



Mission: *The Hudson Area Chamber of Commerce & Tourism Bureau is the voice and representative of the Hudson Area Business Community and Tourism efforts.*

The Hudson Area Chamber of Commerce & Tourism Bureau - a not for profit business membership organization (501 (c) (6)) with over 400 members - is the advocate of business and the unified voice of its members in the communities of Hudson, North Hudson, River Falls, Somerset, New Richmond, Lakeland, Afton, Stillwater, Woodbury and the St. Croix Valley as well as the Twin Cities metro area. Member driven and supported, the Chamber's main focus is promoting the growth of the River Valley by:

- Assisting existing businesses with expansion and growth
- Representing business on economic and government issues
- Recruiting new businesses and investment to the area
- Working in partnership with other businesses, government and community groups to promote Hudson area as a good place to live, work, visit and do business

We have been building a better business community since 1953. Working under our mission and with the Board of Directors, the Chamber provides networking and marketing opportunities, educational programming, leadership development, and several committees and task forces for members to get involved in.

Once your business is a member of the Hudson Area Chamber of Commerce & Tourism Bureau, you and all of your employees are members as well. As a member, you are entitled to the full range of Chamber resources, all designed to help you grow your business.

BOARD OF DIRECTORS 2018

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CHAMBER STAFF

Our team of dedicated staff members are ready to provide information for members and the community. If you have a question or need to contact someone specific on our team call or send us an email.

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www.DiscoverHudsonWI.com

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MEMBER BENEFITS

NETWORKING AND MARKETING OPPORTUNITIES:

Annual Meeting & Awards Banquet-The banquet held each January is the Chamber's annual membership meeting that celebrates the extraordinary things local community members, businesses, and organizations do throughout the year and is the Chamber's opportunity to present the Chamber's plan of action for the year.

Spring Showcase Tradeshow-Your opportunity to purchase a booth to display and sell your product/services over 2,000 attendees from the community and surrounding areas.

Golf Tournament-Chamber members can enjoy a day full of networking with fellow business leaders while playing golf at a Chamber Member golf course.

Good Morning Hudson-Join other Chamber members to hear "what's hot" in the local business community. Program features include special introductions, a business card/networking exchange, updates and a guest speaker.

Simply Social AM/PM-Before-hours or After-hours networking event designed to connect you with member businesses. Hosted at various member locations. There is no fee to attend. Member sponsors support these meetings.

Chamber 101-Chamber 101 is a comprehensive membership orientation. In this session you will learn about the Chamber 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.

Chamber Leads Groups-The groups provide members of various businesses the opportunity to further their business interests through the exchange of business referrals, tips, and information. Only one member per business or professional category allowed. Fee to participate. There are currently two LEADS Groups that meet. Group 1 meets every Tuesday morning. Group 3 meets the second and fourth Thursday of each month in the afternoon.

Event Calendar-Enter your events in our web-based calendar of events. Review the guidelines for event submissions. Check out all the upcoming events for networking opportunities.

Hot Deals-Offer an online Hot Deal via our website to promote a sale, special promotion, or discount that automatically posts to our social media accounts. Deals can be set for the general public or only offered as a Member to Member Deal. You can also pass these Member to Member Deals on to your workforce as an employee benefit.

Job Postings-Submit your job posting to our online website page and we will also post it to our social media accounts.

News Releases & Newsletter -Brag a little! Submit a News Release for our online news page. News will also be included in the monthly newsletter as a Business Brief (edited down to 100 words or email in your 100 words directly). There is no charge. The newsletter is emailed out once a month and can also be accessed through the Chamber website. The newsletter contains current events and programs you won't want to miss.



Membership Directory-Get listed online and in print in the MEMBERS ONLY business directory; included in your membership. Expand your reach by purchasing additional category listings or an ad. The online directory is available 24/7 for the public to access and includes your logo, images, video, hours of operation, link to website and 5 specific webpages, business description and keyword search terms. The printed directory is distributed to your peer Chamber members representatives and key community business leaders as well as new residents who stop in the Chamber office.

Relocation Packet-Reach potential customers through this relocation kit, featuring information about housing, businesses, schools and attractions in the Hudson area. This packet is mailed to individuals and families from all over the United States who may relocate to the Hudson area – a great way to tap this market at the very beginning of their relocation process! No fee to participate. Only available to Chamber members.

Rack Cards-Bring in your advertising flyers and business cards for the display racks in the Chamber office; included in your membership.

Ribbon Cuttings-We offer free ribbon-cutting ceremonies for our members! We celebrate Chamber member grand openings, reopenings, remodels, and new ownership. Celebrations are held during normal business hours and are a great way to network with Chamber staff and representatives from the Chamber's Ambassador Committee. We'll bring the ribbon and BIG scissors and publish the photo of your celebration in a variety of local media and Chamber promotional avenues as well.

Sponsorships – The Chamber sponsors many monthly and annual business/social events aimed at increasing member contacts and fostering involvement in the Chamber. Sponsoring these events increases your organization's visibility and promotes your business. Sponsorship opportunities are available in the following program areas: Good Morning Hudson membership meeting, Annual Meeting & Awards Banquet, Spring Showcase, Golf Tournament, Simply Social, Spirit of St. Croix Art Festival, and the Chamber Newsletter and Website.

Get involved with Committees- Make your voice heard by shaping policy, identifying solutions and implementing new programs. There are volunteer committees in the following area: Ambassadors, Annual Meeting, Christmas Tour of Homes, Golf Outing, I-94 Business Alliance, Manufacturers Council, Membership, Pumpkin Party, Retail, Spring Showcase.

Leadership Development- Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program. This bi-annual program takes a full day each month, September to June, to bring 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. Next class starts September 2019.

Tourism Bureau -The Hudson Chamber of Commerce is also the local Tourism Bureau for the Hudson area. We strive to attract tourists to the area through advertising, events, "Stay & Play" packages and itinerary ideas. Countless inquires about our local activities, schools, businesses, and attractions are answered daily through our office. We send out dining, lodging, and shopping guides, tourism information, county and city maps, relocation packets, brochures, demographic information and special event information that result with more visitors to our area.

St. Croix Valley Young Professionals-A group of diverse and eager professionals, 35 years of age or younger, dedicated to growing business in the St Croix Valley by networking with other professionals. Join to network with other young professionals, advance your career, develop your leadership capabilities, and give back to the St Croix Valley — all while having a great time.



Young Entrepreneurs Academy (YEA!)-A weekly entrepreneurship education class aimed at middle and high school student. The program takes students through the process of starting and launching a real business or social movement over the course of an academic year. By the end of the class, students own and operate fully – formed and functioning businesses, which may be carried on after their graduation from the program. Partnering with The Chamber are the Hudson School District and the University of Wisconsin-River Falls.

Website Advertising-Market your business on the Chamber’s dual purpose websites! You will find a host of marketing opportunities ranging from high traffic/high exposure to market- specific targeted web pages, and everything in-between. If driving consumers to your business is a priority, ask us about advertising opportunities as spaces are limited.

Member Information Center (MIC)-Update your directory listing, submit job postings, news, & events, register for events, sign up for committees, add company representatives and pay your bills all online through the MIC. Access Chamber resources and additional information not available to the public in the MIC.

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

- *Business Referrals
- *Chamber Check Gift Certificates
- *Ambassador Visits
- *Hudson Independent Business Association
- *Member Mailing Labels

BENEFIT SPOTLIGHT: Members who renew within 30 days of their renewal invoice due date qualify for a onetime FREE Member to Member E-Mail blast of 100 words.

TRAVEL:

The Hudson Area Chamber of Commerce & Tourism Bureau has partnered with group travel companies to offer trips to China, Peru and Greece. Contact the office for current offerings.



COMMITTEE & VOLUNTEER OPPORTUNITIES:

GET INVOLVED!

Maximize your membership investment by becoming actively involved in as many of our programs, activities, committees and issues you find of interest. Getting involved with programs you care about connects you to the information and people that will enhance the value of your membership. As a membership-based, volunteer-driven organization, we rely on our volunteers to help advance the Chamber's mission and vision. Build your business relationships as we work together to help our community prosper.

Explore the best volunteer opportunity for you and your company below then contact the Chamber to get involved in. Whether you are interested in being an Ambassador, developing business programs or guiding tourism initiatives, we welcome and encourage your involvement! Contact the Chamber for more information and to be added onto a committee by calling (715) 386-8411.

STANDING COMMITTEES

Ambassadors-This group supports member attraction and retention through new member visits and hosting Chamber events. To become an Ambassador you must be a member of the Chamber and be a member in good standing. Fill out an application to be considered as space opens. Meets the third Thursday of each month at 3:00 p.m.

Chamber I-94 Business Alliance-This committee was formed by member businesses located at Exits 2, 3 & 4. They meet to develop programs and events of interest to their business needs and to exchange information. Meets the first Tuesday of every month at 9:00 a.m.

Chamber Leads Groups-Leads groups provide members of various businesses the opportunity to further their business interests through the exchange of business referrals, tips, and information. Only one member per business or professional category allowed. \$40 annual fee to participate. There are currently two LEADS Groups that meet.

Downtown Retail-This committee promotes a healthy retail climate by providing a venue for promotions and communication among business owners to discuss and exchange ideas on issues unique to the retail community. Meets the second Wednesday of each month at 9 a.m.

A sub-committee of Downtown Retail Committee members is the **Advertising-Opportunities Group (Ad-Op)**. Ad-Op is a year round co-op advertising and promotions program that meets to combine advertising dollars for radio, print (magazine, newspaper, etc.) and other media avenues. The group maintains the website www.experiencehudson.com that is used in their advertising efforts. The investment for this program is \$200/quarter per participant and members of the group are asked to sign on for at least one year.

Hudson Independent Business Association (HiBA)-Is a sub-committee of the Chamber that features independent businesses that join together to promote shopping locally. Meets the second Thursday of each month at 9 a.m. Visit this group's website: hudsonindependentbusinessassociation.com



Manufacturer's Roundtable-Mission: To provide the opportunity to improve the business conditions of companies who design, manufacture, assemble, warehouse or distribute goods and products in the greater Hudson area. Meets bi-monthly.

Tourism-This group's mission is to increase the economic benefits of tourism to the community by marketing the Hudson area to encourage tourists to make Hudson their travel and vacation destination. Meets as needed.

EVENT COMMITTEES

Annual Meeting & Awards Banquet/Nominations-January The banquet held each January is the Chamber's annual membership meeting that celebrates the extraordinary things local community members, businesses, and organizations do throughout the year and is the Chamber's opportunity to present the Chamber's plan of action for the year. A nomination committee meets to select the annual award winners.

Spring Showcase Tradeshow-March Assist in planning the Spring Showcase, which gives businesses and organizations an opportunity to display and sell their products/services to over 2,000 attendees from the community.

Golf Tournament – June Assist in planning the golf tournament, which is a networking opportunity for members and a fundraiser for the Chamber.

Spirit of the St. Croix Art Festival – September This committee coordinates a fall festival for over 8,000 attendees annually that 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 – October This annual community event is planned by members of the Chamber I-94 Business Alliance. It is a FREE family fun outdoor event that features wagon rides, pumpkin patch, kid's costume contest, bounce houses, petting zoo, pony rides, EMS and Fire Department vehicles. Chamber members can purchase a booth space at the event to highlight your company.

Christmas Tour of Homes – November The annual tour showcases four privately owned homes and the historic Octagon House to over 1,600 tour attendees. This committee recruits homes to be showcased and assist homeowners as they prepare for the event. An additional sub-committee concentrates their volunteer time to help decorate the homes the week prior to the tour.

TASK FORCES

As issues arise, specific task forces will be organized to address those issues.

Parking This group studies the intermediate and long term parking needs of the City and provides feedback to the City Council with recommendations to solve parking problems. Meets as needed.



A TOURISM BUREAU TOO!

WWW.DISCOVERHUDSONWI.COM

The Hudson Chamber of Commerce is also the local Tourism Bureau for the Hudson area. We strive to attract tourists to the area through advertising, events, “Stay & Play” packages and itinerary ideas. Countless inquiries about our local activities, schools, businesses, and attractions are answered daily through our office. We send out dining, lodging, and shopping guides, tourism information, county and city maps, relocation packets, brochures, demographic information and special event information that result with more visitors to our area.

This information is also accessed by visitors to the Chamber lobby who can pick up free information on the area or by visiting any of our participating business partners that also display tourism information throughout Hudson. The Chamber website also gives visitors easy access to information 24/7 about attractions and special interest activities unique to the Hudson and St. Croix Valley area.

The Chamber is also directly involved with the St. Croix Valley Regional Tourism Alliance. This group is made up of over 100 area businesses, Chambers, and tourism organizations in Wisconsin and Minnesota dedicated to promoting the St. Croix Valley. Each year a comprehensive tourism magazine is published highlighting cities, events, and attractions.

We work with group tours and motorcoach tours to our area. As well as developing overnight lodging “Stay & Play” packages for visitors. We promote tourism in Hudson, our region and state-wide with literature distribution in our lobby and other locations throughout Hudson as well as at tourism distribution centers throughout the state. We are also a member of the Wisconsin Hotel & Lodging Association.

We have a regional partnership with four area Chambers and Tourism Bureaus – Hudson, Menomonie, Chippewa Falls, and Eau Claire. The Tourism Information Centers at the Menomonie rest areas, off of I-94 both East & West bound, is staffed and contains travel information from the four partners for travelers to pick up.



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YOUR CHAMBER'S REACH

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 that you are represented at with your membership:

- U.S. Chamber of Commerce
- Wisconsin Department of Tourism
- Wisconsin Chamber of Commerce Executives
- Wisconsin Hotel & Lodging Association
- American Chamber of Commerce Executives
- City of Hudson
- St. Croix County Economic Development Corporation
- St. Croix Valley Regional Tourism Alliance
- St. Croix Valley Home Builders Association
- Hudson Daybreak Rotary
- Momentum West
- University of Wisconsin River-Falls
- Hudson YMCA
- And more!

CHAMBER SOCIAL MEDIA

Follow us on social media for additional membership benefit information, business resources, and member news.



www.facebook.com/HudsonAreaChamber



[@HudsonWIChamber](https://twitter.com/HudsonWIChamber)



www.linkedin.com/company/hudson-area-chamber-of-commerce-&-tourism-bureau

Follow our page or join our LinkedIn group. The group page is open ONLY to Chamber members. Send us a request so that you can be added.



FAST FACTS [Hudson Area Chamber of Commerce & Tourism Bureau-(HACC&TB)]

- **Chamber members are given *first* preference when information on businesses requested**
- HACC&TB is a non-profit, tax paying corporation (501 (c) 6)
- HACC&TB is a voluntary organization
- HACC&TB staff consists of the President, Communications & Programs Director, Finance Director, Membership & Programs Assistant, and Tourism.
- A board of 11 individuals are elected by the Membership to oversee the Chamber
- Membership dues and various fundraising events support the operation of the Chamber
- Membership is composed of businesses, professional people, financial institutions, medical services, non-profit organizations, and private citizens
- HACC&TB brings the business and private sectors together through meetings, advertising and sharing of information
- The Chamber links the entire community together through public and business combined efforts on projects
- HACC&TB is not a part of a service or civic club, and is not a charitable organization
- The Chamber is not part of the City government
- The ability for planning, counsel and activities obtained within the Chamber helps individuals serve their community
- HACC&TB offers networking opportunities through luncheons, golf outings, socials and community events
- The Chamber is a source for maps and community information for current businesses and those searching for a new location
- The Chamber participates in Grand Openings/Ribbon Cuttings and special events such as Open Houses and member socials
- There are various marketing and networking opportunities for members only
- HACC&TB works with government entities with a unified voice, attending many local, county and state meetings to stay abreast of the continually changing political landscape



CHAMBER GIFT CERTIFICATES AT WORK!

In 2016, we switched our Chamber Dollar certificates to a new check based Chamber Gift Certificate. From restaurants to entertainment; from office supplies/services to furniture and all of your home needs; from gasoline to automobile repair; retail stores or specialty shops...the Chamber Gift Certificate program is a perfect example of supporting local Chamber member businesses!

Local business owners purchase Chamber Gift Certificates for employee recognitions and community members are purchasing them as thank you gifts for graduation gifts, teachers, coaches and friends.

Chamber Gift Certificates are better than a credit card payment because there are no fees! Please gladly accept them from your customers! This is a Chamber member benefit. **Keep your customers spending locally!**

Certificates can be purchase in any demonization, but each Certificate has a maximum value of \$25 and can be ordered in multiples. If you receive the current Chamber Gift Certificate you are able to take that directly to your financial institution and deposit it – it's that simple! The Pay to the Order of line should be filled in with your business name by the customer redeeming the certificate. If the total value of the purchase is less than the value of the Certificate, the business should give change back. No store credit is given.

Teach your employees on how to accept Chamber Gift Certificates in your business.

If you have questions regarding the Chamber Gift Certificate program or you receive the old style "Chamber Dollar" call the Chamber office at (715) 386-8411.

Current Chamber Gift Certificate

Old Chamber Dollar

