

2023 MEMBER GUIDE

# Strengthen the Connection





## QUICK STATS FROM 2022

- **\$31,880**  
in Chamber Checks sold to support local businesses (100% of those dollars stay in the community)
- **76K engagements**  
through Discover Hudson and Chamber social media accounts
- **87K new users**  
(an 18% increase) viewed the combined local and tourism website HudsonWI.org
- **644K impressions**  
through the spring, regional Google Ad campaign
- **Regional coverage**  
in MN Monthly and Travel Wisconsin



STRENGTHEN THE CONNECTION WITH THE

## Hudson Area Chamber of Commerce & Tourism Bureau

**Looking back this past year, our businesses have continued to come together to overcome hurdles, including staffing challenges, supply chain issues, uncertainty with the economy, and more. We are proud of our efforts to enhance our community's awareness of businesses throughout the Hudson area through our social media promotions, continuing to grow the foundation, and support local initiatives.**

Looking forward, there are a lot of unknowns and work to be done. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business' success and helping you thrive in our community.

As the unified voice for businesses in the Hudson area, the Hudson Chamber is your advocate, supporter and promoter in the community. The chamber promotes a collaborative relationship among both member businesses and city and county officials to encourage a supportive business environment.

Your investment in the Hudson Area Chamber of Commerce & Tourism Bureau is an investment in your business. Your success is our success. Let us know how we can strengthen the connection for your business in 2023.



Leanne Van Allen  
Chair, Board of Directors



Mary Claire Olson Potter  
President

**Our 2023 priorities first focus on our business members, then grow to include our entire community, and support our organization as we continue to adapt as needed.**



### **MEMBER VALUE**

Now more than ever it is important that we deliver recognized value that results in creating awareness and interest in supporting local businesses.



### **CONNECTIONS**

Develop and coordinate engaging events throughout the year that address the needs of the members while meeting Chamber financial objectives.



### **PROMOTION**

Increase economic benefits of tourism by marketing the Hudson area, encouraging tourists to make Hudson their staycation and, eventually, their vacation destination.



### **RECRUITMENT AND ENGAGEMENT**

Develop partnerships with organizations, agencies, and educational systems to help Hudson area employers attract and retain the skilled workers they need to compete, and help engage those individuals in the community.



### **CHAMBER FOUNDATION**

Support the community financially with a focus on advancing education and workforce development initiatives within Hudson and the surrounding area.



**Haven't visited our new office at 219 Second Street?  
Make sure to stop by in 2023.**

# 2023 Member Guide | Strengthen the Connection

## MAXIMIZE YOUR VISIBILITY IN 2023:



Enhance your company page in our directory

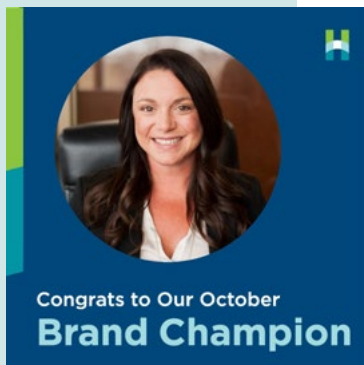


Add your own events to our calendar



Promote your company through one of our tools

Reach out to the Chamber if you need more information on any of these options. We're here to help you!



## STRENGTHEN YOUR INVESTMENT

# Get Involved

Maximize your membership investment and get involved in our programs, activities and committees. We need members to collaborate and there are many opportunities to participate, network and increase the visibility of your business. A membership-based, volunteer-driven organization like the Hudson Area Chamber thrives with the energy and involvement of everyone, and so does our community. The more you are involved, the more the Chamber can do, and the momentum is contagious.

## STANDING COMMITTEES

- Ambassadors
- Community Affairs
- Connections & Coffee
- Leadership Hudson Steering Committee
- Manufacturers Roundtable
- Membership Committee
- Non-Profit Roundtable
- Retail/Restaurant Committee
- Service Committee
- Tourism Committee

## EVENT COMMITTEES

- Annual Celebration
- Golf Tournament
- Have A Hudson Holiday
- Hudson Chamber MAX
- Hudson Christmas Tour of Homes
- Hudson Community Expo
- Hilltop Pumpkin Party
- Spirit of the St. Croix Art Festival

## TASK FORCES

- Events & Programs

## PROMOTING LOCALLY

# We Heart Hudson

In 2020 there was a real shift in our strategy to promote local audiences to support local businesses. Member businesses saw the positive impact this made for their business, and we continued with that strategy through the past two years, and will continue as we move forward in 2023. Hudson Has Heart was added to banners that hang on downtown light poles and they will be back again in 2023.

Using this momentum, we continue the Have a Hudson Holiday campaign, encouraging our community to shop small, support local, and purchase Chamber Checks. This has been a huge hit along with the Have a Hudson Holiday branded packaging.

In addition to these efforts, we want to drive even more local traffic to the Chamber Directory by highlighting different industries, activities, and topics through promoted social media posts. We are available to help all members with their listings and add more content.



## MEMBER TESTIMONIAL

“Prior to working at Minuteman Press of Hudson I was skeptical of the benefits a Chamber of Commerce could offer. What I have learned is that the Hudson Chamber of Commerce works tirelessly to promote the interest of our local business community, and to create and preserve the conditions that allow businesses to thrive.

There are great opportunities to network and volunteer at events that have enriched my career and business organization. I appreciate being able to network and learn while giving back to the business community- and it's fun!”

**Linda La Kosky Eng**  
Minuteman Press, Hudson



## PROMOTING REGIONALLY

# Follow Your Heart to Hudson

**The Hudson Area Chamber of Commerce & Tourism Bureau is proud to promote the Hudson area as a tourist destination for a variety of recreational activities. No matter the season, our tourism audiences are encouraged to follow their hearts to Hudson to discover a wide array of offerings.**

We are a valued community resource, responding to countless inquiries about local activities, amenities, businesses, transportation, and attractions. The Chamber distributes dining, lodging, and shopping guides, tourism information, county, city, and regional maps, relocation packets, destination and informational brochures, and special event details that continue to encourage an increase in visitors and tourism to our area each year.

The Hudson Area Chamber of Commerce & Tourism Bureau works with local organizations to promote events such as Hudson Hot Air Affair, Hudson Booster Days, RiverFest, Yellowstone Trail Heritage Days, North Hudson Pepper Fest, and other local sporting events.

The office includes information about Hudson and the surrounding area. Brochures and other informational materials provided by partnering destination marketing organizations are also available for easy trip-planning around the region and the state.

**The Chamber & Tourism Bureau** is a partner to the St. Croix Valley Regional Tourism Alliance, a non-profit collaboration of more than 100 area businesses, chambers and tourism organizations, and non-profit alliances in Wisconsin and Minnesota dedicated to promoting the St. Croix Valley. Each year, the Alliance publishes a comprehensive tourism magazine that highlights regional cities, resources, events and attractions.

**Our membership in the Wisconsin Hotel & Lodging Association** gives us a greater reach to attract overnight visitors. In addition, we are members of Destinations Wisconsin, which keeps us updated on legislative issues and state directives. Both of these organizations provide us with the opportunity to network statewide for the newest tourism industry trends.

## MOVING FORWARD WITH

# Events in 2023

**Check out our Annual Events for 2023 that offer many opportunities for sponsorship and promotion of your business. By supporting these events, area business people and the community will become familiar with your business and its products and services.**

## ANNUAL CELEBRATION

JANUARY 26, 2023

Celebrate 70 years at the Chamber's annual membership meeting honoring extraordinary community members, businesses, and organizations. We also present the Chamber's plan of action for the year.

## HUDSON COMMUNITY EXPO

MAY 7, 2023

Traditionally, this is where we "Discover the Best of the Hudson Area!" The Hudson Community Expo is a free event open to the public. It features children's activities, family entertainment, and a day full of activities geared to showcase products and services available in the Hudson area.

## GOLF TOURNAMENT

JUNE 26, 2023

The premier annual golf tournament in the Hudson area is a networking opportunity for members and a fundraiser for the Chamber.

## CHAMBER MAX

SEPTEMBER 14, 2023

Attend this event to learn more about Chamber Membership, Awareness, and eXperience. Learn how to get involved locally, enhance your business presence, discover professional opportunities, and find out what's new for 2023.

## SPIRIT OF THE ST. CROIX ART FESTIVAL

SEPTEMBER 23 & 24, 2023

The Chamber in partnership with The Phipps Center for the Arts presents this annual fall festival that attracts more than 9,500 attendees and features a large juried art fair, retail shops, businesses, community organizations, and restaurants as well as promotions, entertainment and events for the entire family.

## HILLTOP PUMPKIN PARTY & ROTARY HALLOWEEN PARADE

SATURDAY, OCTOBER 21, 2023

This free, fun event features activities the whole family can enjoy: decorating pumpkins, wagon rides, a costume contest for children, and much more. Businesses can sponsor a booth space to showcase their company.

## HUDSON CHRISTMAS TOUR OF HOMES

NOVEMBER 17-19, 2023

Now in its 37th year, the tour continues to feature lavishly decorated homes. Rooms will showcase exquisitely decorated themed trees and dining tables overflowing with whimsical ideas for today's decorating inspiration. Tour goers enjoy visiting four privately owned homes and the historic Octagon House.





**Membership in the Hudson Area Chamber of Commerce & Tourism Bureau is a great investment in supporting and growing your business. There are many opportunities to increase your business' visibility and further your marketing efforts.**



## TAKE ADVANTAGE OF

# Member Benefits

### NETWORKING

In 2023, we will continue to scale up networking events to include opportunities for small groups and outdoor events in addition to Zoom committee meetings.

### WELCOME TO THE HUDSON CHAMBER ORIENTATION

Welcome to the Hudson Chamber is a comprehensive membership orientation. In this session, you will learn about the Chamber's mission, member benefits, meetings and networking events, committees, and how to maximize the benefits of your Chamber investment. Attend this orientation to meet the staff and get the facts about how we can serve you and your business.

### GOOD MORNING HUDSON

Join other Chamber members to learn "what's hot" in the local business community. Program features include new member introductions, a business card/networking exchange and a guest speaker.

### SIMPLY CONNECT AM/PM

Before or after-hours free networking events designed to introduce you to member businesses, hosted at various member locations.

### CONNECTIONS & COFFEE

Join this monthly networking event to give an update on your business and sign up to be a featured presenter.

### LEADERSHIP DEVELOPMENT

Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program. This biennial program takes place a full day each month from September to June and brings together emerging leaders from all sectors of the Hudson area. Leadership Hudson is dedicated to providing a comprehensive learning experience that cultivates community leadership while participants explore key community issues and avenues of involvement. The next class starts September 2024.



## MARKETING

Businesses have multiple promotion options to choose from based on the level of awareness, price point, or placement. Request a detailed 2023 Sponsorship Opportunities brochure with details about these opportunities:

- Chamber Newsletter Business Briefs
- Chamber Newsletter Advertising
- Email Blast
- Event Calendar
- Hot Deals
- Job Postings
- Membership Directory
- Member Information Center
- Rack Cards
- Relocation Packet
- Ribbon Cuttings
- Sponsorships
- Website Advertising

## MEMBERS ONLY SERVICES

These services are offered to Hudson Area Chamber of Commerce & Tourism Bureau members exclusively:

- Ambassador Visits
- Business Referrals
- Chamber Checks – Support Local
- Member Mailing Labels
- Online Directory and Profile Page with increased visibility in 2023

## CHAMBER PARTNERSHIPS

The Chamber staff is not only working to expand your business reach through our organization, but also through many other community, regional and national organizations. Here are a few of the organizations where you are represented at with your membership:

- Destinations Wisconsin
- Momentum West
- St. Croix County Economic Development Corporation
- St. Croix Valley Regional Tourism Alliance
- Wisconsin Department of Tourism
- Wisconsin Chamber of Commerce Executives
- Wisconsin Hotel & Lodging Association
- Wisconsin Manufacturers & Commerce



## MEMBER TESTIMONIAL

“Membership in the Hudson Area Chamber of Commerce has provided me with great opportunities to network, learn, and serve in the Hudson community.

Serving on the Ambassador Committee was a great way to connect with local businesses and build relationships with others.

The Leadership Hudson program gave me the opportunity to learn about many of the key organizations and resources in the area. The Hudson Chamber will expand your network and help you grow personally and professionally.”

**Melissa Kraemer**  
**WESTconsin Credit Union**



## ABOUT THE

# Hudson Area Chamber of Commerce & Tourism Bureau

## BOARD

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## STAFF

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MISSION STATEMENT

**To provide value to and serve our members, promote a strong local economy, advocate for the interests for the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area.**

COMMUNITY

COMMERCE

TOURISM



## Contact Us

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**HudsonWI.org**



The Hudson Chamber has been building a better business community since 1953. Hudson Chamber members are from the communities of Hudson, North Hudson, Prescott, River Falls, Somerset, New Richmond, Afton, Lakeland, Stillwater, and Woodbury, as well as the Twin Cities metro area. The Chamber is a non-profit, tax paying corporation (501 (c) 6).

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