



**Minneapolis Regional Chamber of Commerce and TwinWest Chamber of Commerce Consolidation
Frequently Asked Questions
May 21, 2020**

Q. Why are the Minneapolis Regional Chamber and the TwinWest Chamber consolidating?

A. This consolidation leverages critical resources and relationships to deliver stronger programs and services for our members. It creates an efficient, collective model to better streamline and elevate the work of both organizations.

Q. What are your shared goals as it relates to improving Minnesota's economy during this time of COVID-19?

A. Our goals are to significantly influence a pro-growth approach through advocacy that allows our businesses, individuals and the region to thrive and prosper. We also want to help streamline and scale small business programming to further broaden learning, networks and opportunities. Finally, we aim to leverage critical relationships and resources to enhance the talent pipeline.

Q. Do you expect additional chamber consolidations in the coming months or years?

A. There has been a significant trend in consolidations over the last 10 years with chambers across the country. According to the Association of Chamber of Commerce Executives 25-30% of U.S. chambers currently in operation will not be operating in the same form post-COVID. This will be a continual trend not only for chambers but for private-sector businesses, nonprofits and other community organizations.

Q. Is this consolidation related to the financial stability of your organizations?

A. No, the primary reason for the consolidation is to collectively come together to better serve our members, stakeholders and the region in the new economy.

Q. What are the primary focus areas of the new consolidated chamber?

A. There are six task forces that will build out our strategic initiatives in the following focus areas: advocacy and public policy, member services, talent and workforce, economic and community development, partnerships and affiliates and organizational excellence.

Q. What does the membership of the consolidated chamber look like?

A. The new combined chamber will represent 2,000 businesses, large and small, urban and suburban, across the Greater MSP area. Currently, small businesses make up a significant portion of our membership. In fact, 83% of TwinWest's members and 80% of Minneapolis' members have 50 employees or less. There are about 60 businesses that are currently members of both chambers.

Q. What are the member demographics of the two chambers?

A. The Minneapolis Regional Chamber has 52% of its membership outside of downtown proper, and TwinWest has 33% of its membership outside of its 10-community footprint including 12% in downtown Minneapolis. The consolidated organization has a great opportunity to serve a collective suburban/urban voice to allow for more robust conversations, thought leader development and collective policy creation representing this diverse region.



Q. Will dues for members go up?

A. There will be a timeframe of “grandfathered” dues in which there will be no significant increases for either organization. This will allow for the Member Services task force to effectively research the current structure as well as an ideal future model for our members that allow them to continue to realize a return on their investment.

Q. When will the consolidation be complete?

A. We anticipate the formal consolidation process will take about 30-60 days. However, transition and implementation of strategies and structure will continue through 2020.

Q. Will the TwinWest office close?

A. No, the TwinWest office will remain a major touchpoint for west suburban members.

Q. Will TwinWest still have staff?

A. Yes, we will continue to have a team dedicated to local small business programming, member services, suburban public policy, and talent and workforce. The team will also be an integral part of the consolidated organization.