

2020 IN REVIEW

2020 was not business as usual and our business community was filled with stress and uncertainty. Across the world, people were feeling the economic effects of this crisis. There is no instruction manual for how to address all the changes. We all worried about how the economic fallout would affect family, friends, employees, and our entire community. While Chamber programming looked different, with our member support, we were able to continue our work and plan for a brighter future.


679
Total Members

16
Ribbon Cuttings


3
Ground Breaking
Ceremonies


34
New Members


"Yes, We're
Open" member
campaign
reached over
58,000
Facebook users



Compiled
COVID-19
resources on
the Chamber
Website



\$82,637
from CARES
grant for
tourism
promotion

693
Personal
contacts with
members in the
first 2 weeks of
the "Safer at
Home" order



\$50K+
in Chamber
Buck\$ sold to
support local
spending



Staff attended
42
Chippewa
County COVID-
19 Task Force
meetings

Updated open
statuses of
143
businesses
during the
"Safer at
Home" orders




 Created the
Chippewa
Valley COVID-
19 Resource
Facebook
Group
1500 Members



NETWORKING & EDUCATION

- Ambassador Program
- Annual Meeting
- Business After Hours
- Coffee & Commerce
- Excellence in Education
- Farmer Appreciation Dinner
- Golf Outing
- Leadership Chippewa Falls
- Non-profit Roundtable
- Success for Breakfast
- Women's Luncheon
- Young Professionals of the Chippewa Valley

ECONOMIC ADVOCACY

- Business & Breakfast
- Chippewa Valley Rally
- Financial Literacy
- Live in Chippewa Falls Workforce Campaign
- Relocation Services
- Schools2Skills
- Wage Survey

CHIPPEWA PARTNERS

- Investing in the Community
- Oktoberfest
- Owns 100% in stock shares of Northern Wisconsin State Fairground, Inc.

MEMBER SERVICES

- Certificates of Origin
- Chamber Community Calendar
- Conference Room Usage
- Membership Directory - Digital & Print
- Member Referrals
- Regional Tourism Marketing
- Ribbon Cuttings & Groundbreakings
- Visitor Center Displays

TOURISM DIVISION

- Official Destination Marketing Organization for Chippewa County
- Year-Round & Nationwide Destination Marketing
- Travel WI Regional Liaison
- Event/Meeting/Sporting Group Recruitment & Assistance
- Management of www.gochippewafalls.com
- Active Social Media Promotion to 16k+ Followers
- Produces Exclusive Regional Travel Guide
- Visitor Center
- Customized Travel Packet Requests

MEMBER MARKETING

- Chamber Buck\$
- Chamber Connection Newsletter
- Chamber Falls Area Chamber of Commerce Website
- GO Chippewa Falls Website
- Membership Directory
- Member Memo E-News
- Mailing Labels