

Grow the Chamber

Drive Membership Growth Through Innovative Programming, Member Driven Benefits, and A Service-Oriented Culture

A strong Chamber is essential to the success of River Falls. The Chamber is strongest with successful, knowledgeable, and forward-thinking members who provide employment, commerce, and leadership to the community. Our members will have access to unique networking and promotional opportunities, educational programs, business services, and special events – all designed to help their business succeed.

- Develop a member tier system with expanded options that meet the needs of our members.
- Modernize our member benefits and make them easier to consume.
- Develop an internal sales culture to increase membership and organizational impact.
- Offer a low-cost/free membership tier to make the Chamber more inclusive.
- Develop sustainable retail growth and support strategies by highlighting the relationships between member businesses and River Falls residents.

Tell Our Story

Effectively Communicate the Chamber's Value Proposition

The Chamber can build support and resources to deliver its mission by effectively communicating the Chamber's role in the community to all its stakeholders. The story of the Chamber's strong value proposition can be told through effective outreach and public relations.

- Develop a community newsletter to help promote the value of the Chamber to the residents of River Falls.
- Modernize our member communication products to better describe Chamber programming and events.
- Utilize new technologies, i.e. podcasting, to promote the Chamber and its members.
- Focus on programming that will be transformational and impactful.
- Engage with partner organizations to increase Chamber visibility within the community.
- Reframe community perception, to ensure the Chamber is known for more than special event production.

Voice of Business

Be the Voice of Business and A Leader of Local Economic Development Strategies

The Chamber will be the voice of business to be a resource to our members and partners. We will advocate on issues that impact the local business environment and work with like-minded partners to ensure River Falls remains an ideal city in which to live, learn, play, and do business.

- Inform and educate elected officials representing the River Falls area to the needs of the business community.
- Serve as a resource to local government.
- Build relationships with elected officials through strategic meetings and member events.
- Provide accurate and relevant policy information to our members.
- Gather information from members about key issues facing their organizations.
- Engage with like-minded organizations to further local and regional economic development efforts.

Steward of Resources

Be Responsible Stewards of Member Investments to Build Organizational Excellence

Member investments in the Chamber are strengthened when the community views the organization as one of high standards and best practices. Organizational excellence provides credibility and capacity for the Chamber to positively impact and provide leadership to River Falls.

- Promote staff development through organizational and leadership training.
- Establish a process to ensure a strong, knowledgeable, and engaged Board of Directors.
- Streamline programming by utilizing technology and retiring programming with marginal impact.
- Work to ensure community events are meeting the needs of both the community and the Chamber.
- Ensure organizational viability through financial sustainability.
- Be mission driven and accountable to strategic priorities.

Strengthen Our Economy Through Tourism

Be the Recognized Leader of Tourism Development for River Falls

The Chamber will be the recognized leader in creating innovative marketing strategies to expand tourism in River Falls, grow local business, and complement efforts of partner economic development organizations.

- Develop a new tourism-oriented website.
- Utilize digital marketing tactics for cost effectiveness and superior analytics.
- Educate and inform members and the community about the economic value of tourism.
- Evaluate and evolve the tourism brand of River Falls.
- Develop a tourism marketing strategy to increase mid-week stays and grow room tax revenues.
- Provide leadership to encourage the growth of regional tourism initiatives.
- Solidify the Chamber's position as the preferred point of contact for visitor information.
- Grow tourism by providing resources and expertise to community partners.

MISSION STATEMENT

We promote, support, and advocate for our member businesses and the economic vitality of the River Falls area.

VISION STATEMENT

The activities and programs of the River Falls Chamber of Commerce are envisioned, designed and executed around a single, simple and direct vision:

Building a vibrant and prosperous community through business leadership.

ORGANIZATIONAL VALUES

The River Falls Chamber of Commerce has embraced the following institutional values to direct our governance and activities:

Excellence

Meeting the highest expectations

Stewardship

Respecting and protecting community resources

Integrity

Demonstrating honesty and trustworthiness in action and intent

Vision

Imagining the possibilities

Inclusiveness

Respecting and valuing broad participation in community dialogue and decision-making

Courage

Acting with strength of conviction even in the face of adversity

STAFF VALUES

In order to serve the members at the best possible level, the Chamber team holds itself to the highest standards of excellence, actively embracing the following staff values:

Accountability

Being responsible to ourselves, each other and to the organization

Creativity

Thinking about different ways of doing things

Honesty

Communicating the facts without judgment or bias

Respect

Acknowledging each other's value and contribution

Teamwork

Working together cooperatively towards a common goal. We trust and believe in each other's success and ability