

2022

MENOMONIE AREA CHAMBER & VISITOR CENTER

INVESTOR GUIDE



menomonie area
CHAMBER & VISITOR CENTER

Contents

- 2 Hello Message
- 3 Organization Priorities
- 4 Why Invest in the Chamber?
- 5 Grow Your Business - Get Involved
- 6 How to Maximize your Investment?
- 7 Member Information Center
- 8 Chamber Checks
- 9 Marketing Opportunities
- 10 Event Marketing
- 11 Digital Marketing
- 12 Let's Talk Numbers
- 13 Networking & Business Connections
- 14 Annual Awards
- 15 Investment Schedule
- 16 Contact Us

"The strength of the Chamber lies in its investors . . ."

The Menomonie Area Chamber & Visitor Center is a non-profit organization of the Menomonie area business community. It connects business, industry, and professional individuals to improve the economy and build a more vibrant and prosperous community. The strength of the Chamber lies in its investors. Collectively, we can accomplish what no one could do individually. If you are seeking exposure, looking for creative ways to reach new customers/market your business, or striving to position your company as a community leader, we have multiple, unique ways to partner with you! We would love to help you find the right opportunities for your business to achieve the goals you have set.

menomonie area

CHAMBER & VISITOR CENTER



1125 North Broadway Street
Suite #3

Menomonie, WI 54751

715-235-9087

www.menomoniechamber.org

The Menomonie Area Chamber & Visitor Center team is here to provide support for your business/organization and engage with our community. The Chamber acts as a hub for resources and streamlines relevant information for the business community.

If you have any questions or if there is anything else we can do to assist your business, please don't hesitate to reach out to us!

Sincerely,

Your Menomonie Area Chamber & Visitor Center Team



Ashley

Chief
Executive
Officer
ceo@



Melissa

Program
Manager
programs@



Tammy

Tourism
Manager
tourism@



Lori

Office
Assistant
info@



Maya

Program
Coordinator
marketing@

Organization Leadership

2022 Board of Directors

Ryan Martin
President

Edna Perkins
Past President - 2021

Jolene Fisher
Vice President

James Hanke
Treasurer/Secretary

James Cameron
Executive Member at Large

Travis Ida

Sara Janssen

Benjamin Ludeman

Zachary Mara

Grady Richartz

Carmen Trimble

Gregory Waters

Organization Priorities

ADVOCACY

BUSINESS SUSTAINABILITY

COMMUNITY IMPACT

INNOVATION & RELEVANCY

During 2021, our organization revitalized our strategic plan and identified priorities which align with the needs of our investors. These pillars will shape our organization's programming and activities to support our strategic efforts.

Why invest in the Chamber?



ADVOCACY

- Chippewa Valley Rally legislative visits
- Front seat to legislative information and updates
- Local business advocacy to voice our investors' feedback
- Connections and relationships with policymakers
- Organization and facilitation of advocacy events
- Letters of support for specific advocacy issues



BUSINESS SERVICES

- Press release templates & additional resources in the MIC
- Conference room usage at no cost
- Connections to valuable funding source information
- Letters of support for projects/activities
- Certificates of Origin
- Access to investor lists (mailing labels upon request)
- Analytics from your listing and postings
- Western & Central Wisconsin Wage Survey participation



OPPORTUNITIES

- Professional development activities
- Professional and personal growth through committees
 - Ambassadors
 - Workforce & Education
 - Young Professionals
- Leadership as a Member of the Board of Directors



Business
Directory



News
Releases



Community
Events



Local
Deals



Volunteer
Opportunities



EXPAND YOUR NETWORK

- Business After Hours
- Business Professionals
- Investment appreciation
- Meet Menomoneie
- Annual Golf Outing
- Annual Awards Banquet
- Various social events throughout the year



INCREASE YOUR EXPOSURE

- Website listing
- Post jobs, events, hot deals, and news releases
- Literature and marketing display
- Referrals
- Chamber Check listing
- Listing in Destination Guide
- Ribbon cuttings
- Investor spotlights
- Additional marketing options available



Get Involved



The Chamber is successful because of the engagement and support provided by our investors. Volunteer opportunities within committees help investors to expand their personal networks and help us reach our Chamber's goals. All employees of current Chamber investors are invited to volunteer.

Board of Directors

The Board of Directors is a group of volunteers that set policy and the strategic goal of the Chamber. Board members are responsible for ensuring that our Chamber is mission-driven, financially responsible, and compliant with laws governing our non-profit status. The Board works to ensure that efforts and resources are being focused to help all members and the local community. These volunteers represent a cross-section of the business and professional leadership in the community. The Board of Directors meets on the fourth Tuesday of the month. Board members are required to serve on one Chamber sub-committee.

Ambassadors

Ambassadors promote Chamber programs and answer questions about the business community, Chamber membership investing, and more! These dedicated volunteers share their knowledge and experiences with members, guiding them on the path of Chamber success. The Ambassadors meet on the first Thursday of the month and attend a variety of Chamber programs and events.

Workforce & Education Committee

The mission of the Workforce & Education Committee is to connect Menomonie area employers, students, and local education providers to develop and retain a qualified workforce. The Workforce & Education Committee collaborates with the Chamber team to provide the Junior Chamber Career Fair and other workforce activities. This committee meets on the fourth Thursday of each month.

Young Professionals

Young Professionals is a tool to engage professionals in our community through networking opportunities and events. Socialization, education and fun are key points for this group. Young Professionals is a great way to enhance leadership skills while building relationships to create the next generation of leaders within our community. Young professionals is for any community member who is 18+ and/or young at heart! The Young Professionals steering committee meets on the second Thursday of each month.

Meet the Chamber team by visiting our website:

<https://www.menomoniechamber.org/team>

Networking & Business Connections



The Chamber provides networking opportunities to bring Chamber investors together to expand their professional connections as well as promote their business to the community.

BUSINESS AFTER HOURS



Host, co-host and/or attend Business After Hours for a social networking experience that connects any employee of Chamber investors in an informal setting where you can share business information and create new contacts. Held on the second Monday of each month.

ANNUAL CHAMBER BANQUET



This much anticipated social event celebrates our Chamber investors, volunteers, and leaders. During the Banquet, the Chamber recognizes key contributions to our community and business by presenting annual awards to both outstanding businesses and dedicated citizens.

BUSINESS PROFESSIONALS



Coffee & Commerce and Entrepreneurs in Action are two of the focuses of the Business Professional programming. Coffee & Commerce is an opportunity to exchange ideas, successes, and workplace challenges with other area business leaders. Each Coffee & Commerce features a different focus topic, is held in the morning, and offers a unique platform to enhance your professional partnerships.

GOLF OUTING



Build your business connections on the greens during this 4-person scramble tournament. We welcome you to join other Chamber investors and show off your skills or come just for the fun!

MEET MENOMONIE



Through a partnership with University of Wisconsin-Stout, we introduce investors to new students, faculty and staff. Introduce your business to thousands of new contacts and potential employees!

JUNIOR CHAMBER CAREER FAIR



This event gives investor businesses the opportunity to network with students. Businesses will have the opportunity to express to students what they are looking for in employees, assist them in career pathways, and promote internships/youth apprenticeships. This event allows employers to build connections with local high school students and inform students what they do, the benefits of their business, growth options within the company, and express why students should work for them.

LEADERSHIP MENOMONIE



This nine month program of area activities and tours is used to create an awareness of the industries that shape our community. Participants experience team building and networking activities while working together on a community service project that impacts personal and professional growth.

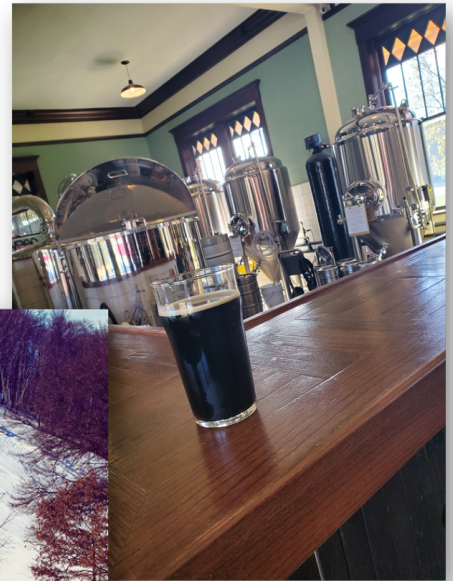
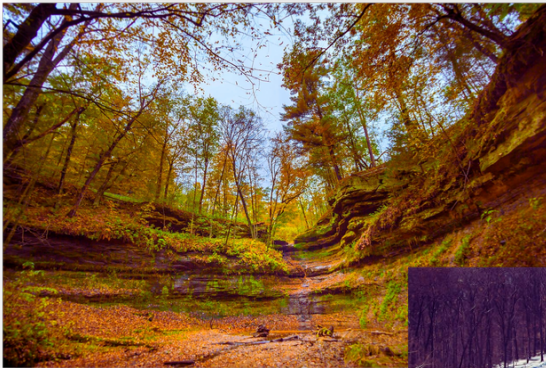
Explore Menomonie



Explore Menomonie is a program of the Chamber that exists to promote Tourism in the city of Menomonie. The program is completely funded by tax dollars collected on hotel stays within the city.

WHAT DOES EXPLORE MENOMONIE DO?

- Promotes local businesses to tourists, potential visitors, and community members
- Provides Marketing Materials to promote the area as well as businesses, including a “What to do in Menomonie” map and kiosks throughout the city
- Maintains Explore Menomonie Website
- Keeps the community and any visitors informed about special events and opportunities
- Supports the arts, sports groups, youth programs, and overall community enhancement by providing grants for events
- Organizes community events to attract visitors and offer activities for members of the community



Scan this code on your phone to visit
exploremenomonie.com

Did You Know?

As a Chamber Investor, your business receives additional exposure to visitors in Dunn County.

Marketing Opportunities



The Menomonie Area Chamber is proud to offer many marketing opportunities for Chamber investors. Opportunities are available throughout the year.

DESTINATION GUIDE

The Menomonie Chamber & Visitor Center produces a Destination Guide every other year. This guide is one of the primary resources for visitors and new residents. As an included benefit of your membership, your business name is included in the guide. Additional display ads are offered to Chamber investors at a discounted rate. Destination Guides are distributed both locally and throughout the state of Wisconsin.



Destination Guide

Did You Know?

More than 10,000 destination guides are printed and distributed to promote our community!



Let's talk numbers . . .

Jan-October 2021

Update numbers below

MENOMONIECHAMBER.COM

- 183,221 Page Views
- 65,397 Search Hits
- 3,644 Linkouts

@MENOMONIECHAMBER

- Instagram Followers: 778
- Facebook Followers: 4,049

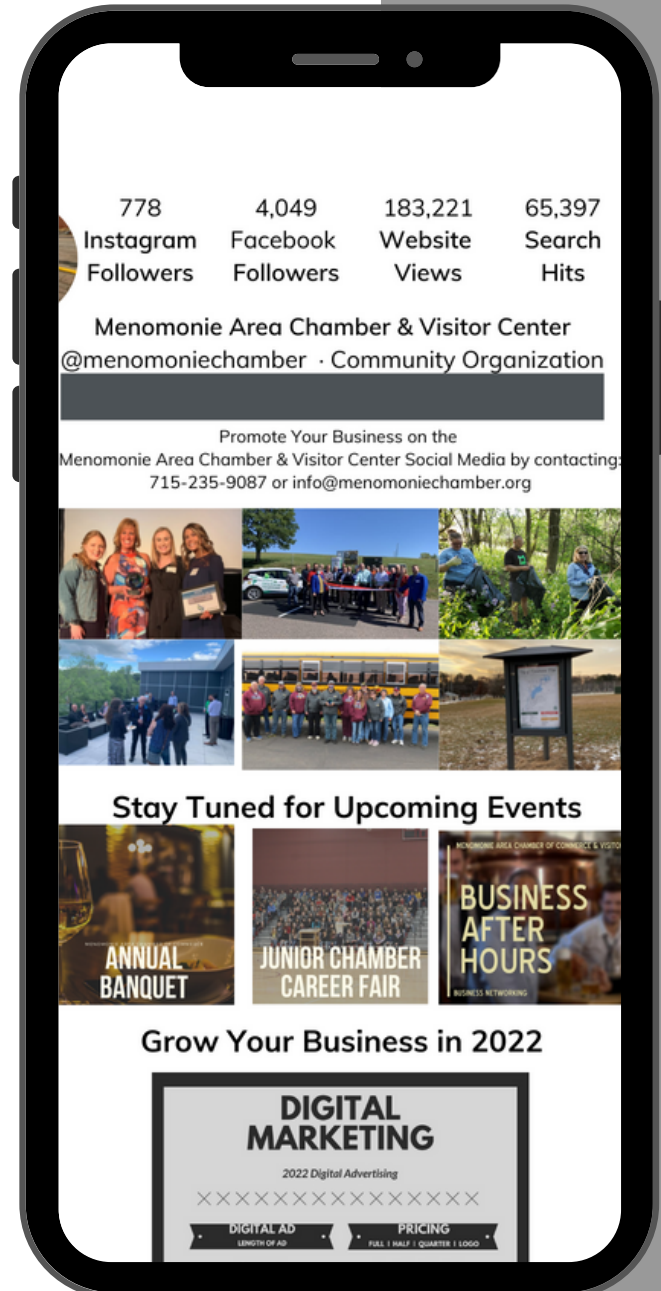
Individual Business Numbers

Did you know that we collect data on how many website visitors are searching for your business or clicking on your directory listing?

Contact programs@menomoniechamber.org to learn more about your individual analytics

MENOMONIE AREA CHAMBER & VISITOR CENTER

1125 N Broadway St. | Suite #3 | Menomonie WI 54751
715-235-9087



DIGITAL MARKETING	
2022 Digital Advertising	
XXXXXXXXXXXXXXXXXXXX	
DIGITAL AD	PRICING
LENGTH OF AD	FEEL HALF QUARTER LOGO



Maximize Your Investment

Your Chamber investment is a lot like a gym membership. The gym offers a number of tools to help you achieve your goals: free-weights, treadmills, stair-steppers. But if you don't use these tools, you won't achieve your fitness goals.

Similarly, the Chamber offers many tools that can help you achieve your business goals. Your online business listing helps you gain exposure by utilizing google search engine optimized keywords. Timely tools like our COVID-19 Resource Guide help you keep moving forward through the good days and the bad. We invite you to be part of the growth of the Menomonie Area Chamber & Visitor Center and the community, and to make the Chamber your most valued business partner.

Check these steps off your list and get started maximizing your Chamber investment today:

- ☐ Refresh your member listing on menomoniechamber.org
- ☐ Maintain an up-to-date business and representative listings
- ☐ Post a job opening, event, news release, or hot deal in your member portal
- ☐ Drop off your marketing literature/business cards to display at our office
- ☐ Follow the Chamber on Facebook, Instagram and Tik Tok for regular updates

Online Tools



menomonie area
CHAMBER & VISITOR CENTER



Logged in

Account Settings ▾



Home



Directory



Events



Resources



Reports



News



Settings

Shortcuts

Personal Information

Company Information

Hot Deals

Member To Member Deals

News Releases

Job Postings

MarketSpace

Request for Proposals

Home

Welcome Message

Read Later

ChamberMaster is your direct connection to the Menomonie Area Chamber of Commerce. As a member of the Menomonie Area Chamber of Commerce you have the opportunity to market your business to consumers visiting <http://www.menomoniechamber.org> by enhancing your informational [home page](#) with [pictures](#) and [text](#). You can also post [hot deals](#), [job openings](#) and [events](#), add [keywords](#) to help consumers find you when they run searches, and run reports to see hit statistics for your home page and other advertised items.

Whether at work, at home, or traveling, anywhere that you have access to the internet you will be able to edit your information by logging into the ChamberMaster website. If you have any questions regarding this site please contact your Menomonie Area Chamber of Commerce representative.



Text



Link



Photo



Video

Post expert advice, tips or just something from your day.

All Favorites

Filter ▾



Alexandra Bates

University of Wisconsin-Stout

Student Processing Specialist

Monday, November 15, 2021 3:44 PM · Like · Comment · 0



Alexandra Bates

University of Wisconsin-Stout

Upcoming Events

13

DECEMBER 2021

2021 Business After Hours

December - Holiday Party

Join the Chamber team on Monday, December 13 from 5-7 PM for the

... see more →

Member Profile

Refer a Business for Membership



Refer others to the Menomonie Area Chamber of Commerce.

MemberPlus

NEW LOOK

Free app that provides instant access

Post job openings, news releases, events, and more!
Access resources and analytics specific to your business.



What Are Chamber Checks?

Anyone can buy Chamber Checks and give them as gifts, as a thank you, or just because. Chamber Checks can be purchased from the Menomonie Area Chamber & Visitor Center's office in increments of \$5 - \$50.

How can my business use Chamber Checks? Local businesses use Chamber Checks for employee rewards, customer appreciation, as a marketing tool, and for various other programs.

Chamber Checks are valid at participating Chamber investor businesses, which means we are directing customers to your location and encouraging our community to support local businesses.

Getting Started . . .

- ☐ Sign up with the Chamber at menomoniechamber.org.
- ☐ When presented with a Chamber Check as payment, investor businesses accept it as a normal check and provide cash back if applicable.
- ☐ If you notice a Chamber Check is 90 days past the issue date, contact the Chamber office and we will issue you a replacement check.
- ☐ Your business will be listed as a participating investor.
 - Optional business ad space available to increase business visibility

Did you know?

In 2020, the Chamber issued more than 2600 Chamber Checks that collectively totaled \$74,000!

Investment Schedule

Employee-Based Investment Levels

1-3 full time employees	\$ 308
4-8 full time employees	\$ 337
9-12 full time employees	\$ 364
13-15 full time employees	\$ 380
16-19 full time employees	\$ 472
20-29 full time employee	\$ 567
30-39 full time employees	\$ 692
40-49 full time employees	\$ 787
50-74 full time employees	\$ 890
75-99 full time employees	\$ 1014
100-124 full time employees	\$ 1121
125-149 full time employees	\$ 1282
150-174 full time employees	\$ 1405
175-199 full time employees	\$ 1525
200-300 full time employees	\$ 1781
301-400 full time employees	\$ 2144
401-500 full time employees	\$ 2589
501-600 full time employees	\$ 2985
601-700 full time employees	\$ 3371
701-800 full time employees	\$ 3876
801-900 full time employees	\$ 4384
901-1000 full time employees	\$ 4877
1001-1500 full time employees	\$ 5221
1501-2000 full time employees	\$ 6542
Over 2000 full time employees	\$ 7536

**** \$35 one-time administrative
fee for new member investors****

****Administrative fees do not apply to: Returning Investors, Second Businesses and Additional Realtor****

FINANCIAL INSTITUTIONS

\$32.25 per million of assets in Dunn County
as of December 31st.

*includes banks, savings banks and credit unions

PROFESSIONAL

\$308 for first licensed professional
\$92 for each additional licensed professional
\$14.07 each full time equivalent over 3

*Includes accountants/CPA's, architects, chiropractors,
dentists, doctors, engineers, funeral directors, financial
representatives, lawyers, pharmacists

LODGING ENTITIES

\$308 for first 10 units
\$5.69 per unit for 11 - 200 units

INDIVIDUALS & COUPLES

Individual \$88 Couples \$113

*Includes retired business executive, elected officials, and
others not associated with a business organization

NON-PROFIT, SERVICE CLUBS, ORGANIZATIONS, CHURCHES

\$184 each (Rotary, Lions, American Legion, etc.)

*Must provide Determination Letter

REALTY - ADDITIONAL REALTOR

Agency fee -\$308 | \$92 per additional Realtor

MULTIPLE BUSINESS

\$48 for second business

*Same category - combine full time employees

**unrelated businesses with the same owner do not qualify

Investments are Annual Calculations

Remittance of your investment may be split to accommodate your individual needs.

Please contact us for more information.

Annual Investors dues are auto-billed unless otherwise notified in writing



Let's Connect!



INFO@MENOMONIECHAMBER.ORG



[HTTPS://MENOMONIECHAMBER.ORG](https://MENOMONIECHAMBER.ORG)



[MENOMONIE AREA CHAMBER & VISITOR CENTER @MENOMONIECHAMBER](#)



[@MENOMONIECHAMBER](#)



[@MENOMONIEWICHAMBER](#)



715-235-9087



1125 NORTH BROADWAY STREET SUITE #3
MENOMONIE WI 54751

