

## Strategic Priorities

1. Drive Local Economic Growth
2. Inspire Community Vitality
3. Facilitate Business Relationships
4. Leverage Government Liaisons
5. Support Workforce Strategies
6. Pursue Clarity & Distinction
7. Improve ROI for Members

belong. connect. succeed.



Scan to see NEW website

*Mission:* We serve as the lead advocate and resource for our members and create partnerships that foster a healthy business climate.



### 2024-25

#### Board of Directors

Front row: Daniela Zens (Zens Steak & Seafood), Coreen Schoep (Solutions Behavioral), Emily Sivertson (Northern Contours), Megan Beckler (Multi Business Solutions), Larissa Campbell, Vice Chair (Hillcrest Academy), Melissa Davis, Past Chair (NF Field Abstract).  
Back row: Dustin Morris, Chair Elect (American Federal Bank), Ben Brimhall (Minnesota Motor), Darrell Schreiber (Comstock Construction), Josh Bolluyt (Advanced Auto Care), Nate Kunde, Chair (Otter Tail Power) & Lucas Gervais (AMP Insurance).

“Being a member offers numerous benefits that can significantly enhance your business's success and community involvement. The Chamber serves as a strong advocate for your business and represents your interests in local, county, and state legislation. By joining the Chamber, you also demonstrate your commitment to the economic well-being and vitality of the Fergus Falls area, contributing to a thriving business community. Overall, membership in the Fergus Falls Chamber of Commerce is an investment in your business's growth and the prosperity of the local economy.”

*Nate Kunde, Board Chair*



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218-736-6951  
Chamber@FergusFalls.com  
www.Fergus Falls.com

#### Chamber Staff

Lisa Workman, President  
LeeAnn Barnett, Events Assistant  
Gina Ackerson, Marketing Specialist  
Missy Anderson, Admin. Assistant



# Membership

# 2024 Priorities & Outcomes

# Whom We Serve & Represent

362  
Members



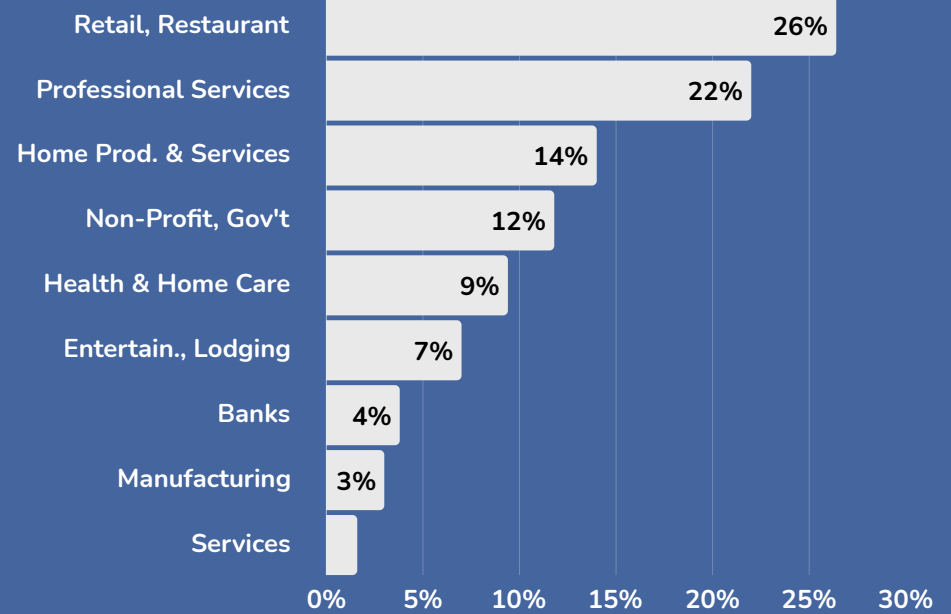
27 New  
Members



12,473  
Employees  
+ 1,182 jobs



88% Membership Retention Rate



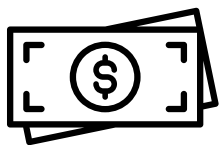
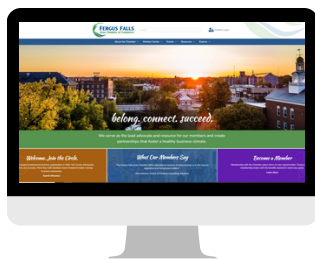
## 1. Drive Local Economic Growth



\$176,500 spent at 36 members during holiday campaign

### FergusFalls.com

- 2,341,560 Website Visits
- +657% from 2023
- 86,559 Event Views



\$47,225 Fergus Bucks spent

300+ Members Featured in Radio, Newspaper, Digital & Social Media



## 2. Inspire Community Vitality

42 Recipients of



## 3. Facilitate Business to Business (B2B) Relationships

80 Chamber Events  
1,197 Networking Connections



30 New Business, Expansion & Anniversary Celebrations  
54 Business Retention Visits

98,332 Member Page Views online  
69,245 Online Business Searches



Promoting Members on Social Media



20,242  
Avg. Reach

4,256  
Followers



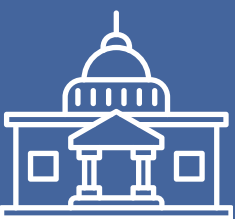
887  
Avg. Reach

1,037  
Followers

## 4. Leverage Government Liaisons



- Hosted Elected Leaders Listening Sessions
- 3 Meet the Candidates events
- Advocate for Members @ City Council
- "Legislative RoundUp" email
- MN Chamber Federation member leverages small business support



## 5. Support Workforce Strategies



Career Exploration Champion  
Secured a \$40,000 grant to support 66 student internships across 24 local businesses



Hosted 59 Career Expo booths for 1,100 high school students

23,876 Online Job Searches

## 6. Pursue Clarity & Distinction



Lead "State of the Community" & Joint Executive Meetings with Greater Fergus Falls, City of Fergus Falls & Otter Tail County

## 7. Improve ROI for Members



Launched new program: "Ignite Community Leadership"  
Hosted Digital Marketing Workshops  
5 Membership Levels Refined