Paul Martin, Viking Electronics Inc.
Christy Penfield, SMC LTD

Angela Popenhagen,
Stevens Engineers, Inc.
Lori Premeau,
RSG – Refrigerated Solutions Group
Kim Ramsden,
Phillips-Medisize, A Molex Company
Phil Russo, Cardinal Glass
Jacob Skramstad, Cardinal Glass
Russell Steele, Nolato Contour
Aaron Sundeen, Derrick Companies
Mark Voss, Norflex, Inc.

Membership Committee

Chair: Angel Duratti, Angel's Pet World
Maria Machtemes, Citizens State Bank
Brian Moura, Lucky's Wine & More
John Knutson

Non-Profit Roundtable

Chair: Tim Puffer, Operation HELP
Meredith Arcand,
Youth Action Hudson, Inc.
Tessa Boury, Hudson Hospital & Clinic
Tricia Christiansen,
Hudson Area Library Foundation
Candice Collins,
Hudson Area Backpack Program
Fred Dietze,
Kiwanis Club of Greater Hudson
Judy Freund, Tropical Wings
Carolyn Fuchs, Abundant Yoga Community
Peg Gagnon, BRIDGE for Community Life
Pete Greene, River Valley Charities
Katie Haas, YMCA Camp St. Croix
Lisa Hungville,
Sheep Dog IA – Greater Twin Cities
Kris Knott,
Hudson Area Backpack Program
Chris Kost, YMCA in Hudson
Chris Libbey, Friends of the St. Croix
County Fairgrounds
Buck Malick, Sustain Hudson - RiverFest
Tracey Mortensen,
Abundant Yoga Community
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Agnes Ring, Family Resource Center
St. Croix Valley, Inc.
Joe Rouleau, Hudson Grocery Cooperative
Amy Schneider, St. Croix Therapy

Alena Taylor, Turningpoint for Victims of Domestic and Sexual Violence

Rita Thofern, Friends of Willow River and Kinnickinnic State Parks, Inc.

Jennifer Vieth, Carpenter St. Croix Valley Nature Center

Retail & Restaurant Committee

Chair: Rachel Renner, SEASONS Gallery

Val Aune, The Bees Knees

Anthony Blanco, Wolfy's Butcher Shop & Deli, LLC

Shana Blanco, Wolfy's Butcher Shop & Deli, LLC

Cory Bonte, Bennett's Chop & Rail House – Hudson

Tori Boomsma, Octagon House Museum/ St. Croix County Historical Society

Art Doyle, Art Doyle's Spokes and Pedals

Angel Dunatti, Angel's Pet World

Shelli Erck, Hudson Flower Shop

Rebecca Erickson-Mingo, Ultimissimo – Boutique Salon

Nichole Frazer, Black Rooster Bistro

Rick Frazer, Black Rooster Bistro

Leslie Gilbert, Ultimissimo - Boutique Salon

Susie Halverson, Barken's Bar & Grill, San Pedro Café, Pedro's del Este

Mackenzie Heisler, Kenzington

Kabao Her, 21 Nails

Autumn Hill, Beloved Makers LLC

Linda La Kosky Eng, Minuteman Press – Hudson

Teri Larsen, BackRoom Vintage & T. Larsen Design, LLC

Kelly Lavers, et cetera

Erin Lisle, Lucky Guys Distillery

Jenny Loew, Knoke's Chocolates & Nuts

Brian Moura, Lucky's Wine & More

Shawn Murray, Post – American Eatery

Erin Nelson, The Purple Tree

Evy Nerbonne, Hudson Hot Air Affair, Inc.

Tanya Noir, 4 North Beauty Collective

Krystal Pelant, La Rue Marché

Jessica Pressley, Ember and Bean Roasting Co

Justin Reischel, Hudson Dairy Queen

Amy Salama, Post – American Eatery

Bree Schieck, Barken's Bar & Grill

Megan Schuette, Thorcraft Custom Kitchens, LLC

Julie Stanley, et cetera

Carly Sutheimer, C & T Siding/kudos

Susan Sutheimer, kudos

Rick Swanson, Dunn Brothers Coffee

Kay Timm, Grand Fête

Chad & Carol Trainor, Urban Olive & Vine

Andrea Uebel, Droplets of Wellness, LLC

Haley & Sam Wakefield, The SubHouse

Kendra Wiesemeyer, The 715

Service Committee

Chair: Mark Hein, Integrity Cleaners, LLC

Amanda Hein, Integrity Cleaners, LLC

Linda La Kosky Eng, Minuteman Press – Hudson

Sam Salter, Northwood Technical College

Nicole Brice, SF Insurance Group

Stacia Dove, SEEK Careers/Staffing Inc.

Makenzie Drace, Adoray Home Health & Hospice

Angel Dunatti, Angel's Pet World

Katherine Krumwiede, Diamond Stone Oriental Medicine, Inc.

Laken Tibbits, Cambridge Senior Living

Leanne Van Allen, University of Wisconsin – River Falls

Tourism Committee

Chair: Mark Gherty

Isaac & Devon Brazil, The Real Magic House

Genie Castro, Cream of the Crop Artists

Peter Goodwin, Coldwell Banker Realty – Goodwin & Moore Team Buck Malick, Sustain Hudson-RiverFest

Dan Jarvis, Afton House Inn/St. Croix River Cruises

Rosemary Mansfield, St. Croix Valley Regional Tourism Alliance (SCVRTA)

Randy Morrisette II, City of Hudson

Evy Nerbonne, Hudson Hot Air Affair, Inc.

Julie Peterson, St. Croix County – Community Development Department

Deb Pittman, Hampton Inn & Suites by Hilton

Ron Theis, Holiday Inn Express & Suites



Did You Know?

The Chamber has had some fun traditions throughout the years including: matching blazers for the board of directors, softball tournaments, bowling tournaments, and even a briefcase relay!