



## Chamber Report | June 2021

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.

### Events:

- Golf Outing: June 9<sup>th</sup>
  - Shaping up to be an exciting event. Will have a report on actual event next month.
- Susie the Duck Day: August 14<sup>th</sup>
  - This event was announced to the community and we are anticipating a great turnout. Rotary will host the parade, we will have Spring Street Market (open air market with vendors), and the famous Duck Derby.
- Brew-B-Que: September 18<sup>th</sup>
  - Still in planning mode. Please consider volunteering as this is a great community event.

### Business:

- Lodi Valley Suites is for sale. Looking for a buyer. There has been interest in turning this into apartments. **Can you provide and insight as to whether that would be an option or not?** *Please respond to [info@lodilakewisconsin.org](mailto:info@lodilakewisconsin.org).*
- Our new website is set to launch very soon. We are excited about this new tool and look forward to providing our business community with up-to-date information, advertising opportunities, and connect them to the City for community related information.

### Tourism:

- We are anticipating a great increase of foot traffic to our beautiful area with our efforts in hosting our summer/fall events this year.
- See attachment. If you would like to send a representative from the City please let me know.

### Living here:

- Looking for any land that could be purchased and used by a developer for more affordable family homes. Does the City know of anything available that would be a good option for this?

## Tourism Opportunity for Lodi

The **Wisconsin Department of Tourism** will once again have a tourism promotion booth in the Wisconsin Products Pavilion at the Wisconsin State Fair from August 5-15, 2021. Destination Marketing Organizations (DMOs) are invited to join us for one day during the fair to promote your destination and distribute your local promotional materials and travel guides. This is a perfect opportunity to promote your area to over 100,000 potential guests each day.

**FOR 2021 ... Tourism DMOs are offered this opportunity with NO VENDOR FEE, and the Department of Tourism will provide admission passes and parking passes to *all scheduled* volunteers and staff.**

**Please contact Andrew Nussbaum to book your day. [Andrew.Nussbaum@wi.gov](mailto:Andrew.Nussbaum@wi.gov) or call 715-299-5422 to discuss details. Dates are first come, first served. Please have more than one date in mind, as the daily slots fill up fast. At this time, Saturday Aug 7 and Friday, Aug 13 are booked and not available.**

Please consider the following:

- The booth is located in the Wisconsin Products Pavilion. This is a high traffic area with great exposure to fairgoers.
- The booth includes the Department of Tourism / Travel Wisconsin exhibit/backdrop. No need to bring an exhibit or display with you.
- **We have room for two DMOs per day.** Each DMO will have a designated table space for your publications. You will need approximately 400 pieces of your main guide. All Travel Wisconsin publications will be available as well.
- Each DMO must have two people available at all times to work in the booth. We suggest scheduling your volunteers/staff in shifts to make staffing the booth more manageable. Many DMOs set up 4-5 hours shifts throughout the day and have replacement staff arrive throughout the day.
- A Regional Tourism Specialist will be on hand each day to welcome, work with, and orientate industry volunteers/staff.
- The hours of the Wisconsin Pavilion are from **9am to 10pm daily, and the booth must be staffed from open to close** – so please be prepared to supply ample volunteers/staff to properly maintain your section.