



## **Mayor's Blue Ribbon Panel Presentation**

### **April 13, 2010—6:30 PM---MN SE Technical**

#### **Mission Statement**

The mission of the Red Wing Area Chamber of Commerce is to help our business members and community grow and succeed. In a nutshell, "Our business is making your business stronger!"

#### **Chamber Vision**

The Red Wing Area Chamber of Commerce strives:

- To be the most effective business advocate for our members.
- To be viewed by members and the community as a valuable part of any business or community strategy.
- To make the Red Wing area a desirable place to work and live by fostering a climate of business excellence.

**To carry out this vision, the Chamber focuses on 4 main areas:**

- Advocacy
- Promotion
- Networking
- Resource for Business Development & Growth

#### **Advocacy**

Participate in and provide forums for legislative, political and city issues impacting the business community, such as high speed rail, healthier communities and new business initiatives. This means providing resources for members to be informed on issues, so they can form and voice their opinions and get involved.

- Work with and support the efforts of the government affairs committee.
- Provide Legislative forums for members.
- Legislative conference calls.
- Survey members to find their interests regarding government affairs.
- Include information as needed in weekly ENews.
- Work with other area organizations to collaborate promotion of common issues (as needed).
- Lend support and /or endorse issues where the Board agrees the Chamber should take a stance.

## **Promotion**

Actively promote local businesses to all members.

- Weekly ENews.
- Chamber events.
- Ambassadors visits.
- Website inquiries.
- Phone inquiries.
- Visits to our office.
- EReferrals via our ChamberMaster program.
- Promote Chamber Bucks program to promote LOCAL spending.
- Communicate successes of Members.

Promote new businesses/expansions/remodeling/new management/new ownership in the Red Wing Area.

- Involve Chamber Ambassadors with ribbon cutting events and retention visits.

Provide opportunities for members to promote and showcase their businesses.

- Business After Hours (BAH)
- AM Espresso
- Tastebuds & Business
- Golf Tournament
- Business Expo
- ENews
- Website—Events Calendar
- Promote non-profit groups that are Chamber members.

Promote Red Wing to visitors/tourists.

- Visits to our office—we've been averaging over 100 people per week in our office—tourists and members and new businesses—this number will increase with the warmer weather.
- Via website & mail inquiries.
- Phone inquiries.

## **Networking**

Provide opportunities for our members to network with each other and with the Chamber. This is primarily done by working with and supporting the Membership Committee, the Ambassadors Club and via Chamber events.

- Monthly Business After Hours
- Monthly AM Espresso
- 5 Main Chamber Events Throughout the Year
  - Annual Meeting, Tastebuds & Business, River City Shootout Basketball Tournament, Golf Tournament, Business Expo

## **Resource for Business Development & Growth**

Provide business development resources and be a proactive partner in economic development. We are continually building our business tools. This encompasses several areas.

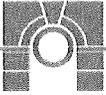
- Continue to inform our members of various tools available to their business via ENews.
- Continue to develop new tools/resources for our members to utilize.
- Encourage others who have tools that would be helpful for our members, to partner with us and make members aware of various resources.
- Attend numerous Events meetings and support the Chamber's Business Resource committee.
- Seminars--Provide/Collaborate on seminars on a variety of topics that will be of interest and helpful to our members at an affordable price.
- Provide Chamber seal and/or registered forms/letters for manufacturers shipping internationally. (Capital Safety, Automated Equipment, ADM, Red Wing Shoe Company).
- Collaborate with Workforce Development Center and use some of their resources as an economic development tool.
- Since September of 2009, we have only received 2 inquiries from businesses looking to relocate to Red Wing (1 independent, 1 franchise—Maid Rite). The Chamber was the first contact. We provide information on our schools, city& county and then we refer them to the Port Authority. I have also passed the information along to my Board.
- We also must RECRUIT, RETAIN and RECOGNIZE our members to keep our business and community growing.

**Collaboration is key!** The Chamber is collaborating with area organizations to identify shared goals and maximize resources thus eliminating duplication and competition.

- The Chamber staff attends these regular meetings.
  - Red Wing 2020.
  - DownTown Main Street.
  - VCB.
  - Red Wing Manufacturers Association.
  - Red Wing High School Parent Advisory Council.
  - Port, HRA, VCB, Chamber joint efforts committee (not officially named yet)

## **What is the Red Wing Area Chamber of Commerce?**

- We are a 501 (c)6 Organization.
- The Chamber is a membership based business organization with approximately 300 members that serves the Red Wing Area.
- We are governed by a Board of 13 volunteers. Donna Anderst is the current Board Chair.
- We currently have 34 very active Ambassadors—the Red Coats!
- Our 2010 budget is approximately \$195,000.
- We employ 1 full time staff, President Patty Brown, and 2 staff that are ¾ time (Tammy Wadley and Marion Fitschen).

RED WING AREA  
**CHAMBER**   
of **COMMERCE**

*Our business is making your business stronger*

## **2010 Chamber Events**

*BAH = Business After Hours*

January 19	Essential Chiropractic – BAH
January 28	Annual Meeting – Treasure Island Resort & Casino
February 9	Smokin' Oak – BAH
March 9	Bella Casa Interiors, Inc. – BAH
March 25	Taste Buds – St. James Hotel
April 27	Hallstrom's Florist & Greenhouse – BAH
May 7	AM Espresso
May 18	Merchants Bank – BAH
June 4	AM Espresso
June 15	Dr. Kroll's Health Solutions & Chiropractic Rehab – BAH
July 9	AM Espresso
July 20	BRICKHOUSE Pub & Grille – BAH
August 3	Businesses at 910 Main Street – BAH
August 6	AM Espresso
August 7	River City Days Basketball Sponsor
August 26	Chamber Golf Tournament
September 10	AM Espresso
September 14	Lawrence-Bohmbach Insurance Agency & Lawrence Realty– BAH
October 1	AM Espresso
October 26	Business Expo at St. James Hotel
October 26	St. James Hotel – BAH (following Expo)
November 5	AM Espresso
November 16	Sargent's Nursery, Inc. – BAH
November 26	Holiday Stroll Parade
December 3	AM Espresso
December 7	Workforce Development, Inc. – BAH