

“SETTING OUR SAILS FOR SUCCESS”

OUR MISSION:

The Park Rapids Lakes Area Chamber's mission is threefold: to promote business growth in Park Rapids Lakes Area, to serve members with personal and professional development opportunities, and to affect public policy decisions to the benefit of the Park Rapids Lakes Area business community.

Simply put, we are igniting success for our members and for the community



2009 STRATEGIC OBJECTIVES

MEMBERSHIP:

Increase membership by 20% in 2009

Member mentorship program

Retain 100% of Current Membership

- Improved marketing/collateral materials and membership development plan
- Re-Organize Resort Group and hold Regular Lodging Meetings

MARKETING:

Focus resources into a few areas and make a larger impact to attract tourists and visitors to our area

- Increase revenue for tourism marketing
- Package advertising, conduct regular Resort meetings. Include cracker barrel component.
- Focus in Internet advertising and web site improvement
- Marketing committee to decide on allocation of funds
- Chamber Events are a marketing strategy
- Educate membership as to why we selected our marketing strategies

PUBLIC POLICY:

Monitor, communicate back to membership and build relationships with other working groups

- Participate in MN Chamber Policy sessions.
- Grow Minnesota Program - Business Retention & Expansion
- Work with other groups, e.g. RDG Downtown Revitalization Plan, HCREDC
- Work with local, regional governmental representatives

FINANCE COMMITTEE:

- **Communicate to the full membership a clear understanding of the Chamber's financial picture**

To continue work on the above goals and identify additional measurable goals the following work groups have been established:

Work Groups:

- Leverage Community Partnerships
- Develop Volunteer Base
- Advocate For and Support Communication Technology
- Improve Chamber Performance
- Promote Tourism
- Develop Park Rapids Area Brand
- Unite our membership
- Work Collaboratively to Grow and Retain Business

BENEFITS

Networking

- Business Women's Luncheons (fee)
- Business After Hours (fee)
- Volunteer Committees
- Chamber Functions
- Community Special Events
- Chamber Annual Meeting

Public Relations and Publicity

- Ambassador Grand Opening Visits, Open Houses and Ribbon Cuttings
- Email Blasts
- Chamber Website
- Member Certificate & Cling
- Member Profile in Newsletter
- Newsletter Inserts (fee)
- Business After Hours (fee)

General Business Assistance

- Use of Chamber's Meeting Room
- Full Member List Mailing Labels
- Monthly Newsletter
- Ad Placement in Chamber News
- Small Business Development Center
- Splash Page on Chamber Web Site
- Brochure Development
- Educational Seminars
- Lakes Area Leadership Program
- Chamber 101 Breakfasts

Advertising

- Official Area Discovery/Vacation Guide (fee)
- Business Promotion Display at Chamber Wayside Rest Complex, Open 24/7
- Web-site listing & linking (fee)
- Chamber Master Web Site Gold Package
- Happy Pack Coupon Book (fee)
- Advertising on Park Rapids Web-site
- Community Information Packets
- 24 Hour Computer Kiosk for Lodging Information at the Visitor Center
- Chamber Channels Monthly Newsletter ads/inserts (fee)

- Referrals to your business from Chamber office and other Chamber members.

Tourism Marketing

- Discovery Guide distribution at Sport Shows via Chamber Booth and MN Office of Tourism in key markets throughout the Midwest Region
- "Real Time" On-line vacancy for lodging (no charge)
- Ad placement in Midwest Living Magazine, MN Monthly, AAA Living
- Discovery Guide distribution at Explore Minnesota Mall of America Store
- Annual State Guide
- USA Weekend
- Winnipeg Herald
- Chicago Tribune
- MN Cycling and MN Trails Magazines
- Internet Advertising Campaign
- Minnesota Explorer Newspaper Spring/Summer, Fall & Winter Series
- Fargo Forum Destinations Vacation Guide
- Travel Marketing Group Midwest Regional Brochure Insertion
- St. Paul Pioneer Press Brochure Pages
- Group Tour Marketing Services
- Travel Writer Marketing and Tours

Other Services

- Every Friday News Email
- Member to Member Discount Program
- Ambassador Mentoring Program

Sponsorship Opportunities

- **Chamber Events** offer great recognition for your business and demonstrates your commitment to chamber programming. There are many key opportunities with an array of investment levels.
- Monthly events such as After Hours and Business Luncheons to our Annual Meeting, Special Events and more.

WHY JOIN THE CHAMBER?

- **Our Objectives:** To create a spirit of cooperation in the Park Rapids Lakes Area; To actively represent our members' interests; To provide leadership by developing partnerships; To plan and develop strategies for our success.
- **Vision:** Be a progressive, member driven Chamber that successfully serves as a community partner to enhance and promote the Park Rapids Lakes Area as the ultimate destination to live, work, and play.
- We are financed through membership investment and creative fund raising efforts. The Chamber is not a tax funded government organization.
- **Who Can Join:** Chamber membership is open to any interested business, organization, or individual that maintains a voluntary annual dues investment.
- All employees of Chamber members are invited to participate in Chamber activities.
- **Why Join:** The Chamber is an organization of business leaders who work together to improve their community and the area's business climate. The effectiveness of the Chamber is entirely dependent on member support and involvement.
- We serve as a location for the SBDC Small Business Development Center.
- Over 400 members (9 new members since January 2008)

Counselor Realty, NOR-SON, Inc., Curves for Women, Emmaville Café, Pharmacy Shoppe, MSRPO, Minds Eye Graphic, Pregnancy Resource Center, Hubbard County LSS Senior Nutrition Advisory Council

CHAMBER MASTER GOLD PACKAGE ON

The Park Rapids Lakes Area Chamber offers its members a **Free Splash Page** on our www.parkrapids.com website, powered by Chamber Master. You have the ability to have your own personal business page with photo's, logo's, descriptive text, **HOT DEALS** (a marketing tool in Chamber Master to advertise Specials & Sales at your place of business), **SPECIAL EVENTS, JOB POSTINGS** and many other exciting and informational items to drive people to **YOUR** business!

The Park Rapids Lakes Area Chamber offers this exciting Gold Package, **FREE** of charge to all chamber members. This benefit alone is worth its weight in Gold.

You will receive your own user name and password and have the ability to make changes and additions to your site. You may post **Upcoming Events & Hot Deals** and after the chamber approves them. they will go live on our website.

As always, if you have any questions or concerns about how to best utilize your Chamber Splash Page our staff is here to help you.

This is just one of the many benefits that Chamber Membership offers you.



NETWORKING & EDUCATION

Chamber 101 Breakfast Meetings - 3rd Thursday of each month

What you will learn

- **History and role of the Chamber**
- **2008 Strategic Plan**
- **Chamber resources for our community**
- **Chamber resources for your business**
- **Chamber Master tutorial on your web listing options**

Business After Hours

- **Held the first Thursday of the month**
- **Networking with other members**
- **Fun social atmosphere**
- **Team up with a non-profit and support them.**

Women's Business Luncheon

- **Held the 2nd Tuesday of the month**
- **Chance to host and showcase your business**
- **Meet other business women in the community**
- **Exchange business cards and information about your business**

Ambassador Program

- **Business networking**
- **Meet new business owners when they come to town**
- **Public recognition**
- **Assist the chamber with membership drives**

BOARD LIAISONS & COMMITTEE STRUCTURE

Membership: Andrea Frank, Diane Dennis, Floyd Frank, Mic McCrory

Membership Campaign, Marketing the Chamber Product

Ambassadors: Andrea Frank, Diane Dennis

Resort Group: Floyd Frank, Joseph Scharber

Finance: Bill Steen, Bob Seifert, Diane Dennis

Public Policy:

Leadership Park Rapids: David Konshok

HCREDC & Economic Development

Grow Minnesota Program: Teresa Spaeth

Downtown Business Association Cynthia Jones

Progress Park Rapids: Bill Steen

City, County and State Government Communication: Dennis Mackedanz

Marketing Committee:

Tourism Marketing: Chair: Floyd Frank

Cynthia Jones, Floyd Frank, Joe Scharber

CVB: Jennie Anderson

Special Events:

Legends and Logging Days: Cynthia Jones

4th of July Parade: David Konshok

Administrative/Standing Committees

Bylaws

Annual Meeting

Nominating Committee: Diane Dennis, Bill Steen, Bob Seifert

Executive Committee: Diane Dennis, Bill Steen, Bob Seifert

Wayside Rest: Floyd Frank

Board Liaisons do not necessarily chair committees, rather, they support the committee

efforts and report back to the Board of Directors on Committee progress.

Many fellow Chamber members serve on these important committees.

Please consider being involved.

Just give the Chamber staff or Board member a call for committee details and meeting times.

Who makes the decisions?

The people that show up!

**CHAMBER'S CORE PURPOSE:
CONTRIBUTE TO THE SUCCESS OF OUR
MEMBER BUSINESSES**



**Blueberry Pines Restaurant &
Golf Course
Business After Hours**



**Coborns Open House
Ambassador Visit**



Delaney's Ambassador Visit



Haas Printing Open House



**Investment Service Center
Business After Hours**



**J & B Foods Taste of the Holidays
Customer Appreciation**



Park Rapids Lakes Area Chamber of Commerce & Tourism

Vision: *The Park Rapids Lakes Area is the ultimate*



2009 Strategy Map

Mission: The Chamber engages its members in the pursuit of excellence and economic growth by fostering an innovative business environment and world-class community.

Values: The Chamber leadership will advocate for the diverse needs of its members by supporting partnerships based on mutual respect for each other's business requirements, embracing integrity in all operations, and strive for excellence in all activities, all to promote positive and profitable relationships for all community constituents.

Strategic Actions

-Work Collaboratively to Grow and Retain Business

- Unite Our Membership

- Develop Park Rapids Area Brand

-Promote Tourism

- Improve Chamber Performance

-Advocate for and Support Communication Technology

- Develop Volunteer Base

- Leverage Community Partnerships

Results when the Vision is reached:

- 100% of Chamber membership is engaged in the work and programs of the Chamber
- The Chamber's strong brand gives people an easy way to participate in something larger than themselves and their organizations. It provides a sense of community and purpose through a unified voice involving mutual interests and opportunities
- Community constituents repeatedly voice their satisfaction (polls, letters, verbal testimony) in their choice to live, work and recreate in the area as a result of planned community activities and the area's intrinsic environment.

Current State