



# 2021

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# ANNUAL REPORT



**MIDDLETON**  
CHAMBER OF COMMERCE

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# FOCUSED ON CONNECTION

## Chamber Board President Message

Dear Stakeholders,

Throughout this pandemic, the Middleton Chamber has continued to focus on connecting our members to resources and each other. Programming was developed to help our members navigate how to market and promote their business during a pandemic, how to safely return to work, and how to make valuable connections virtually.

The Middleton Chamber continued to advocate and support economic development projects with sound and prudent judgment. Our organization advocated for minimal downtime for road construction that would affect downtown businesses – resulting in less obstacles for patrons of these vital businesses. We successfully worked with Middleton Area Development Corporation (MADC) and the City of Middleton to promote the Middleton Economic Relief Loan (MERL) Program – resulting in approximately \$600,000 of funds loaned to local businesses at extremely favorable terms. And our team coordinated and lead, with city administration and tourism, the relocation of a Baraboo based business to Middleton bringing 160 jobs with above median salaries.

We also welcomed 122 new members, successfully executed our “Big Three,” Sip Sample & Socialize, Bogey Boogie, and Sportober Fest, and provided 11 networking events and 40 professional development opportunities.

These incredible achievements were accomplished by all the hard work of the chamber staff, ambassadors, board of directors, and more importantly, by the continued support of our members.

It was my pleasure to serve as the Middleton Chamber Board President in 2021, and I look forward to all that we have planned in 2022.



Sincerely,

A handwritten signature in black ink that reads "Deana Porter".

Deana Porter  
2021 Board President  
Broadwing Advisors



# 2021 BOARD OF DIRECTORS & EX-OFFICIOS

Committed to Economic Growth

## Executive Committee



**Deana Porter**  
President  
Broadwing Advisors



**Mike Frank**  
Past President  
Frank Liquor Co - Frank Beer  
Distributors



**Peter Nagel**  
President Elect  
Nagel & Vanden Heuvel  
CPAs



**Sherry Mix**  
Secretary  
Elements Massage



**Ben Samson**  
Treasurer  
Park Bank

## Board Of Directors



**Ashley Brodd**  
North Central Hotel Group



**Brenda Delabarre**



**Connor Meloy**  
Automation Components



**Rosa Pauls**  
Pauls Design & Construction



**Jessica Regele**  
The Regal Find

## Ex-Officio Board Members



**Jane Simon**  
State Bank of Cross Plains



**Mike Davis**  
City Administrator  
City of Middleton



**Dana Monogue**  
Superintendent  
MCPSD



# CHAMBER STAFF

Committed to our Members



**Kate Miller**  
Executive Director



**Lisa Quam**  
Membership Development  
Manager



**Kristen Parent**  
Programs & Events Manager

## Our Mission

The Middleton Chamber of Commerce promotes a strong economy and a **high quality of life** for our **members** and **community**.

## Our Why

To be a **connected** business **community** that inspires, shares and learns from each other - so that we're able to **grow, succeed** and **contribute** to our greater **community**.

# AMBASSADORS & COMMITTEE LEADS

Working as an extension of the Chamber

## Meet Our Ambassadors

- Jennifer Kratochwill, Keva Sports - Ambassador Committee Chair
- Angi Allen, Guaranteed Rate - Ambassador Committee Co-Chair
- James Bailey, Vector 12 Graphic Design
- Kevin Campos, Campos Realty Group
- Diana Decker, Serendipity Labs
- Laurie Ellis-McLeod, AERIE Preferred Financial
- Val Hartjes, Park Bank
- Michelle Hauser, Beyond Pink
- Theresa Heintz, IncredibleBank
- Janelle Higgins, TRICOR Insurance
- Melissa LeGrand, LeGrand Real Estate
- Andrea Mace, brandhowse
- Troy Mitchell, Capitol Bank
- Ryan Paulsrud, AlphaGraphics Middleton
- Taylor Powless, Cardinal View Senior Living
- Shannon Ratchman, The Leukemia & Lymphoma Society
- Annie Schorbahn, NBC 15
- Jill Schubert, Gordon Flesch
- Kristi Warriner, Community CoWorks
- Andy White, First Weber

## Meet Committee Chairs

### Golf

- Vicki Buening, Reilly, Penner & Benton

### Sip, Sample & Socialize

- Megan Wencel, McClone Insurance
- Erika Wiskes, Borakove Osman

# MEMBER TESTIMONIALS

Hear what members are saying



*We have been Middleton Chamber members for over 15 years. I couldn't ask for better leadership and support from them and our wonderful community. If you don't believe me, join and find out. They are the best!!*

*- Lee Drapp, Ruth's Chris Steak House*



*The Middleton Chamber of Commerce has such a welcoming experience and a real sense of community among its members! The entire staff and chamber members generally care about you and your business.*

*- Jill Schubert, Gordon Flesch*



*The Middleton Chamber is THE MOST involved, active and engaged chamber I have ever been a part of!*

*- Erica Barker, ImpactLife*



*The Middleton Chamber has been an incredible resource in the community to find and connect with veterans and military spouse business owners we may have otherwise not have met. I've also had the pleasure to see firsthand The Chamber serve and help our local businesses make it through a trying year.*

*- Jesse Rozmarynowski, Bunker Labs*



*The Middleton Chamber of Commerce's onboarding of new members is truly something to be envied. I'm excited to be a part of this dynamic group!*

*- Judy McNeal, QB's Magnetic Creations*

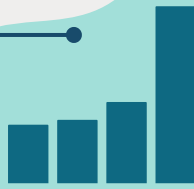


It's all about the data.  
**2021 Review**

**9,178**  
Member Contacts

**New Members**

2018: 36  
2019: 39  
2020: 50  
2021: 122

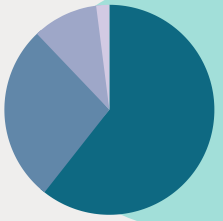


**20**  
Ambassadors



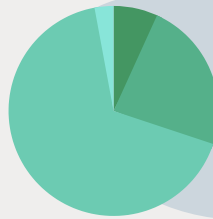
**Income by Percentage**

60% Dues  
27% Sponsorships  
10% Events  
2% Other



**Expenses by Percentage**

7% Programs  
24% Admin  
69% Payroll  
1% Other



**66**  
Member Sponsors

**40**  
Education Events



**11**  
Networking Events



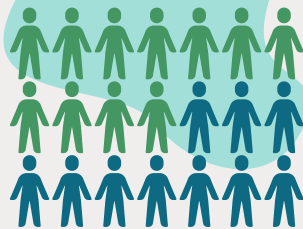
**1/3**

**The Big 3**

One third of our members attended at least one of the Big 3 (Bogey Boogie, Sip, Sample & Socialize or Sportober Fest)

**Event Attendees**

2,245 event registrations in 2021



**Website Home Page Visits**

**77,145**



**f** **2,182**  
Followers

**i** **1,287**  
Followers

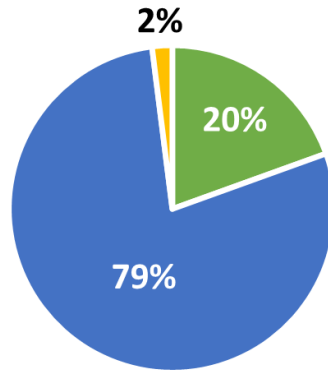
**in** **1,466**  
Followers

# 2021 MEMBERSHIP SURVEY

## Demographics of our Members

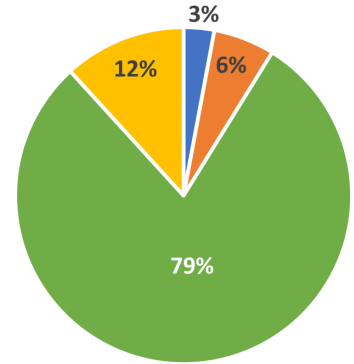
Are you (or the business you work for) minority owned?

■ Yes ■ No ■ I'm not sure



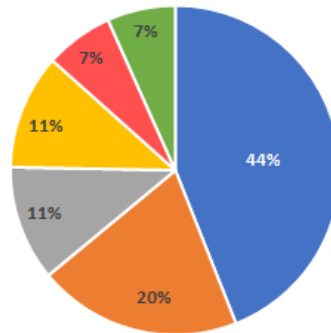
If minority owned, which applies?

■ African American Owned ■ Hispanic Owned  
■ Women Owned ■ Veteran Owned



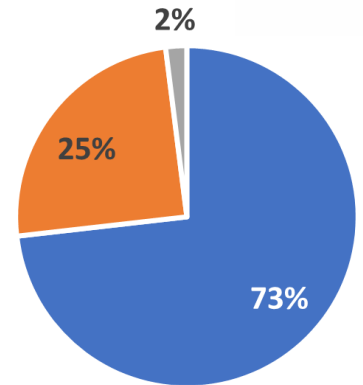
What is your position within your organization?

■ CEO, Owner, President ■ VP or Director  
■ Manager ■ Sales Executive  
■ Associate ■ Other



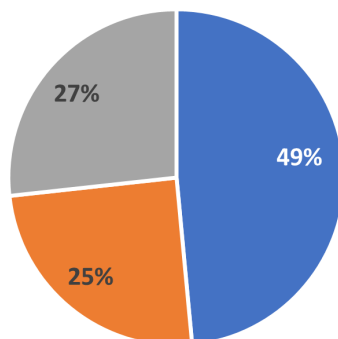
Has your business been negatively affected by COVID-19?

■ Yes ■ No ■ Not Sure



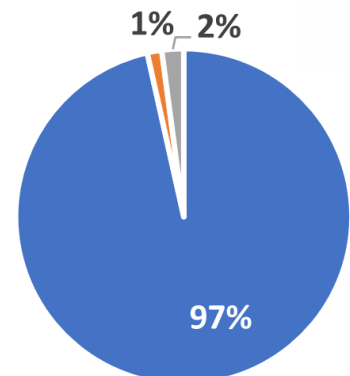
When we return to in-person events, would you like to have a virtual option?

■ Yes ■ No ■ Not Sure



Would you recommend other businesses to join the Chamber?

■ Yes ■ No ■ Not Sure



# EXECUTIVE SUMMARY

## A message from the Executive Director

Dear Middleton Chamber of Commerce Members,

To ensure that the Middleton Chamber of Commerce continues to provide value through networking, professional development, programs, and advocacy, a survey was sent to our members in January. The ten-question survey was strategically formulated around our core pillars: Facilitate, Advocate, Communicate, and Educate.

Questions were structured to receive the most accurate data that would provide us with the information we need to develop programs around the specific concerns of the Middleton business community. We received 150 business responses with industries ranging from retail and restaurants to manufacturing and professional services.

Survey responses provided guidance and discussion points for the Middleton Chamber of Commerce staff and Board of Directors. After analysis of the results, we started working to immediately address topics of importance, including: additional communication around COVID-19 resources, stronger focus on advocacy and collaboration, developing more ways to connect members, and providing micro-focused programming.

The survey results and our response and actions taken to provide additional value to our member benefits are outlined on the following pages. We are grateful to our membership for their feedback as this shaped much of our 2021 strategy and focus. We are proud of what we were able to accomplish to help support our members and provide even more value in their membership benefits.



Sincerely,

A handwritten signature in black ink that reads "Kate Miller". The signature is written in a cursive, flowing style.

Kate Miller  
Executive Director



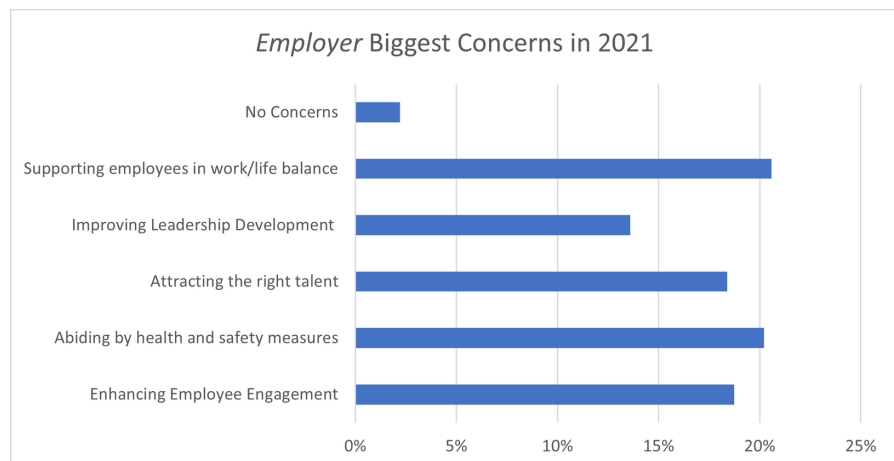
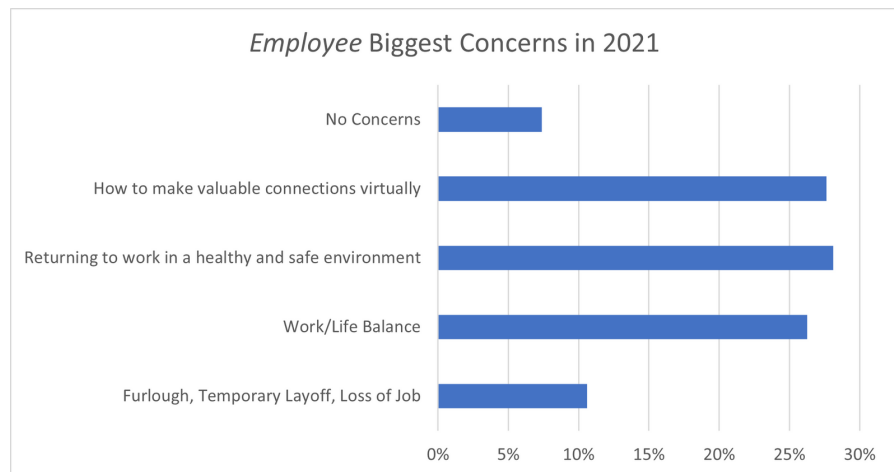
# 2021 MEMBERSHIP SURVEY

## Employee & Employer Concerns

Employees were concerned about safely returning to work, figuring out how to make connections virtually, and finding ways to maintain a work/life balance in the new virtual office environment. Employer's top concerns were making sure they support their employee's work/life balance, ensuring they were abiding by health and safety measures around COVID, and being able to engage employees in a virtual office environment.

Based on this feedback, additional programming was implemented, such as, "Health and Safety Considerations for Your Business," "Returning to Work, What Employers Want to Know," and "The Impact of COVID-19 on Mental Health."

To help our members make valuable connections in a virtual world, new software was purchased to allow members to participate in one-on-one networking with each other virtually, and additional group networking opportunities were provided before and after professional development programs.





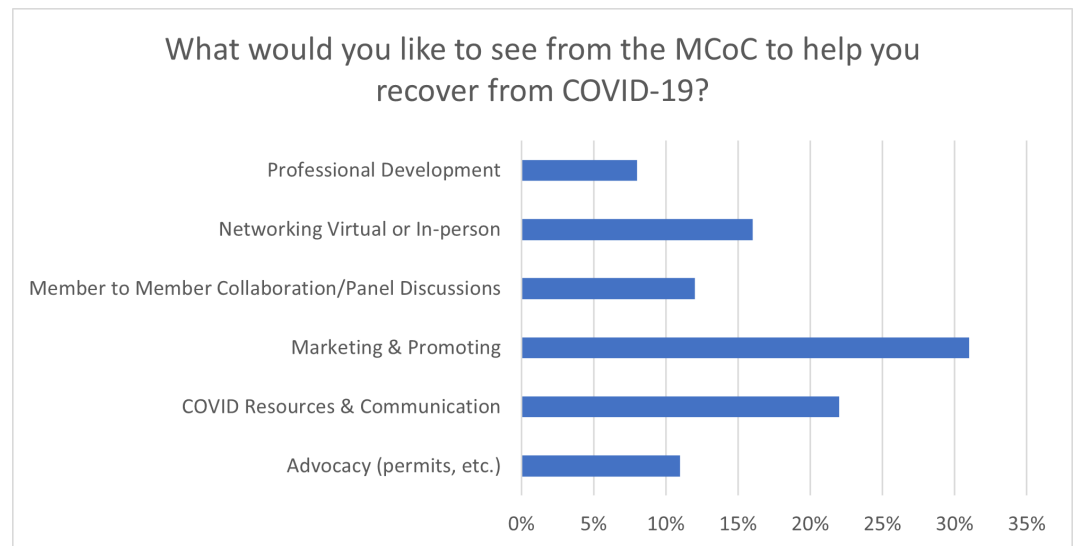
# 2021 MEMBERSHIP SURVEY

## Chamber Assistance in COVID-19 Recovery

When asked how the Middleton Chamber of Commerce could assist businesses recover from COVID-19, assistance with Marketing & Promoting the business community was the number one response followed by providing COVID Resources and Communication.

Programming around free dynamic marketing tools available to our members was added. Three “We’re Open,” videos were professionally produced and showcased over 30 business members. These videos were provided to participating members at no cost and were heavily marketed and promoted.

We continued to foster the public/private partnership between Middleton’s city departments and the chamber to ensure we were working collaboratively to support our community. The website resource page was expanded and direct communications were segmented and sent to specific members that were eligible to apply for COVID-19 relief loans and grants.

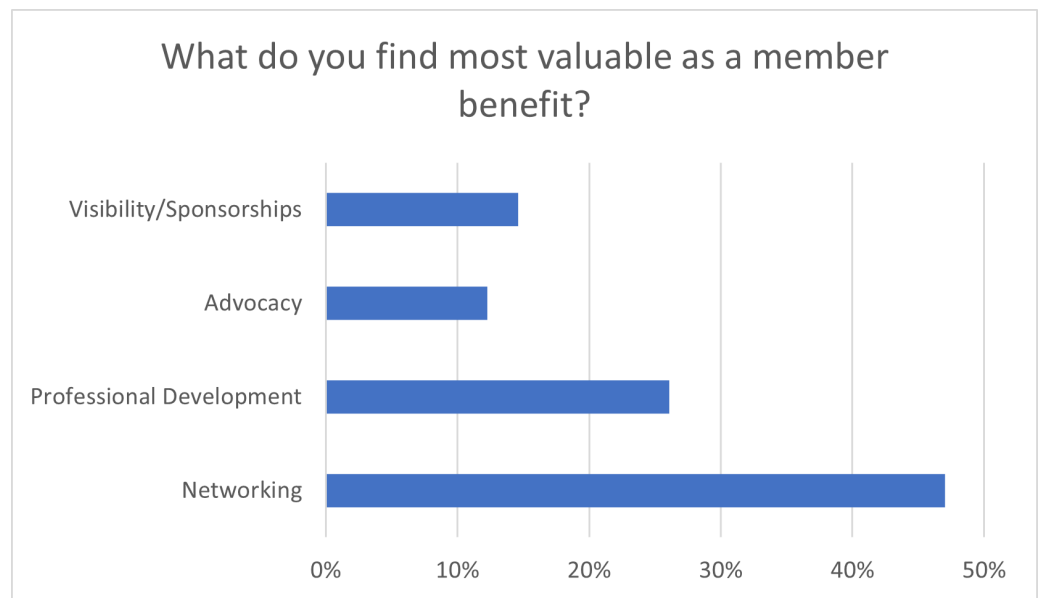


# 2021 MEMBERSHIP SURVEY

## Most Valuable Member Benefit

It was no surprise that the top two most valued member benefits were networking and professional development. To help our members make valuable connections in a virtual world, new software was purchased to allow members to participate in one-on-one networking with each other virtually and additional group networking opportunities were provided before and after professional development programs.

We took advantage of being able to gather safely outdoors with our team-building event, "Sportober Fest." Over 175 attendees were able to make connections and have fun while team-building at Keva Sports complex.



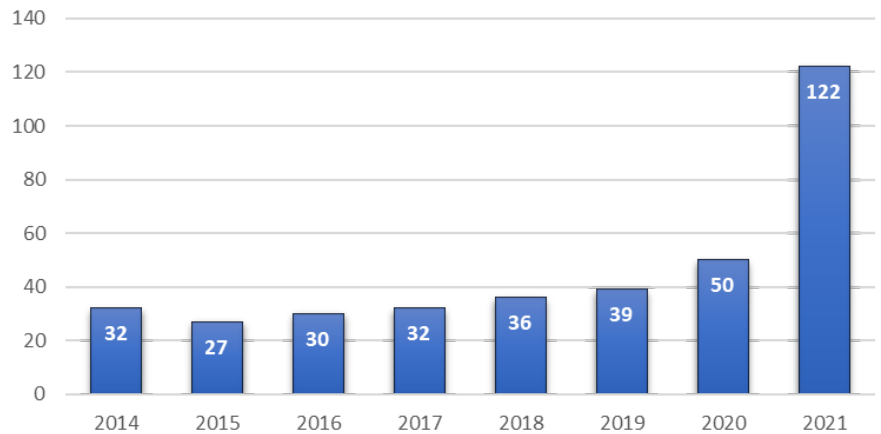


# STATISTICS & BENCHMARKING

## 2021 Recruitment & Retention

Recruitment and retention was a strong focus in 2021. Each quarter the plan was analyzed and results drove the next quarters efforts. These efforts proved to provide a significant increase in new members in 2021 compared to the last 8 years and resulted in a 73% conversion rate.

### New Members



### Member Contact Report



Retaining our current membership is extremely important to the organization. The 2021 retention plan included ways to increase member engagement and allowed the Chamber to give members an opportunity to share what they find valuable about their current membership benefits and support needed in a rapidly changing business environment.

The tremendous efforts put forth by the chamber staff and ambassadors gave valuable information that supported members in a variety of new ways. From additional professional development and networking opportunities to creative marketing and promotion, we increased membership, increased retention, and helped our businesses through year two of a pandemic.

# FINANCIAL REPORT

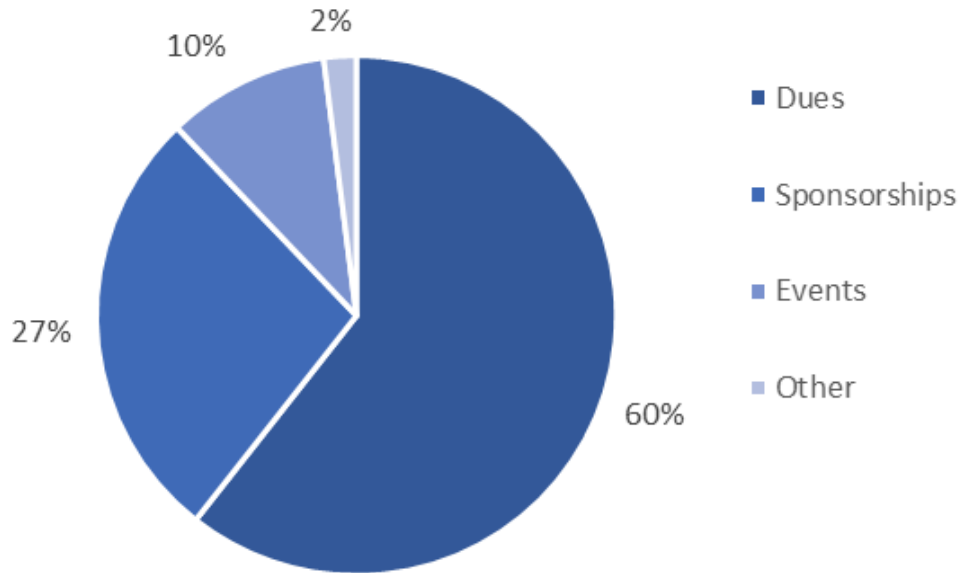
## Income & Expenses

2021 revenue reflects a decrease in the percentage of non-dues income. This is the result of COVID-19 restrictions on in-person events and the year-long mask mandate.

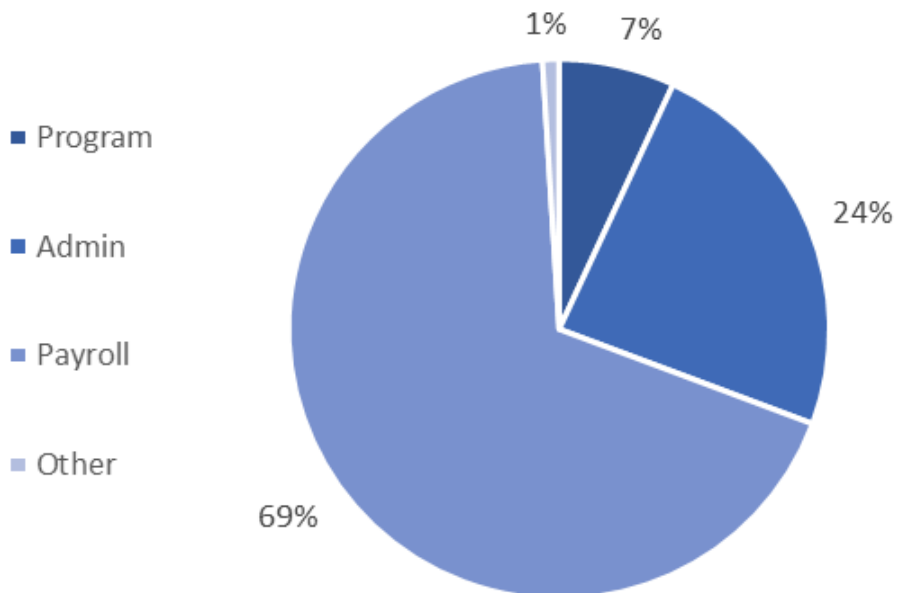
The Middleton Chamber applied for and received ARPA relief funds through the Payroll Protection Program and the Employee Tax Credit which helped make up for the non-dues revenue loss.

Expenses remained steady year-over-year with the exception of program expenses that decreased due to eliminating most in-person events.

### Income By Percentage



### Expenses By Percentage



# 2021 SPONSORS

## 66 Member Sponsors

It's because of our generous sponsors that the Middleton Chamber was able to provide free expanded educational development, networking, and team building. Thank you for your continued partnership and support.

- A&J Property Restoration
- Aaron Achenbach Insurance - State Farm
- The Alliance
- AlphaGraphics Middleton
- American Transmission Company (ATC)
- Artis REIT
- assemblage architects
- Automation Components, Inc
- Budget Blinds of Madison
- Capitol Bank
- Cardinal View Senior Living
- Celebrations Entertainment
- City Supply
- CMS of Madison
- Dream House Dream Kitchens
- ePac Flexible Packaging
- Fairway Independent Mortgage
- Floors for Less
- The Franchise Consulting Company
- Frank Beverage Group
- Guaranteed Rate - Middleton
- Group Health Cooperative of South Central WI
- Hausmann Group
- The Healthy Place
- Hilton Garden Inn
- Holiday Inn & Suites
- Holy Wisdom Monastery
- Iconica
- IncredibleBank
- J.H. Findorff & Sons
- Johnson Block & Company
- KMA, S.C.
- Kollath & Associates CPA
- LeGrand Real Estate
- Lerdahl
- Madison Top Company
- Marco Technologies
- Mid-West Family Madison
- Midwest Open MRI
- MG&E
- Monona Bank
- Nagel & Vanden Heuvel CPAs
- Neckerman Insurance Services
- Network Engineering Technologies (NET)
- Northwestern Mutual
- One Community Bank
- Orange Shoe Personal Fitness
- Park Bank
- Premier Retirement Partners
- The QTI Group
- Reynolds Urethane Recycling
- Reilly, Penner & Benton
- Sarah Best Strategy
- Schooley Mitchell
- State Bank of Cross Plains
- Summit Credit Union
- SutterChase Studios
- TDS
- Tingalls Graphic Design
- Tools of Marketing
- Top Promotions
- Total Wine & More
- Unity Point Health – Meriter
- Vista West
- X-Golf Middleton
- Yahara Software