



January 2022

Prepared by Heidi LeHew

Chamber Mission Statement: To support the Economic and Cultural Welfare of our Members, Advocate for our Business Community, and Encourage Economic Growth and Community Presence.

- Main Street Bounceback Letters sent –
 1. Diana's Bling Boutique
 2. A New Home (3 total new spaces taken over)
 3. DIV3 LLC DBA Wisconsin Swing
 4. Lindsey Gajek Realty
 5. Journei Nutrition LLC
 6. Casa Luna LLC
 7. KJ Holdings LLC (Subway)
 8. Ship Shape Pet Grooming LLC
 9. Ember & Birch Photography

- Partnerships
 - **Wollersheim Winery** – ongoing conversations on how we can better support their large business locally. Training given to better utilize our personalized business websites on our chamber site. They are going to upload all events to the Chamber calendar going forward and I'll work closely with them to promote via our newsletter and social media. They'd love to host a Chamber After 5 event when it warms up!
 - **Lodi Agricultural Fair** – recent conversations with the fair staff have led me to believe they were not excited about being a part of the chamber (didn't pay dues last year). It was mentioned there was a lot of give and nothing much in return. I'm excited to see them rejoin this year and look forward to partnering with them for many things. They are thankful for the social media boosts on recent events. Lots of opportunity here.
 - **School District of Lodi** – in recent school board meetings, there is much talk about the upcoming referendum as well as survey/input/communications to the community surrounding this very thing. After the last school board meeting, I extended an offer to Vince Breunig. My suggestion was that they host a community event – town hall of sorts – to show the presentation they have about the referendum, answer questions, clarify parts of it and just be there to make sure voters are prepared going into the vote. The chamber can aid with social media communications and getting the crowd there. He loved it and will circle back early in 2022.
 - Working with Mr. Jelinek & Mr. Karls to partner on a potential Spring job fair.
 - **Yellow Thunder Snowmobile Club** – began conversations on how to include more snowmobile activity on our tourism section of the site. This will open doors for many local businesses to capture additional revenue (bars and restaurants) while the trails are open. I'd like to really look more into these winter activities as an area to improve here locally.
 - **Columbia County ATV/UTV Club** – recently contacted by Steve Hefel about spreading the message and goal of the club – to create and expand local road routes for ATV and UTV's. There is a large community of these locally and could add additional revenue dollars similar to the snowmobile club listed above. Neighboring communities are all jumping on board and we should be too! This could be another great reason to visit Lodi in the winter!

- Social - We are thrilled with the uptick in traffic our community has seen and the outpouring of support from our members and community alike! As we look ahead to 2022, we'd like to share what our events did in social media land. In general, our Facebook page alone has reached over 100K people in the last 90 days! Our events are doing well too! Check out these numbers based on the event alone:
 - Susie the Duck Day & Spring Street Market reached 14K people
 - Brew B Que reached 31K people
 - Business Trick or Treat reached 6K people
 - Sip & Shop reached 55K people
 - Small Business Saturday reached 3K
 - Lights Parade reached 31K people

- Renewals
 - Ended 2021 with 164 members and 6 courtesy members
 - New membership packets created and launched
 - New tier pricing rolled out without much noise

- New Sponsorship Opportunities for additional revenue
 - 3 new sponsorship packages were created for this year's renewal rollout! Each level offers more and more opportunity for our businesses to advertise and look for new ways to stay top of mind. Those can be found in the Membership Packet. So far, we have one business signed up for this new program.

- 2022 Events Published
 - Annual Golf Outing – Wednesday, June 15th
 - Susie the Duck Day – Saturday, August 13th
 - Brew B Que – Saturday, September 17th
 - Business Trick or Treat – Friday, October 28th
 - Sip & Shop – Friday, November 11th
 - Small Business Saturday – Saturday, November 26th

- Business ideas circulating
 - Food Truck Nights downtown (use of Bushnell's parking lot)
 - Large promotions and giveaways – possibly giving away a CAR at Susie the Duck Day this year
 - Lodi's 150th birthday – how can we celebrate all year long?

- Main Street Filling Up fast!
 - New business going into Sunfall's location – hoping to open up in the late Spring/early March. Could be a combination of many things... light food, coffee/tea, event space, mercantile, retail...
 - Bread Store is back open part time. Great to meet the owner finally and learn more about her business.
 - Ship Shape Pet Grooming opening this spring
 - Top of Main St building purchased
 - Zion Lutheran Church renting space near top of Main
 - Resale shop owners changed hands

- Parking
 - Many conversations have happened surrounding parking in the downtown area over the years but not many solutions. We are at a critical time for that need now.
 - Do we have opportunities in the downtown area to add additional parking for visitors?