



2025 Plan of Action

Mission Statement:

To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and showcase the recreational, cultural, and hospitality opportunities that make the Hudson area a premier destination for residents and visitors alike.

MEMBERSHIP: Member Value

Goal: Recruit 55 new members for a total of \$22,000 in new member revenues. Maintain a membership retention rate of 90% and continue to provide value to the membership.

Objectives:

Drive for 5 Committee:

- Continue the Drive for 5 Committee to oversee membership recruitment and retention.
 - “Drive for 5” – increase membership base to 500 – provide a larger networking base for members.
 - Organize the Chamber MAX event in September to help with new member recruitment and retention of current members.
 - Send letters to members who dropped within the last three years.
 - Explore step-up program for new businesses and smaller businesses.

Ambassador Committee, Board of Directors, Drive for 5 Committee, Chamber Staff:

- Develop a plan to visit every Chamber member building on the 205 visits completed in 2024. Visits will be accomplished through:
 - Ambassador Retention visits
 - Ribbon Cuttings
 - Board, Ambassador, and staff visits with business owners and/or managers
 - Present legacy window clings
 - Take selfies with the members to post
 - Develop tracking system and report monthly to the Board on progress

Community Affairs Committee:

- Advocate for members
 - Continue to grow Community Affairs Committee and its strategies.

- Continue to represent members’ views on issues, as needed, to all levels of government.
 - Continue to develop strategies to collaborate with community partners on workforce housing.
- Determine if the Chamber leads, partners, informs, or supports on issues.

Chamber Staff:

- Continue to implement Strengthen the Connection.
 - Message for every Chamber member to support one another and know that the Hudson Chamber will focus on promotion and awareness.
- Develop a Strategic Marketing Plan.
- Promote Chamber value to members.
 - Highlight benefits based on industry
- Promote volunteerism to increase participation of members on committees/task forces.
- Revitalize Service Committee – for members in the service industry.
- Continue to promote “support local” messages to community.
- Develop a map to show where the Chamber serves.
- Share Annual Reflections piece with the community.
- Help members enhance their directory page.
- Explore window clings for award winners and distribute legacy window clings based on number of years as a member.
- Explore quarterly video update.

The following programs support membership efforts:

- Chamber Connections Newsletter – Chamber Check In Updates
- Membership Directory
- Member Retention Contact Program
- Website
- Welcome to the Hudson Chamber Orientation
- Social Media

Events:

- Hudson Area Chamber Member Celebration
- Hudson Area Chamber Golf Outing
- Good Morning Hudson
- Simply Connect
- Hudson Community Expo
- Spirit of the St. Croix Art Festival

Committees:

- Ambassadors
- Community Affairs
- Connections & Coffee Networking Event
- Manufacturers Roundtable
- Membership
- Non-Profit Roundtable
- Retail/Restaurant Committee

Board Liaisons:

- Angel Duratti
- Dr. Amy Hamlin
- Pam Klingfus
- Linda La Kosky Eng
- Maria Machtemes
- Liz Pizzi
- David Ritter
- Amy Salma
- Kevin Urbik
- Jennifer Vieth
- Blake Willman

CHAMBER PROGRAMS & SERVICES: Connections

Goal: To develop and coordinate events and services that positively impact member successes and meet budget goals.

Objectives:

Events and Programs Committee, Chamber Staff:

- Continue the Events and Programs Committee to evaluate current and innovative programs.
- Provide networking opportunities for members to increase business contacts.
 - Explore what time of the day works for members
 - Promote all events to engage 18 – 40-year-olds in addition to leadership team
- Evaluate programs/events to ensure they meet member needs and financial goals.
- Develop job descriptions for committees to outline roles and support structure.
- Explore promotion of sponsorships to non-members at a higher rate.
- Develop seminars based on member feedback.
- Work with local organizations and the community to increase volunteers to help with events.

The following events support connections:

- Hudson Area Chamber Member Celebration
- Hudson Christmas Tour of Homes
- Hudson Area Chamber Golf Outing
- Good Morning Hudson - quarterly
- Hilltop Pumpkin Party & Rotary Halloween Parade
- Hudson Community Expo
- Leadership Hudson
- Simply Connect - quarterly
- Spirit of St. Croix Art Festival

Committees:

- Hudson Area Chamber Member Celebration
- Christmas Tour of Homes
- Hudson Area Chamber Golf Outing
- Hilltop Pumpkin Party & Rotary Halloween Parade
- Hudson Community Expo
- Leadership Hudson Steering Committee
- Spirit of the St. Croix Art Festival

Board Liaisons:

- Angel Duratti
- Linda La Kosky Eng
- Blake Willman

TOURISM: Promotion

Goal: Increase the economic benefits of tourism to the community by marketing Hudson as a community to explore, visit, and support both local and tourism audiences.

Objectives:

Tourism Committee, Marketing Partner, Chamber Staff

- Continue the Tourism Committee with representatives from the lodging and attraction properties.
- Develop relationships and consistent communication with lodging properties.
 - Send information regarding the Chamber and community events.
- Conduct programs and events that increase the number of overnight guests and visitors to the Hudson area.
- Create spring/summer campaigns that build broader Minn./Wis. awareness of Hudson as a destination.

- Explore partnerships/value-added programs for all hospitality partners with Welcome to Hudson package.
- Promote regional campaigns that promote Hudson as a drivable destination for short term trips.
- Explore April events with businesses to promote overnight stays.
- Help lodging properties with information about what there is to do in the Hudson area, i.e. during Hockey Tournaments.
- Develop a Strategic Marketing Plan to promote the Hudson area.

The following programs support tourism efforts:

- Advertising plan – ads promoting Hudson as a visitor destination are placed in a variety of publications throughout the year.
- Hudson Website – continue to update and enhance
- St. Croix Valley Regional Tourism Alliance
- Wisconsin Department of Tourism

The following events support tourism efforts:

- *Buena Vista* – A Stroll in the Park
- Have a Hudson Holiday
 - Increase number of volunteers
 - Explore skating rink in Lakefront Park
- Hudson Christmas Tour of Homes
- Hudson Hot Air Affair
- RiverFest
- Spirit of the St. Croix Art Festival
- St. Croix RiverFest
- Yellowstone Trail Heritage Days

Committees:

- Have A Hudson Holiday
- Tourism

Board Liaisons:

- Angel Duratti
- Deb Pittman

WORKFORCE DEVELOPMENT: Recruitment and Engagement

Goal: Develop partnerships with organizations/agencies/educational systems to help employers attract and retain the skilled workers they need to compete.

Objectives:

Manufacturers & Trades Roundtable, Chamber Staff

- Continue and expand the Manufacturers & Trades Roundtable to work on specific recruitment strategies.
 - CEO in the Classroom
 - Hot Jobs/Cool Companies
 - Manufacturers Month – October
 - Manufacturers Day Proclamation – October
 - Expo at Hudson High School
 - Tour local facilities
- Explore hosting a Job Fair
- Collaborate with partners to address workforce housing and transportation needs

The following programs support workforce development:

- Leadership Hudson
- Seminars
- Website

The following committees support workforce development:

- Community Affairs
- Manufacturers & Trades Roundtable

Board Liaisons:

- Jacob Skramstad
- Liz Pizzi

CHAMBER FOUNDATION: Workforce Development

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

Objectives:

Chamber Foundation Board, Chamber Staff

- Continue to recruit funders.

- Continue to develop relationships with the schools.
- Organize an annual fundraising event in partnership with another event.
- Explore partnership with the Education Foundation of Hudson.
- Promote the Foundation at all Chamber events.

Board Liaison:

- Blake Willman

Approved by the Board of Directors – February 20, 2025