



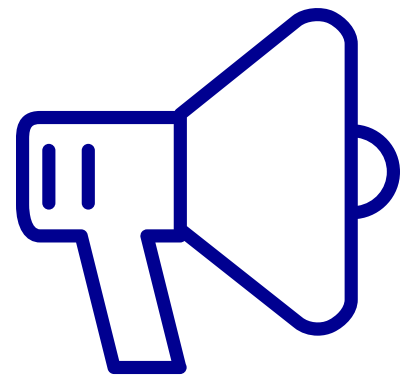
509 Highway 10
Elk River, MN 55330
www.elkriverchamber.org

OUR MISSION

ENERGIZING BUSINESS BY

PPROMOTING

Actively promoting member businesses



AADVOCATING

Providing advocacy for businesses



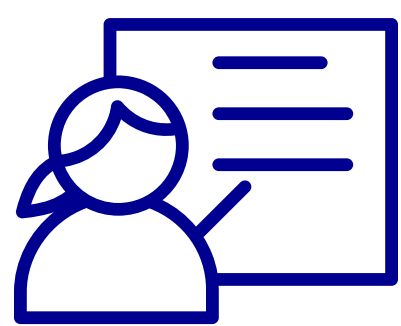
CCONNECTING

Building strong business connections



EEDUCATING

Providing essential business resources



Core Values:
Innovation
Community
Advocacy
Opportunity
Excellence

CHAMBER REPORT 2019

Energizing the PACE of business

2019-20 PLAN OF ACTION

- Focus on membership growth through engagement and retention using both staff and volunteers' efforts with a goal of 2.5% net growth each year.
- Broaden board connectivity with membership by making personal phone calls, having face-to-face meetings, and sharing board member profiles with membership at large via newsletters and social media.
- Ensure enough margin in the budget to support the chamber's mission and growth by developing multiple programs that create net revenues for the chamber while delivering value to our members.
- Celebrate company and leadership successes by showcasing local business success stories, volunteer recognition, and member to member connections through social media and our various award programs.
- Build our Workforce Development programming to provide resources that help employers attract and retain employees.
- Develop innovative partnerships throughout the region with public and private organizations that have similar goals to us.
- We will continue to grow the Leadership Elk River program.
- Support new staff members through training to develop a better understanding of the industry.

YEAR IN REVIEW



123 0-5 yr members
123 6-20 yr members
100 20+ yr members

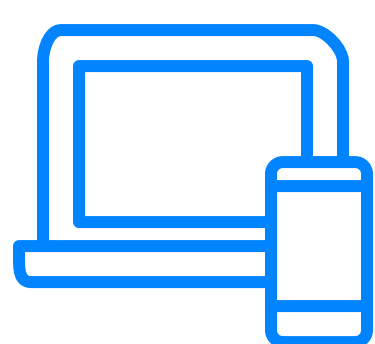
- We commemorated our 50th anniversary and recognized 14 charter members for their 50 years of commitment.
- The Board of Directors deepened their connection to member business with a phone call or card thanking them for their membership.
- We celebrated and recognized member businesses for performance, achievement and commitment to excellence in business with the Business of the Year Awards.
- The newly formed Workforce Development Committee initiated its first ever “Cool Jobs” tour with students and their parents participating in tours of local manufacturers to learn about the career opportunities available right here in our backyard.
- Our Board offered their full support of the Google Data Center project in western Sherburne County. The project will create more than 2,000 temporary construction jobs and at least 50 permanent jobs, plus add important infrastructure to attract more business to Sherburne County.
- We coordinated a Business Development Survey and Focus Group to foster communication between the City of Elk River and prospective business owners who are considering building projects in our area.
- We coordinated two tables of local legislators, area chambers, school board members, and local business owners for the “Session Priorities Dinner” hosted by the Minnesota Chamber in St. Paul. This event brought together over 1700 business people and legislators to hear the priorities of the business community.

BY THE NUMBERS



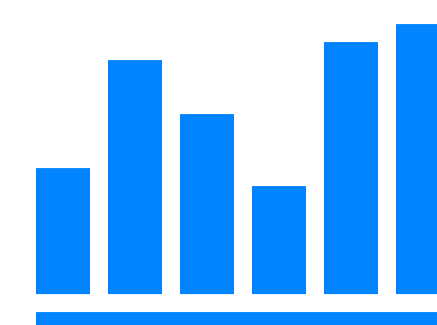
137

Lunch mob attendees



395k

MIC page hits



31

New members



56

Ambassador visits & ribbon cuttings



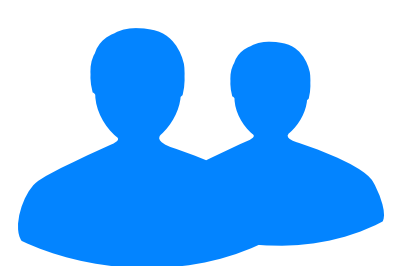
1674

Facebook likes



18

Leadership Elk River graduates



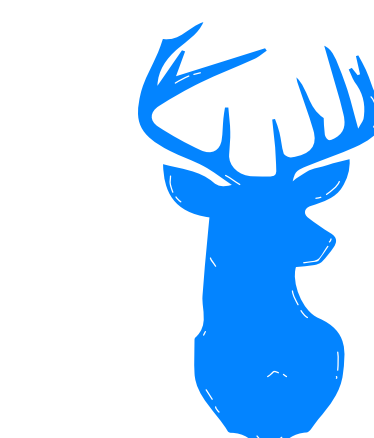
782

Chamber Connections attendees



927

Twitter followers



40

Elk on the Loose participants



15K

community guides distributed



268

Instagram followers



1300+

Volunteer hours