

2021

MENOMONIE AREA CHAMBER & VISITOR CENTER

# MEMBERSHIP GUIDE



menomonee area  
CHAMBER & VISITOR CENTER

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PAY TO THE ORDER OF *Junior Chamber Scholarship* DATE *7/24/2020*  
*one thousand dollars* 100.00 DOLLARS  
to Chamber Center Fund  
MEMO *Scholarship* Menomonee Area Chamber  
:0012345653 : 24675433243 : 0243

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*"The strength of the Chamber lies in its membership . . ."*

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 membership. Collectively, we can accomplish what no one could do individually. If you are seeking exposure, creative ways to reach new customers/market your business, or 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.



# Hello friend!

Thank you for reaching out for information about investing in Menomoneie Area Chamber of Commerce membership investment and/or engagement opportunities! We hope that you will find the information in this packet helpful, but we know there is a lot to consider. We pride our Chamber in providing personalized communication and we hope to hear from you with questions, ideas, suggestions and feedback on how we can partner together.

In our community, it is vital that our local businesses work together and support one another and the Chamber team is dedicated to helping your local business survive and thrive. In addition to our regular programming and events that drive business to our local economy, the Chamber has stepped up during the pandemic to meet the unique challenges that our member businesses are facing. We created a COVID-19 Resource web page to help you navigate this turbulent time, we have been your voice in communicating needs and challenges to the local and state administration, and we have increased our member investor marketing and spotlights in order to boost visibility and encourage local spending. Our goal is always to be a catalyst, convener and champion for your business and our community.

While we will still be hosting our typical connection events and professional development programming, the platform in which we offer them will be dependent on local guidance for health and safety.

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 Menomoneie Area Chamber & Visitor Center Team



*Ashley*  
Chief  
Executive  
Officer  
ceo@



*Melissa*  
Program  
Manager  
programs@



*Lori*  
Office  
Assistant  
info@



*Kimberly*  
Tourism  
Manager  
tourism@



*Maya*  
Program  
Coordinator  
marketing@

# Why join The Chamber?



## 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
- Member spotlights
- Additional marketing options available



## EXPAND YOUR NETWORK

- Business After Hours
- Business Showcase
- Membership appreciation
- Meet Menomonie
- Annual Golf Outing
- Annual Awards Banquet
- Various social events throughout the year



## 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 policy makers
- Organizing and facilitating advocacy events
- Providing letters of support for specific advocacy issues



## OPPORTUNITIES

- Professional development options
- Professional and personal growth through committees
  - Ambassadors
  - Workforce & Education
  - Young Professionals
- Exemplify leadership as a Board of Directors member



## 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

**THE CHAMBER ACTS AS A HUB FOR RESOURCES  
AND STREAMLINES RELEVANT INFORMATION  
FOR THE BUSINESS COMMUNITY**

**menomonie area**  
CHAMBER & VISITOR CENTER



**Our new location!**

**Wilson Creek Office Park  
1125 N Broadway Street  
Suite #3  
Menomonie WI 54751**





# Membership Investment Schedule

## Employee-Based Investment Levels

1-3 full time employees.....	\$ 302
4-8 full time employees.....	\$ 330
9-12 full time employees.....	\$ 357
13-15 full time employees.....	\$ 372
16-19 full time employees.....	\$ 463
20-29 full time employee .....	\$ 714
30-39 full time employees.....	\$ 678
40-49 full time employees.....	\$ 771
50-74 full time employees.....	\$ 872
75-99 full time employees.....	\$5 994
100-124 full time employees.....	\$ 1099
125-149 full time employees.....	\$ 1256
150-174 full time employees.....	\$ 1377
175-199 full time employees.....	\$ 1495
200-300 full time employees.....	\$ 1746
301-400 full time employees.....	\$ 2102
401-500 full time employees.....	\$ 2538
501-600 full time employees.....	\$ 2927
601-700 full time employees.....	\$ 3305
701-800 full time employees.....	\$ 3800
801-900 full time employees.....	\$ 4298
901-1000 full time employees.....	\$ 4782
1001-1500 full time employees .....	\$ 5118
1501-2000 full time employees .....	\$ 6414
Over 2000 full time employees .....	\$ 7388

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

## FINANCIAL INSTITUTIONS

\$31.62 per million of assets in Dunn County as of December 31st.

\*includes banks, savings banks and credit unions

## PROFESSIONAL

\$303 for first licensed professional  
\$90.78 for each additional licensed professional  
\$13.80 each full time equivalent over 3

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

## LODGING ENTITIES

\$303 for first 10 units  
\$5.58 per unit for 11 - 200 units

## INDIVIDUALS & COUPLES

Individual \$87                  Couples \$111

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

## NON-PROFIT, SERVICE CLUBS, ORGANIZATIONS, CHURCHES

\$181 each (Rotary, Lions, American Legion, etc.)

## REALTY - ADDITIONAL REALTOR

\$91 per additional

## MULTIPLE BUSINESS

\$47 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.



# Are you **MAXIMIZING YOUR MEMBERSHIP?**

Your Chamber membership 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 membership today:

- Refresh your member listing on [menomoniechamber.org](http://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 and Instagram for regular updates



# Member Information Center



Menomonie area  
CHAMBER & VISITOR CENTER



Account

- Home
- Directory
- Events
- Resources
- Reports
- News
- Settings

## Home

- Home
- Business Information
- Company Information
- Hot Deals
- Member To Member Deals
- News Releases
- Meetings
- WebSpace
- Request for Proposals

### 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

### Upcoming Events



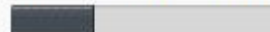
NOVEMBER

#### 2020 Holiday Raffle

Keep the cheer here and  
holiday in your hometown

### Member Profile

Your Company Profile



UPDATE

### Refer a Business for M



Refer others to  
Menomonie Area  
Commerce.

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



# Who Buys 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, marketing and other programs.

Chamber Checks may only be redeemed at participating Chamber member investor businesses, which means we are directing customers to your location!

## Getting Started . . .

- Sign up with the Chamber, [menomoniechamber.org](http://menomoniechamber.org)
- When presented with a Chamber Check as payment, accept them as a normal check
- 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
- Free business listing for participating investors
  - Optional business ad space available to increase business visibility

## Did you know?

In 2020, the Chamber issued over 2,600 Chamber Checks that collectively totaled \$74,000!



# Marketing Opportunities



The Menomonie Area Chamber of is proud to offer many marketing opportunities for Chamber member investors. Please keep an eye out for additional strategies offered throughout the year.

## DESTINATION GUIDE

The Menomonie Chamber & Visitor Center Destination Guide is one of the primary resources for visitors and new residents. Your business name is included in the directory listing as an included benefit of your membership investment. Additional ads are offered to Chamber member investors at a discounted rate. Destination Guides are printed every other year and distributed both locally and throughout the state of Wisconsin.



*Destination Guide*

### Did You Know?

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

# Event Marketing

Looking for marketing opportunities? We offer a wide variety of solutions.

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## ANNUAL BANQUET - APRIL (VIRTUAL)

Platinum \$3000 Gold \$2000 Silver \$750 Bronze \$500 (Award) Table \$50

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## JUNIOR CHAMBER CAREER FAIR - APRIL (VIRTUAL)

Platinum \$500 Gold \$250 Silver \$125

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## GOLF OUTING - AUGUST

Platinum \$1500 Gold \$1000 Silver \$750 (door prize) Bronze \$500 (bev. cart) Hole \$300 Cart \$50

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## LEADERSHIP MEMORIE - SEPTEMBER-MAY

Platinum \$1500 Gold \$450 Silver \$250 (Afterglow)

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## MEET MEMORIE - SEPTEMBER

Platinum \$750 Gold \$250 Silver \$100

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## BUSINESS SHOWCASE - NOVEMBER

Platinum \$750 Gold \$250 Silver \$100

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## HOLIDAY PARTY - DECEMBER

Platinum \$500 Gold \$250

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## BUSINESS AFTER HOURS - EVEN MONTHS ONGOING

In-Kind Venue | Food / Drinks

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## YOUNG PROFESSIONALS & BUSINESS PROFESSIONALS - ODD MONTH / QUARTERLY - ONGOING

Platinum \$500 Gold \$250

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## Individual Digital Marketing

Publication in monthly newsletter, posted on website and social media. Full page ad also featured on lobby television

- |             |                   |  |                   |  |                      |  |              |
|-------------|-------------------|--|-------------------|--|----------------------|--|--------------|
| • 1 Month   | Full Page - \$100 |  | Half Page - \$50  |  | Quarter Page - \$35  |  | Logo - \$20  |
| • 3 Months  | Full Page - \$250 |  | Half Page - \$125 |  | Quarter Page - \$85  |  | Logo - \$40  |
| • 6 Months  | Full Page - \$450 |  | Half Page - \$225 |  | Quarter Page - \$150 |  | Logo - \$75  |
| • 9 Months  | Full Page - \$600 |  | Half Page - \$300 |  | Quarter Page - \$210 |  | Logo - \$100 |
| • 12 Months | Full Page - \$750 |  | Half Page - \$375 |  | Quarter Page - \$250 |  | Logo - \$125 |
- 

## BANNER AD

\$150 - 1 month | \$300 - 3 months | \$575 - 6 months

\$850 - 9 months | \$1000 - 12 months

\*Featured on Chamber website and lobby television

## TARGETED EMAIL - PER COMMUNICATION

\$150

## CHAMBER CHECK AD SPACE (1 YEAR)

\$175

## MEMBER LISTING - PRINTED ADDRESS LABELS

\$50





Newsletter & E-Blast Ads

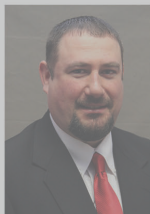
SPRAINED?  
TORN?  
BROKEN?

Prevea Orthopedics  
can fix it, right here in  
Menomonie.



The right benefits  
can make a difference

When you have key employees  
that play important roles in your  
organization, recruiting and  
retaining the right talent can  
make a difference. Contact us to



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Insurance Co (except where noted)

# DIGITAL MARKETING

## 2021 Digital Advertising



### DIGITAL AD

#### LENGTH OF AD

- One Month
- Three Months
- Six Months
- Nine Months
- Twelve Months

### PRICING

#### FULL | HALF | QUARTER | LOGO

- \$100 | \$50 | \$35 | \$20
- \$250 | \$125 | \$85 | \$40
- \$450 | \$225 | \$150 | \$75
- \$600 | \$300 | \$210 | \$100
- \$750 | \$375 | \$250 | \$125

### TARGETED EMAIL

- Digital Communication
- Member Exclusive

\$150 per Communication

### BANNER AD

- One Month - \$150
- Three Months - \$300
- Six Months - \$575
- Nine Months - \$850
- Twelve Months - \$1000

### OTHER

- Chamber Check Ad Space - \$175.00
- Holiday Raffle Sponsor - \$250.00
- Member Listing - Printed Labels - \$50.00
- Event Marketing - See individual event



Mathiowetz, PA-C  
Assistant

Prevea Orthopedics.

8375 or  
m/hello.

Commercial  
25-Year Fixed

2.41

FINANCE, BUY OR

Mike Dieckman  
Vice President & Loan Officer  
Direct (715) 598-9956  
mdieckman@wbd.org

WBD Your Business  
Finance Resource



# Let's talk numbers . . .

Jan-Dec 2020

## MENOMONIECHAMBER.COM

- 54,570 web participation
- 12,456 search hits
- 4,449 linkouts

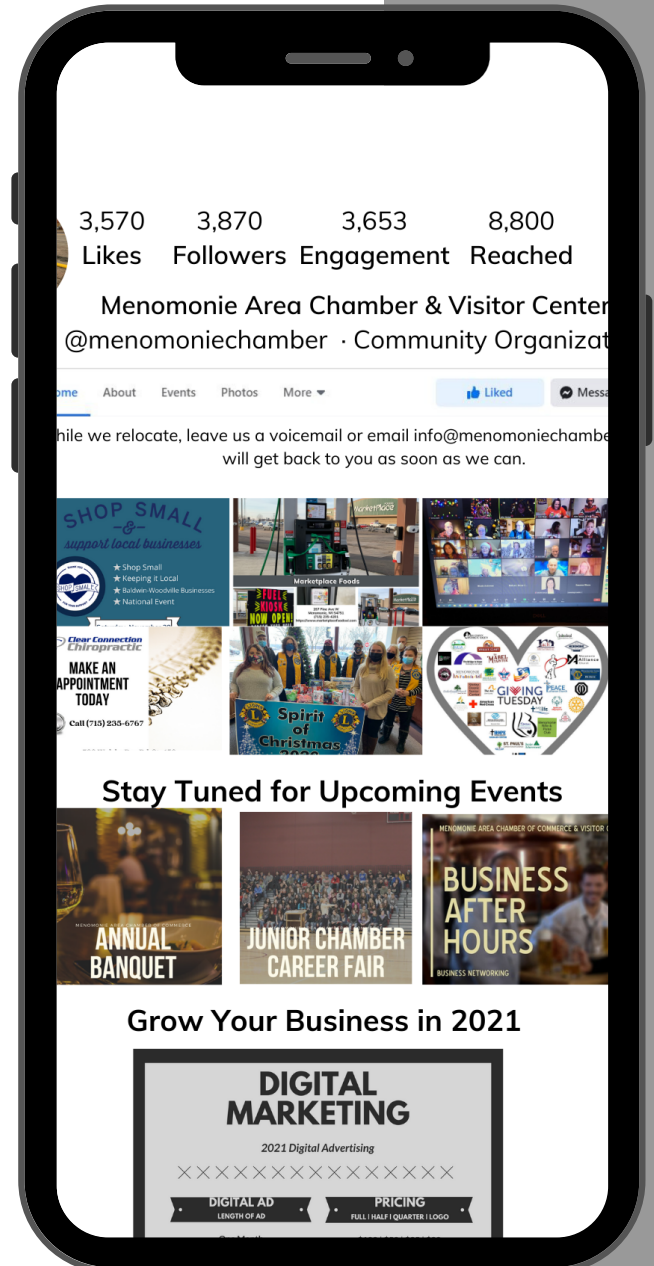
## @MENOMONIECHAMBER

Instagram Followers: 657

Facebook Followers: 3,870

## Individual Business Numbers

Contact [programs@menomoniechamber.org](mailto: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

# Networking & Business Connections



The Chamber provides networking opportunities to bring Chamber member 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 members in an informal setting where you can share business information and create new contacts.

## **ANNUAL CHAMBER BANQUET**

This much anticipated social event celebrates our Chamber members, 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 SHOWCASE**

Designed to allow businesses to expand their reach. Chamber members can sell and promote goods and services to the community and/or use the event to attract new employees. Interact with other business professionals during the event to maximize exposure.

## **GOLF OUTING**

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

## **MEET MENOMONIE**

We partner with University of Wisconsin-Stout to introduce member businesses to new students and staff. This event connects members with thousands of new contacts and potential employees!

## **JUNIOR CHAMBER CAREER FAIR**

This event gives member 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 answer any questions they may have. This event will allow employers to build connections with local high school students and inform students what they do, benefits of the business, growth 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.

# Annual Chamber Awards

Awards are presented at the Annual Banquet for the previous calendar year.  
Nomination forms are available December - January.

## **BUSINESS OF THE YEAR**

This current Chamber member has made significant and exceptional contribution to the local and regional economy, through expansion or retention of employment, involvement in community service and activities that enhance the quality of life of the area. Business must employ more than 20 full-time employees.

2019 award winner: Keyes Chevytown

## **CHAMBER LEGACY**

Must be an individual who has been active or financially supportive of the Chamber for years of combined service as an individual or through their affiliated company.

2019 award winner: Mary Langford

## **GOOD NEIGHBOR**

Recognizes a person in the Menomonie area for his/her extraordinary personal volunteer service to their community. The nature of this individual's acts of service provided a contribution to the quality of life of individuals or groups in the greater Menomonie Area.. \* Not required to be a Chamber member.

2019 award winner: Marshall Schaefer

## **NONPROFIT OF THE YEAR**

Must be a current Chamber member and have made a significant contribution to the local community. Must positively impact our local community, making it a better place to live. This organization must be an established 501c3 nonprofit for 5 or more years.

2019 award winner: Community Foundation of Dunn County

## **SMALL BUSINESS OF THE YEAR**

This current Chamber member has made significant and exceptional contributions to the local or regional economy. Business must employ fewer than 20 full-time employees

2019 award winner: Cedar Falls Building Systems

## **DISTINGUISHED CITIZEN**

Recognizes a person that has provided extended period of continuing service and community involvement, added distinction to the area, provided service above individual or professional goals.

2019 award winner: Lowell Prange

## **FARM FAMILY OF THE YEAR**

Recognizes outstanding contributions to Dunn County's agricultural industry and their communities. The award honors families who are committed to profitable production of quality products in a competitive business environment and/or being a good steward of local farm land. \*Not required to be a Chamber member.

2019 award winner: Jeff Lake Farm Family

## **AMBASSADOR OF THE YEAR**

Ambassador of the Year is selected by the current Ambassadors.

2019 award winner: Brandi Gregory

## **FRIEND OF TOURISM**

Friend of Tourism is selected by the Tourism Commission.

2019 award winner: Menomonie Lion's Club





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

### Business Professionals

As a Chamber member investor, your business is able to present to the membership as a whole to provide a seminar, lunch n' learns, nothing but networking and more. As a Business Professional sponsor, receive your business logo on business related communication that is produced by the Chamber.

### Board of Directors

The Board of Directors are 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 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 third Thursday of each month.

Meet the Chamber team by visiting the website:

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



# Let's Connect!



[INFO@MENOMONIECHAMBER.ORG](mailto:INFO@MENOMONIECHAMBER.ORG)



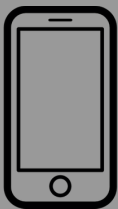
[HTTPS://MENOMONIECHAMBER.ORG](https://MENOMONIECHAMBER.ORG)



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715-235-9087



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