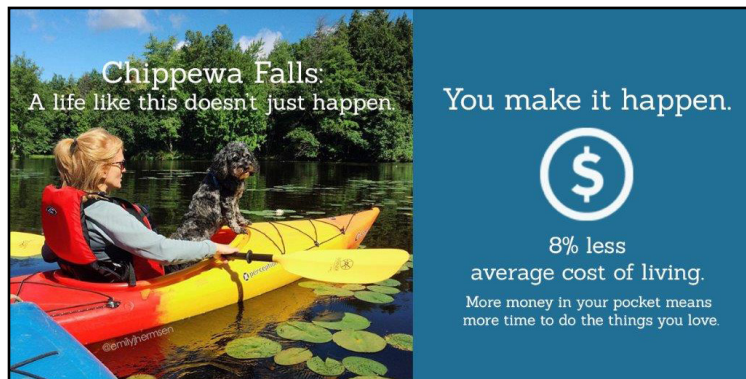


2021 ANNUAL REPORT

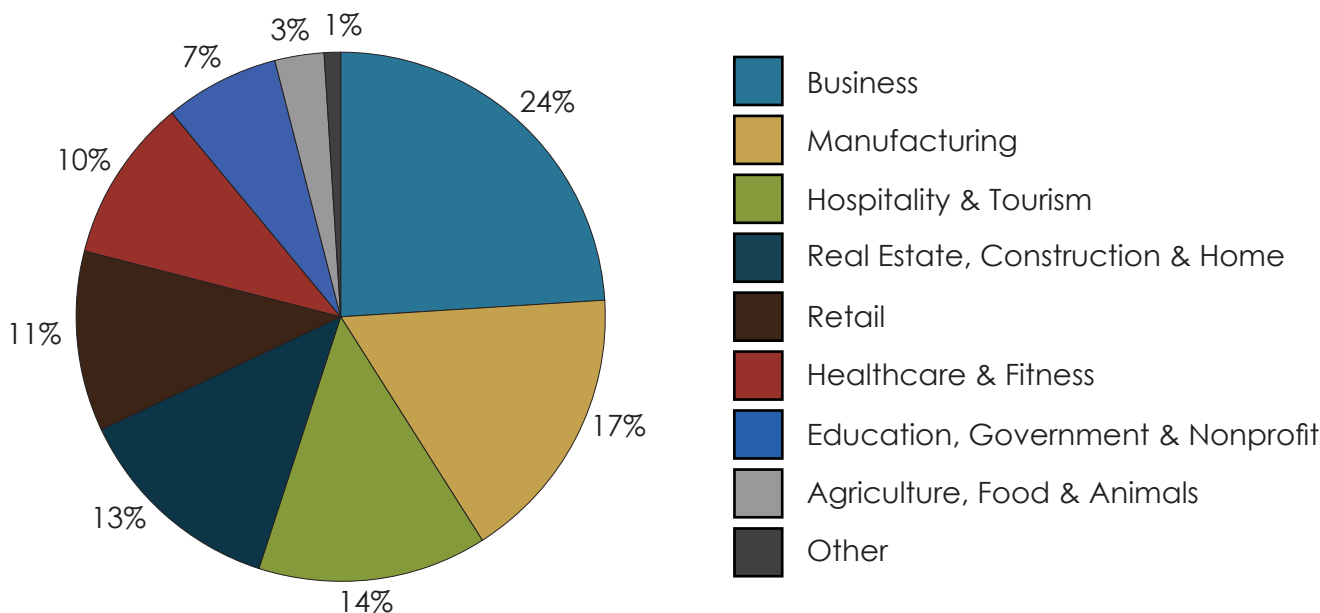
DIGITAL WORKFORCE ATTRACTION CAMPAIGN

Workforce attraction and retention remains one of the most challenging issues our members were dealing with in 2021. And this issue isn't going away. The Chamber is working hard to link with schools to make sure students have the opportunity to learn about career choices in their hometown. The Chamber supports businesses struggling with talent recruitment with a digital marketing campaign aimed at enticing skilled workers to our area. Since 2019, this program has grown each year with added videos and an enhanced relocation program. In 2021, we successfully implemented an **8 month** digital marketing campaign. The campaign generated **3.5 million impressions** and more than **61k clicks** to the Chamber website and access directly to sponsor jobs pages.



One of seven ads used in the 2021 Workforce Attraction Campaign.

YOUR CHAMBER REPRESENTING 17,000+ EMPLOYEES IN THESE INDUSTRIES



TOURISM RECOVERY

Along with other areas of business, the tourism industry has been working hard to rebound from ongoing restrictions. The grants awarded to this sector help to promote tourism to our area, which benefits all of our businesses.

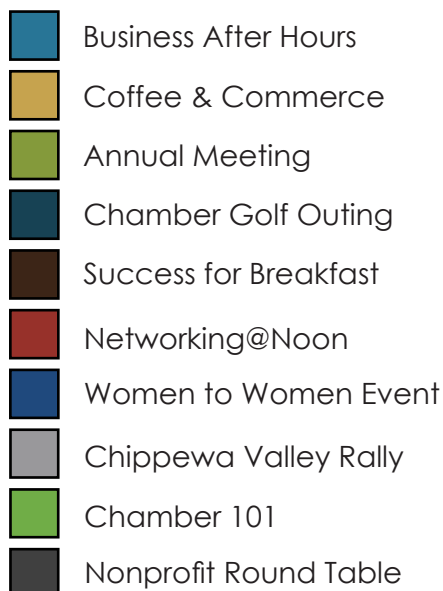
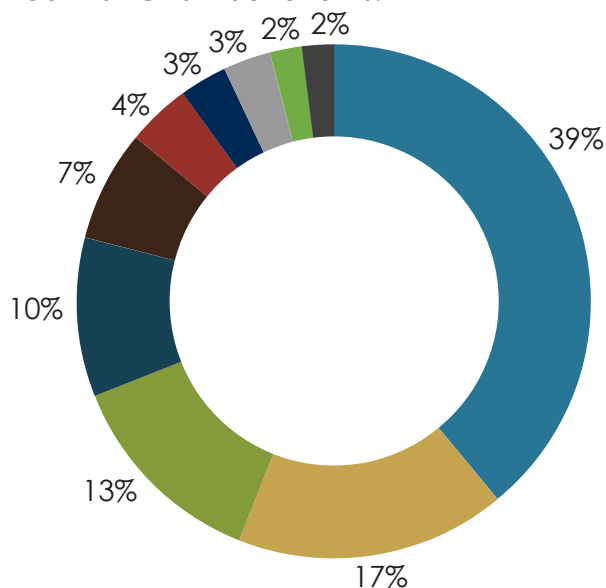


YOUNG PROFESSIONALS OF THE CHIPPEWA VALLEY

The Chippewa Falls and Eau Claire Chambers join together to encourage young business professionals to learn more about and engage in the area business community. Connecting people to their communities is a great way to retain good employees.

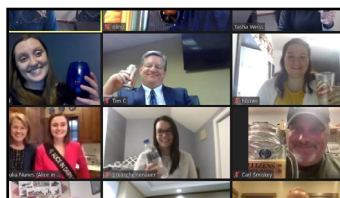
NETWORKING & EVENTS

During 2021, **1500 Chamber members** were able to come together for **31 Chamber events** to network and learn at Chamber events.



ANNUAL MEETING

200 members joined together at the virtual networking event of the year. The new platform allowed us to network with each other while enjoying curated Experience Boxes.



BUSINESS AFTER HOURS

Nearly **600 Chamber members** attended eight social after hours events to network and unwind after busy days at work.



Chamber 101

35 members joined these virtual events to learn what Chamber membership has to offer for their business.



CHAMBER GOLF OUTING

144 members braved the heat to work the green for business contacts and low scores. It is made possible by member sponsorships.



CHIPPEWA VALLEY RALLY

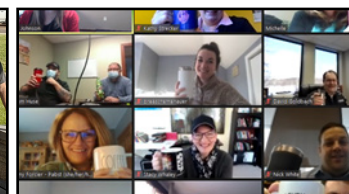
The Chippewa Valley Alliance (Chippewa Falls, Eau Claire and Menomonie Chambers) hosted the Chippewa Valley Rally with **49 legislative appointments** virtually in 2021. We had more than 50 people

CHAMBER ALLIANCE
chippewa falls - eau claire - menomonie

help us make this event a success and bring the issues important to our region to the attention of legislators in Madison.

COFFEE & COMMERCE

More than **250 members** attended these 10 free networking events. Members have the opportunity to share contacts, discuss upcoming community projects, and build relationships with fellow business leaders.





25 Ribbon Cuttings & Ground Breaking Ceremonies



EXCELLENCE IN EDUCATION

At the 36th Annual Excellence in Education Banquet, the Chamber recognized **19 Seniors** from the top 5% of the graduating classes of Chippewa Falls Senior High and McDonell High Schools. **40** businesses and organizations sponsored the event so that the students, their families, and honored teachers could be guests at the banquet.



FARMER APPRECIATION DINNER

We served close to **2,000 people** at the farmer appreciation dinner at the fairgrounds. We offered dine in and drive-thru options for people as we continued to navigate through the pandemic.

NETWORKING@NOON

At this free networking event, **55 members** had the opportunity to share contacts, discuss upcoming community projects, and build relationships with fellow business leaders.



NON-PROFIT ROUNDABLE

Nearly **40 participants** from non-profits came together to share struggles and successes of their organizations.

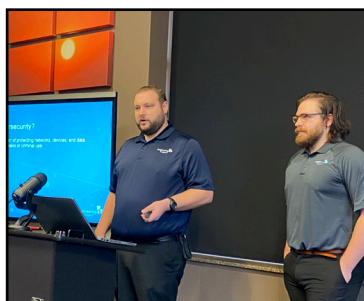
OKTOBERFEST

Nearly **10,000 attendees** made their way to the Northern Wisconsin State Fair Grounds to attend the 18th Annual Oktoberfest, September 17-18th.

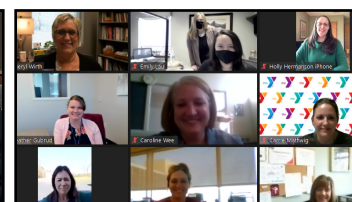
Jerry & Mary Kuehl - 2021
Festmeister & Festmeistrin



SUCCESS FOR BREAKFAST



Our members shared their knowledge with **54 participants**. We were able to learn about the new BUILD-Chippewa Falls Program, Media Relationships, and Cybersecurity.



Women to Women Event

Over **40 women** gathered to network while hearing from a panel of women in business in the Chippewa Valley.



CHIPPEWA FALLS
AREA CHAMBER

DOING THE THINGS THAT MOST PEOPLE THINK JUST HAPPEN IN CHIPPEWA FALLS!

For over a century, we've guided members through periods of every economic climate, always adapting our focus to overcome obstacles and seize opportunities. As a member of the Chamber, you are a part of a partnership that includes over 700 businesses working to continuously improve the economy of our community.

MEET US

EXECUTIVE COMMITTEE

CHAIR

Amy Forcier-Pabst, Royal Credit Union

CHAIR-ELECT

Scott Smith, Nordson Extrusion Dies Industries, LLC

FIRST VICE CHAIR

Courtney Berg, CCF Bank

TREASURER

Jamie Leibbrandt, Northwestern Bank

IMMEDIATE PAST CHAIR

Mark Broses, Short Elliott Hendrickson Inc. (SEH)

OUR VISION

To be the recognized leader of the business community by providing value through member benefits, quality programs and political leadership resulting in a solid return on investment for our members.

AMBASSADORS

Trina Banks, B&G Liquor Warehouse

Stacey Bunkelman, CCF Bank

Amber Cernhous, The Raven Team

Mike Crawford, Access Security

Rolly Enderes, ChemCeed LLC

Chad Hable, Wipfli

Tom Hubbard

Jen Moen, Northwestern Bank

Carrie Nielsen, Royal Construction

Michele Paquette, B&D Metal Fab

Brooke Petska, Marawood Construction Services

Steve Pregent, Pregent Development LLC

Jackie Sadler, Chippewa County

Tom Seaholm, WNB Financial

Tami Severson, Spectrum Business

Tyler Sperry, Mower Insurance

Michael Stoffel, Ayres

Blake Sykora, Indianhead Insurance

Tiffany Thompson, Leinenkugel's Leinie Lodge

Zach Schimmel, Fries Financial Group

BOARD OF DIRECTORS

Kirk Boettcher, Rooney Printing

Kari Dahl, TTM Technologies

Angela Eckman, Chippewa Valley Technical College

Greg Field, W.S. Darley & Co.

Jason Forman, Blain's Farm & Fleet

David Goldbach, Alliance Plastics Corp.

Greg Hoffman, Ex-Officio, City of Chippewa Falls

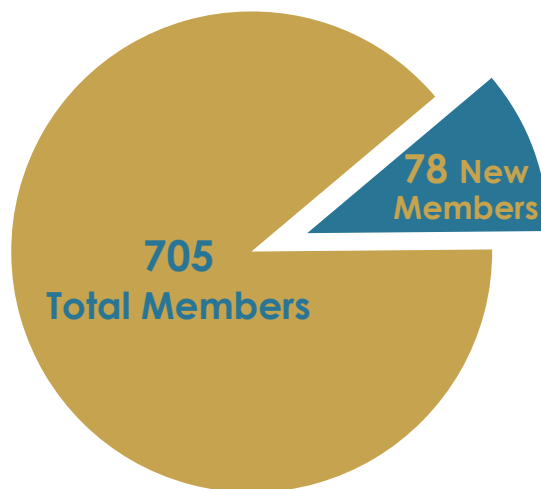
Dave Johnson, EO Johnson Business Technologies

Cathy Leibke, Holiday Inn Express & Suites & Staybridge Suites

Dave Lemanski, Chippewa River Industries, Inc.

Michael Stoffel, Ayres

Riley Wogernese, Cobblestone Hotel & Suites



STAFF

Mike Jordan, President

Mandy Nunes, First Impressions & Administrative Assistant

Jackie Boos, Tourism Director

Erin Smith, Communications & Marketing Manager

Tasha Weiss, Programs Director

Kathy Strecker, Membership Coordinator

Michelle Farrow, Workforce Development Coordinator

OUR MISSION

To improve the quality of life in our community by providing leadership to coordinate, support, and promote the business interest of our membership.