



DECORAH AREA CHAMBER

100 YEARS

Celebrating 100 Years of Service
to Business & Community in 2024

2024 ANNUAL MEMBERSHIP & SPONSORSHIP PACKET

Join in 2024!

2024 IS THE DECORAH AREA CHAMBER'S 100TH YEAR!

The Chamber's one hundred years of service are testament to the relationships and support from thousands of Decorah business and community leaders over the course of a century. This small, but mighty nonprofit has accomplished work through the talent and time of paid staff as well as the talent and time of many Board Directors and Committee Members. This is a year of continued work, special celebration, and recognition for the collective energy & commitment we have for this place we call home.

Our team is proud of having a reputation for positivity, collaboration, and community pride. Our work has resulted in a suite of quality-of-life initiatives for the Decorah Area that put us at the top of the list for being a great place to have a meaningful career and fulfilling life. This community charisma remains at the top of our 2024 "to-do" list. The ripple effect of that attitude is tangible and has gained Decorah recognition at the state and national level. As we think about other hopes for 2024, we're also excited about the following goals for our centennial year:

1. CREATE NEW WAYS TO CONNECT WITH, PROVIDE BENEFIT, AND CELEBRATE MEMBER SECTORS

In 2024, we add Restaurant Week (January 22-28), Manufacturing Week (October 4 -11), and Wellness Weekend (Nov 2-3) to the Chamber's established event list which already includes Women's Weekend Out (April 5-7), Witches Night Out (October 17th), and the 6-week long small business shopping promotion Countdown to Christmas.

2. SHARING ABOUT CHAMBER WORK AND RECOGNIZING THOSE WHO HAVE PLAYED AN IMPORTANT ROLE

In 2024, we will incorporate storytelling content to help us share our work. We look forward to coordinating with some of the people who have served on the Board or Chamber Committees over the last century. We will also add a Chamber-specific business awards event to recognize the good work happening right now in our community.

3. DEVELOP STRATEGIES THAT CREATE SUSTAINABILITY

In 2024, we will work with the nearly 75 volunteers that assist the Chamber through Committee roles to help enhance the efficiency and effectiveness of our good work to ensure that this organization sets a precedent for quality and innovation and embodies a work climate that is enjoyable for staff and volunteers.

We look forward to celebrating this milestone year with you!
Cheers to 100 years!

Included in this packet are several important items for 2024. We hope you'll hold on to this information for future reference regarding Chamber Programming and Events.

1. The list of **Membership Benefits** that includes, but is not limited to, a directory profile on the Chamber's website that greatly enhances business SEO, opportunities to attend Chamber programming, extended learning options like the Empower Decorah Leadership Series, and sector/topic-specific focus groups, ribbon cutting services, and elevation of events through social media.

2. A **Calendar of Events** with over a dozen opportunities for you to network with business leaders and get face time with Chamber staff.

3. A list of the talented individuals contributing to Chamber work in 2024 on the **Board of Directors and Committee Rosters**.

3. A **Sponsorship Menu** of partnership options that can be impactful additions for your 2024 Marketing Plan. These are only available to Chamber Membership.

4. A look back at accomplishments of last year, our 99th year. The **2023 Annual Report** is a comprehensive perspective on the breadth of services the Chamber provides in a year and captures the pop-up opportunities we took advantage of - something that's not easy to forecast at the start of the year.

5. The **Annual Membership Form which you should return to us by mail at your earliest convenience**. Your membership supports the organization doing critical economic, tourism, and business work, and provides unique opportunities for connection and individual business technical assistance.

MEMBERSHIP BENEFITS

Celebrating Milestones with our Members provides individual business recognition, but it also contributes to the larger narrative of community vibrancy that benefits all businesses in the Decorah Area.



1

PROVIDES OPPORTUNITIES FOR LEARNING AND PROFESSIONAL NETWORKING

The Chamber will host over a dozen opportunities for learning and professional networking in 2024. Educational opportunities like Empower Decorah Leadership course, scholarships to business conferences, focus groups on business-related topics, and the Decorah Young Professionals/Behind the Scenes Series are a few of the ways to not only stay informed, but stay connected. See the Calendar of Events for more information.

2

ENHANCES YOUR MARKETING PLAN AND DRAWS ATTENTION TO YOUR BUSINESS.

Collaborative marketing efforts with the Chamber and other local businesses are a great option to add to your marketing strategies for the year. Connect with the Chamber and Visit Decorah tourism liaison to learn about how you might fit into the 2024 marketing plan, attend the Gala and Golf events, sponsor one of the many networking opportunities to get your name out there, or if applicable, be a participating business in a Chamber-led event like Witches Night Out. Remember to share information about your social media accounts to enable Chamber Staff to elevate your information.

3

IMPROVES INDIVIDUAL SEO THROUGH THE CHAMBER'S BUSINESS DIRECTORY

Your chamber membership triggers the creation of a unique profile for your business on the Chamber's new website. This profile not only improves the way your business and Decorah shows up within a Google search, but it also gives your business legitimacy for your clientele. Chamber staff are available to ensure that your profile is up-to-date to maximize your SEO readability.

4

BE A PARTICIPANT IN BUY LOCAL INITIATIVE - DECORAH'S CHAMBER DOLLARS PROGRAM

Our 'buy local' or Chamber Dollars program ensures over \$100,000 is spent within our community annually. Chamber dollars can be redeemed at Chamber member locations and the locations at which they are most commonly redeemed are listed on a handout with each purchase.

“Being a member of any organization makes you part of something bigger. If your goal is to support the local economy & community’s Quality of Life, a Chamber membership is a great choice.”

Lisa Lantz, The Getup
2024 Chamber Board President

5

STAY CONNECTED TO WHAT'S HAPPENING WITH THE CHAMBER AND THE COMMUNITY

The Chamber's relationship to the many business sectors and local organizations makes it an important partner in information sharing. The Chamber's monthly e-newsletter and Facebook page are fantastic resources that share what's happening in the Decorah Area.

8

REPRESENTATIVE DECISION-MAKING THROUGH COLLECTIVE COMMUNITY INPUT

From the Board of Directors to one of its many sub-committees, over 60 people directly serve to further the mission of the Chamber. This is a community-minded, community-driven organization! We're so grateful for all the “boots on the ground” that contribute to the Chamber's work, which in turn strengthens the Decorah Area.

6

RECOGNITION OF MEMBER MILESTONES - CELEBRATING WITH OUR MEMBERS

Through ribbon cuttings and special events, the Chamber enhances business recognition & business ecosystem vibrancy. Ribbon cuttings are important additions to our community narrative and a long-standing Chamber tradition. The Decorah Area is a good place to start, grow, and maintain a successful business. Helping to lift up these stories improves our area's reputation for business.

9

BASIC BUSINESS SERVICES THAT IMPROVE EFFICIENCY

The Chamber has community amenities available and information specific to the business community that benefits the members. From the use of its bulk mailing permit, access to the Chamber Mailing List, or use of the office conference room, these small business services can make a big difference.

7

MAINTAINS STRATEGIC PARTNERSHIPS THAT GARNER COMMUNITY RECOGNITION

The Chamber's partnerships with local, regional, and state organizations positions staff to be advocates on city, county, state, and regional issues. It also positions Decorah to partake in opportunities that are advantageous to the community. From supporting Viking River Cruises to important partnerships with the State's Tourism Office, the Chamber keeps Decorah top-of-mind. This work brings people to town and positively impacts Decorah's economy.

10

DEDICATED COMMUNITY HOST AND DRIVER OF COMMUNITY WORK

The Chamber hosts the Decorah Visitors Center which welcomes thousands of visitors each year. The Chamber's work with Downtown Decorah Betterment, Nordic Fest, Visit Decorah, Winneshiek County Development & Tourism, City of Decorah, and the Hotel/Motel Marketing Committee ensures that critical work gets done at a high level of excellence and - most importantly - in an efficient and strategic way.

- Scan to go to Chamber website for individual event details



2024 CALENDAR OF EVENTS

- See the Program Descriptions below for recurring event time and location.

JANUARY

- 22 | Annual January Luncheon
- 22-28 | Decorah Restaurant Week

FEBRUARY

- 15 | Empower Decorah Leadership Series Begins (6 Classes total) * 9:00 AM to 12:00 Noon

MARCH

- 6 | Q1 Learning from Locals at Pulpit Rock Brewing Co
Topic: Community Host Training-Understanding
Local Tourism Assets for Frontline Workers
- 22 | Q1 Decorah, Behind the Scenes, Stanley Engineered Fastening

APRIL

- 4 | Q1 Networking Breakfast
- 5-7 | Women's Weekend Out Retail & Entertainment Event
- 26 | Chamber Gala at Impact Coffee, 6:00 to 9:00 PM,

MAY

- 8 | Q2 Learning from Locals with RESET Conference @
Convergence CiderWorks
Topic: 10 Ways to Save 10 Minutes for Working Parents
- 9 | Retail and Restaurant Spring Gathering
- 24 | Member Happy Hour Social
- 31 | Q2 Decorah, Behind the Scenes, WinnMed

JUNE

- 24 | Annual Golf Outing Fundraiser
- 27 | Q2 Networking Breakfast

JULY

- 9-13 | Herdsmanship Judging at the Winn Co Fair
- 12 | Ag Educational Event at the Winneshiek Co Fair
- 25-27 | Nordic Fest

AUGUST

- 9 | Q3 Learning from Locals at Decorah Bank & Trust
Topic: Succession Planning with the DB&T Trust Team
- 23 | Member Happy Hour Social
- 30 | Q3 Decorah, Behind the Scenes, Decorah Airport

SEPTEMBER

- 5 | Q3 Networking Breakfast
- 24 | Chamber's 100th Birthday / 2024 Business Awards

OCTOBER

- 7 - 11 | Manufacturing Week
- 17 | Witches Night Out
- Harvest | Stay Safe, Take a Break Appreciation Event
- 24 | Retail and Restaurant Fall Gathering
- 31 | Q4 Networking Breakfast

NOVEMBER

- 1-3 | Wellness Weekend
- 6 | Q4 Learning from Locals at Stress Less Tech
Topic: SEO Maximization
- 15 | Holiday Open House
- 22 | Q4 Decorah, Behind the Scenes, Toppling Goliath
- 22-24 | Peppermint Walk
- 30 | Countdown to Christmas Retail Events Begins

DECEMBER

- 6 | Countdown to Christmas Retail Event - Drawing #1
- 13 | Water Street Lighted Parade
- 13 | Countdown to Christmas Retail Event - Drawing #2
- 20 | Countdown to Christmas Retail Event - Drawing #3
- 27 | Countdown to Christmas Retail Event - Drawing #4

NETWORKING BREAKFASTS

Held quarterly **at the Landing Market from 7:30 to 8:30 AM**. Casual, come and go as you please. Useful to meet new people or an opportunity to coordinate a chat with peers. *Coffee provided by the Chamber.*

DECORAH, BEHIND THE SCENES

Formerly known as Young Professionals. Held **quarterly at varying locations on Fridays from 12:00 noon to 1 PM**. This series is designed for young and/or curious professionals of any age. The Chamber will curate tours or experiences that allow a more in-depth understanding of the community. Example: 2nd Story Living in Downtown Decorah w/ tours of downtown apartments. *Light lunch provided.*

MEMBER HAPPY HOUR SOCIALS - NEW! IN 2024

Held **semi-annually from 4:30 to 5:30 PM at Toppling Goliath Brewing Co**. Casual networking event for those that aren't morning people. Face time with Chamber Staff and an opportunity to network. Come and go as you please. *1st drink provided by the Chamber.*

LEARNING FROM LOCALS - NEW! IN 2024

Held **quarterly at varying locations from 12:00 to 1:00 PM**. Extended learning opportunities with local experts on business enhancement topics such as marketing, succession planning, and Search Engine Optimization. *Attendees are encouraged to bring their own lunch.*

2024 BOARD OF DIRECTORS & COMMITTEE ROSTERS

CHAMBER STAFF

Jessica Rilling	Executive Director
Amanda Streeper	Director of Member Services
Meg Storkamp	Hospitality

CHAMBER AMBASSADORS

Cindy Hoyme	Kerndt Brothers Bank
Dallas Steffen	Decorah Bank & Trust
Holly Allen	Decorah Bank & Trust
Joe Hammel	Hammel Jewelers
Marcia Madrigal	Kelly Real Estate
Joanie Rollins	AJ Realty
Lashelle Evans	Viking State Bank
Maureen Duncklee	Viking State Bank
Nicholas Wilz	Farm Bureau Financial Services
Ray Rinkol	Miller Law Office
Tade Kerndt	Viking Realtors
Amanda Kupka	Thrivent
Adam Baker	State Farm
Tara McConnell	Serenity Fitness
Laura Gronna	Exit Realty
Chris Hicks	Heavenly Made Gifts

AGRICULTURE COMMITTEE

Bob Kane	Farm Credit Services of America
Nate Gebel	Farm Credit Services of America
Dave Krieger	Decorah Bank & Trust
Brendon Kacher	Decorah Bank & Trust
Cindy Hoyme	Kerndt Brothers Bank
Tyler Hemry	Kerndt Brothers Bank
Jess Rediske	Red Roxy Quilt Co.
Matt Burkey	Northeast Security Bank
Mike Jacobson	Northeast Security Bank
Allie McIntyre	ISU Extension - Winneshiek Co.
Nicholas Wilz	Farm Bureau
Isaac Luzum	Viking State Bank
Kenzie Hovden	Viking State Bank

BOARD OF DIRECTORS

Sara Thomas	Decorah Bank & Trust
Cindy Goodner	Seed Savers Exchange
Russell Schouweiler	Thrivent
Jana Eversizer Olson	Anderson Law Firm
Kim Bonnet	Rubaiyat Restaurant
Steve Slessor	Winneshiek Medical Center
Ben Krouse-Gagne	Helping Services
Diane Krentz	JB Holland Construction
Tim Cronin	Decorah Community Schools
Lisa Lantz	The Getup
Kirsten Olson	The City of Decorah
Blake Courtney	Viking State Bank & Trust
Robert Clay	Luther College
Al Shindelar	Stanley Engineering

BUSINESS RESILIENCY COMMITTEE

Sara Thomas	Decorah Bank & Trust
Stephanie Fromm	WCDT / Decorah Jobs
Travis Goedken	City of Decorah
Brittany Todd	R.E.S.E.T. Conference
Andrew Bailey	Luther College
Benji Nichols	Inspire(d) Media
Josh Dansdill	Northeast Iowa RC&D
Paul Cutting	Winneshiek Energy District
Eric Sovern	Cardboard Robot

COMMUNITY & RETAIL EVENTS COMMITTEE

Lisa Lantz	The Getup
Alyssa Ritter	Visit Decorah
Nate Furler	Oneota Food Cooperative
Gail Bolson-Magnuson	Agora Arts
Dom Bockman	TBOcks Sports Bar & Grill
Kim Bonnet	Rubaiyat Restaurant
Jess Rediske	Red Roxy Quilt Co.
Stephanie Henning	Modish

SPONSORSHIP MENU

ORGANIZATIONAL PARTNERS

Broad top-level support throughout the year for the Chamber's wide variety of services and programming provided to the professional community. Recognition through prominent logo placement on print and digital media, verbal acknowledgement at events, and guaranteed placement for competitive programming.

2024 LEAD Package

\$7,000 : 1 Available

Gala Premier Event Sponsor, Empower Decorah Lead Sponsor, Two Participant Registrations for Empower Decorah, Ag Partner, Golf Outing Hole Sponsor, Behind the Scenes Series Sponsor, Networking Breakfasts Series Sponsor, Community Connection Series Sponsor, eNewsletter Sponsor, Website Home Page Recognition

2024 SUPPORTING Package

\$4,000 : 4 Available

Gala Supporting Sponsor, Empower Decorah Supporting Sponsor, One Participant Registration for Empower Decorah, Golf Outing Hole Sponsor, Behind the Scenes Series Sponsor, eNewsletter Sponsor, Website Home Page Recognition

2024 CONNECTEDNESS Package

\$1,000 : 5 Available

Year-Long Sponsor for Networking Breakfasts Series, Behind the Scenes (YP) Series, and Learning From Locals Series

New in 2024

100TH BIRTHDAY PARTY & AWARDS EVENT



Tuesday September 24th, 2024 5-7PM

A 100th Birthday Cocktail Party & the Chamber's First Annual Business Awards Event

\$1000: Presenting Sponsor - One Available

\$500: Supporting Sponsors - Two Available

PROGRAM CHAMPIONS

The Chamber is a leader in the Decorah area for professional networking, educational programming, and creating positive and productive gathering spaces. These options are great for sponsors who believe in-person learning and relationship-building still play an important role in our increasingly virtual world.

Act fast to
secure these dates

DECORAH:BEHIND THE SCENES (YOUNG PROFESSIONAL)

\$250: 4 Sponsorships Available

Mar 22 at Stanley Engineered Fastening

May 31 at WinnMed

Aug 30 at Decorah Airport

Nov 22 at Toppling Goliath

Held quarterly on Fridays from 12:00 noon to 1 PM. For new, young, or curious professionals. Curated tours or experiences for a unique understanding of the community. Reservation required day before. Light lunch provided.

NETWORKING BREAKFASTS

\$250: 4 Sponsorships Available

Apr 4 / Jun 27 / Sep 05 / Oct 31

Quarterly Breakfast (730-830AM) hosted by the sponsor and chamber. Time to network. No registration required. Complimentary coffee.

LEARNING FROM LOCALS

\$250: 4 Sponsorships Available

Mar 6 / Community Host Training

May 8 / 10 Ways to Save 10 Minutes for Working Parents

Aug 9 / Succession Planning with the DB&T Trust Team

Nov 6 / SEO Maximization

Held quarterly at varying locations from 12:00 to 1:00 PM. Extended learning opportunities with local experts on business enhancement topics such as marketing, succession planning, and Search Engine Optimization.

ADDITIONAL PROGRAM & EVENT SPONSORSHIPS

Specialized programs and events promote your business in fun and unique ways! You can complement the Chamber's outreach with specific invitations to your network to ensure high attendance/participation for your target audience.

CHAMBER GALA

CELEBRATING 100 YEARS OF SERVICE

THEME: ROCKING AROUND THE CLOCK

Friday, April 26, 2024 6-9PM

Our biggest fundraiser & an evening of fun.

Big Ben | Premier Sponsor \$2000 (2 Available)

Grandfather Clock | Sponsor \$1500 (3 Available)

Trusty Timepiece | Sponsor \$750 (3 Available)

Party Game Sponsor - \$250 : 6 Available

Fashion Sponsor - \$250 : 2 Available

Signature Cocktail Sponsor - \$500

Photo Memories Sponsor - \$500

Live Auction Sponsor - \$500



New in 2024

MEMBER HAPPY HOUR SOCIALS

Membership Appreciation - 1st Beer is on Us!

Fri May 24th 430-530PM at Toppling Goliath

\$250 - May Happy Hour Sponsor - 2 Available

Fri August 23rd 430-530PM at Toppling Goliath

\$250 - August Happy Hour Sponsor - 2 Available

CHAMBER DOLLARS

We issue more than \$100,000 in chamber dollars annually. Each chamber dollar recipient receives an insert detailing the program. Sponsor are tagged in social media and get 1/4 page promotional blocks on the insert.

\$1,000 : 2 Available

COUNTDOWN TO CHRISTMAS

Be a Shop Local Partner! One of the Chamber's most rewarding promotions in partnership with the retail sector. Four weeks of Shop Local promotion. Sponsor logo on Countdown to Christmas entry slips (20,000 slips | 4 weeks)

\$250: 4 Available

AGRICULTURE

The Chamber has a strong tradition of supporting the Ag Sector and incorporating this sector into local activities.

Events led by our Chamber Ag. Committee.

Ag Partner - \$500

Sponsors all of the Chamber's Ag. work for the year.

Ag Steak N Shake - \$300

Thursday, June 13th, 2024

At the Fairgrounds. Featuring Cattlemen and Moo Mobile

Ag Education Event @ Winn Co Fair - \$250

Stay Safe, Take a Break Sponsor - \$150

GOLF OUTING

Monday, June 24th 2024

2024 will be the 24th Annual Chamber Golf Outing. This is a great opportunity for businesses to market and have fun with co-workers. Held at Oneota Golf & Country Club.

\$325 / Team (36 Team Max)

Team fee covers the four players registration. Golf cart rental is not included. Teams can rent carts directly w/ Oneota Golf & Country Club.

Hole Sponsor - \$250 : 18 Available

Promotion, Game, & Business Representation at Hole)

Hospitality Sponsor - \$350 : 1 Available

Patio Host, Includes light morning refreshments

Golf Cart Sponsor - \$450 : 1 Available

Includes Custom Branded Koozie for every player.

Beverage Cart Sponsor - \$500 : 1 Available

EMPOWER DECORAH SERIES

A 6-class leadership series in the winter of 2024. Designed for individuals / managers who want to strengthen and develop their leadership skills. Paired with Decorah-specific topics to help residents be better informed about their community.

\$500 : Class Level Sponsor

Class One - Strengthsfinders w/Mariam Skrade

Class Two - Art & Storytelling w/ Awki Nji

Class Three - Manufacturing & Workforce

Class Four - Community Issue / New School

Class Five - Agriculture in Winneshiek Co.

Class Six - Small Business w/ Retailer Panel



Decorah Area Chamber Staff

Jessica Rilling, Executive Director
jessica@decorahareachamber.com

Amanda Streeper, Director of Member Services
amanda@decorahareachamber.com

Chamber Office
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Decorah, Iowa 52101
563-382-3990

www.decorahareachamber.com

 [decorahchamber](https://www.facebook.com/decorahchamber)

2023

A Year in REVIEW

3 Staff

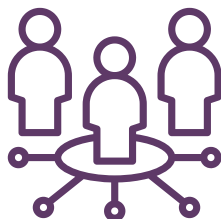
284 Total Members

224 Meetings

8

Directly supported 8 other organizations that are key to the identity and vibrancy of this community. The Chamber increases the capacity for the community's small and micro-organizations.

From high-level management to financial administration to project implementation, the Chamber plays an integral part in the organizational fabric of Decorah.



**COMMUNITY
ORGANIZATIONS**

**3 STATE
Awards**

The Chamber gained recognition for Decorah by securing 3 state awards. Decorah was recognized by the Iowa Economic Development Authority as having a Cultural and Entertainment District.



Chamber staff nominated and had Carina Cavagnaro named to the Iowa Restaurant Association's 40 Women to Watch in Hospitality and nominated and secured an award for Mosaic of Northern Iowa for the Iowa Finance Authority's 2023 Housing Iowa Special Needs Award.

2023 was an exciting year for the Chamber. Our small team continued to build capacity, tried new programming, and implemented a new committee structure to ensure that the members and the larger community get the maximum benefit from Chamber work.

The Chamber was pleased to welcome over 30 members in 2023, which is 2xs more than in 2022!



33

RIBBON CUTTINGS

The Chamber celebrated 33 member milestones from joining the Chamber, to starting or expanding a business. The Ambassador team loves to celebrate alongside its members!

The Chamber hosted 25 Chamber-specific learning and networking opportunities for members and over 21 community-based events.



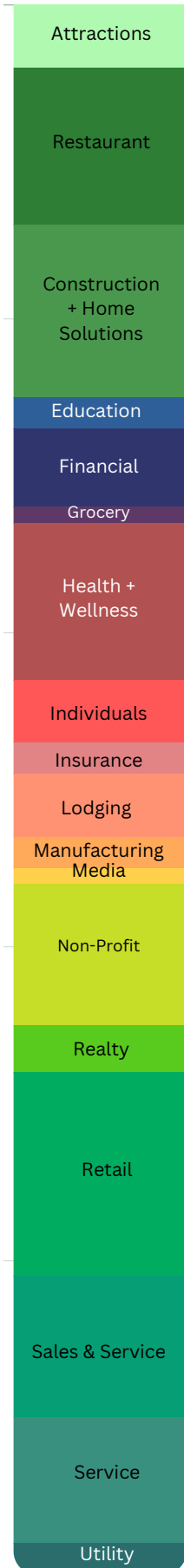
61 community leaders served on a Chamber-led Board or Committee. They are essential in the Chamber decision-making process and advocates for the organization.

61
**community
leaders**



We are extremely grateful for their time and talent!

Proportion of Members by Sector



2023 Chamber Membership Breakout



\$60,000+
grant funding

In 2023, Chamber staff secured a grant for \$20,000 to assist with a community parklet project. In the past three years, Chamber staff have secured over \$60,000 in grant funding for community-based projects including wayfinding for the Decorah Impact Crater, tourism videography, and community marketing.



Over \$80,000
available to
local businesses

The Chamber is pleased to be able to offer small business loans through the USDA Revolving Loan program. The Chamber currently administers two loans for Decorah businesses and has over \$30,000 available to Chamber members with suitable projects.

10,000+

As owner/manager of the Decorah Visitors Center, the Chamber played host to over 10,000 visitors in 2023. More than 1,000 of those visitors were from across the nation and/or globe as visitors on Viking Cruises.

The Chamber manages the step-on guides and routinely acts as step-on guides themselves to share community highlights and encourage return visits.



AGRICULTURAL
Connection



5 events hosted+ 4 awards given

The Chamber Ag Committee works to connect the agriculture sector with the business sector. The Committee honors Decorah's rural farm history and connects current members to educational & networking opportunities. The Stay Safe, Take a Break harvest event, two Ag. sponsorships, Ag. appreciation event, and work with youth (Winneshiek 4-H Clubs and Decorah FFA) keep Ag. top of mind. In 2023, the Committee supported the first Dreaming of Fields Event in partnership with area producers and Pulpit Rock Brewing Co.