



## 2023 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 to implement 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 Committee to oversee membership recruitment and retention.
  - “Drive for 5” – increase membership base to 500 – provide a larger networking base for members.
  - Organize Chamber MAX event in September 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
  - Continue to grow Community Affairs Committee and its strategies.
  - Continue to represent member views on issues, as needed, to all levels of government.
  - Determine if the Chamber leads, partners, informs, or supports on issues.
- Revitalize Service Committee – for members in the service industry.
- Reorganize and energize the Ambassador Committee.
- Continue to promote “support local” messages to community.
- Host member and community open house at new Chamber office.
- Develop map to show where the Chamber serves.
- Expand Annual Reflections piece and share with the community.

- Explore window clings for award winners and for length of membership.
- Explore quarterly video update.

*The following programs support membership efforts:*

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

*Events:*

- Annual Celebration
- Golf Outing
- Good Morning Hudson
- Simply Connect
- Hudson Community Expo
- Spirit of the St. Croix Art Festival

*Committees:*

- Ambassadors – update and revise committee expectations.
- Community Affairs
- Connections & Coffee
- Manufacturers Roundtable
- Membership
- Non-Profit Roundtable
- Retail/Restaurant Committee
- Service Committee

*Board Liaisons:*

- Angel Duratti
- Mark Hein
- Chris Kost
- Kevin Urbik
- Blake Willman

## **CHAMBER PROGRAMS & SERVICES: Connections**

*Goal:* To develop and coordinate events and services that positively impact member successes and meet budget goals.

*Objectives:*

- Continue the Events and Programs Committee to evaluate current and new programs.
- Provide networking opportunities for members to increase business contacts.
- Evaluate programs/events to ensure they are meeting member needs and financial goals.
- Develop job descriptions for committees to outline roles and support structure.
- Work with local organizations and the community to increase volunteers to help with events.

*The following events support connections:*

- Annual Celebration
- Hudson Christmas Tour of Homes
- Golf Outing
- Good Morning Hudson - quarterly
- Hilltop Pumpkin Party & Rotary Halloween Parade
- Hudson Community Expo
- Leadership Hudson
- Simply Connect - quarterly
- Spirit of St. Croix Art Festival

*Committees:*

- Annual Celebration
- Christmas Tour of Homes
- Golf Outing
- Hilltop Pumpkin Party
- Hudson Community Expo
- Leadership Hudson Steering Committee
- Spirit of the St. Croix Art Festival

*Board Liaisons:*

- Angel Duratti
- Leanne Van Allen
- Blake Willman

## **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 properties.
- 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.
- Create spring/summer campaigns that build broader Minn./Wis. awareness of Hudson as a destination.
- Explore partnerships/value-added programs for all hospitality partners with Welcome to Hudson package.
- Promote regional campaigns that promote Hudson as a drivable destination for short term trips.
- Explore April event with businesses to promote overnight stays.
- Help lodging properties with information about what there is to do in the Hudson area, i.e. during Hockey Tournaments.

*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.
- Hudson Website – continue to 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
- Have a Hudson Holiday
  - Increase number of volunteers
  - Explore skating rink in Lakefront Park
- Hudson Christmas Tour of Homes
- Hudson Hot Air Affair
- RiverFest
- Spirit of the St. Croix Art Festival
- St. Croix RiverFest
- Yellowstone Trail Heritage Days

*Committees:*

- Have A Hudson Holiday
- Tourism

*Board Liaisons:*

- Angel Duratti
- Deb Pittman

**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 6, 2023
  - Manufacturers Day Proclamation – October 2023
- 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:*

- Community Affairs
- Manufacturers Roundtable

*Board Liaisons:*

- Heath Ehrnreiter

## **CHAMBER FOUNDATION: Workforce Development**

*Goal:* Support the community financially with a focus on advancing education and workforce development initiative within Hudson and the surrounding area.

*Objectives:*

- Continue to recruit funders
- Continue to develop relationships with the schools
- Organize annual fundraising event
- Explore partnership with the Education Foundation of Hudson

*Board Liaison:*

- Katie Kranz

Approved by the Board of Directors – January 19, 2023