



## Manitowish Waters Chamber of Commerce FY '21 - A Year in Review

### 1. Welcome

### 2. Thank You

### 3. Introduction of Standing Board

### 4. Member Promotion

- Outsourced Visitor Guide to 5 Star
  - Saving an estimated 400-500 staff hours per year
  - Increasing revenue from \$2000 in FY21 to an estimated \$2500 in FY22
  - Increasing distribution to 6 shows in Wisconsin and Illinois
- Diverted \$1,042 in advertising to newer, more current outlets (StatePoint Media)
- Introduced Growth Zone to help members better promote their businesses while streamlining administration for members and staff; more than 80% efficiency gain for staff

### 5. Governance & Finance

- Moved financial reporting system to QuickBooks Online, creating efficiencies
- Implemented a Treasurer's audit review of income and expenses to ensure proper coding
- Migrated former databases for all operations from "tethered together server" to the cloud, increasing efficiency, data safety/integrity and cost-effectiveness
- Worked with Town Chair and Clerk to resolve issues with receiving Room Tax funds

### 6. Human Resources

- Moved staffing to online platform (Indeed) to increase reach and candidate pool
- Formalized employee benefits program with policy statements, including professional administration where needed and adhering to professional accounting standards
- On-boarded 7 new board members
- Formalized staff job descriptions and began working toward performance objectives

### 7. Board of Directors

- Formalized board committee roles and responsibilities
- Updated annual voting process to ensure one vote per member organization and less opportunity for improprieties
- Introduced Zoom meeting option to increase flexibility of board and member attendance



## **8. Communication**

- Delivered regular, weekly newsletter (sighted as the runner-up to best out of 200)
- Started outreach listening exercise (a way to introduce the new Executive Director to members, (re)connect with established members, recruitment of potential new members)
- Increased presence on Facebook and Instagram
  - During the second half of the year visits to Facebook increased
  - Instagram hits were highest for the “reels” that the Chamber posted)
- Initiated refresh of website
  - Home page was reworked to have a more dynamic and inviting appearance
  - Additional links inserted to facilitate more efficient navigation of the website

## **9. Programs/Events**

- Held a successful and well-attended Covid-safe Christmas celebration
- The annual boat/car show brought in more participants than expected, and visitors stayed longer than usual, enjoying the historical pontoon tours, refreshments, and live music.
- This year’s 4th of July celebration was “re-imagined” with new and different ways to provide entertainment for the kids, generate revenue, and to provide a safe venue
- Cran-A-Rama was also a great success for crafters and visitors who enjoyed the change in their staging location from the asphalt road to the grassy courtyard between the Chamber, Library and Lions Pavilion. The library recorded their largest number of visitors ever, in a single day!
- Chamber After 5s - 8 were held this year
- Developed partnership with the MW Alliance Foundation to re-imagine Bad Dash in the future and possible other events

## **10. Miscellaneous**

- Introduced new apparel line geared to younger, broader demographic
- Finished placing new sign above chamber office door (from FY '21 calendar donations)
- Contributed \$16,000 to Town Youth Center (from FY '21 calendar donations)

## **11. Open Q & A Period**

## **12. Results of Board of Directors Elections**

## **13. Announce Next Board Meeting Time and Place**

## **14. Adjournment**