Annual Report 2017

Vision

Through business leadership, La Crosse County will economically prosper and be a great place to work, live and play.

Mission

To grow businesses in La Crosse County by connecting them to each other, strengthening their companies, and advocating on their behalf.

Three Areas of Focus for 2017

1 Workforce Development

The number one concern the Chamber hears from our members is the shortage of workers. While the Millennials have the quantity of people to replace the Baby Boomers, the bulk are still in high school. Baby Boomers are retiring at a faster pace than Millennials are coming of age. The Millennials also typically have a higher education than the Baby Boomers they are replacing. Very interesting times are at hand with workforce shortages and in the future as the Chamber works to match open positions to the workforce coming of age.

2 Advocacy Growth

The La Crosse Area Chamber of Commerce is the voice for businesses locally, in Madison and in Washington D.C. due to our consistent efforts at all three levels. In 2017, we will develop a plan to take this voice to a new level in these efforts. With growing regulations and costs placed on businesses, the Chamber is the best avenue for communicating the impact and advocating for change.

3 Operational Stewardship

The number-crunching done for our Strategic Planning session are simultaneously a source of pride as an explanation for how hard our Chamber team is working for you. You will see this outlined in our report. As a service organization whose largest investment is our team, we owe it to you to ensure our biggest resources – our time – aligns with values. Value is defined by what programs and services for.

2016's

How we Connected and Grew

Businesses & Employees

205 *Events*

6,217 *Engagements*

YP CR

939 Engagements

With other Young Professionals

28 YP Connection Events

185 YP Members Connecting with each other and the community along with growth opportunities

BUSINESS after HOURS

La Crosse Area Chamber of Commerce

836 Business Leaders Connecting

With an 18-month waiting list of companies waiting to host the event.

12 BAH Events

Connecting them with each other and the community along with growth opportunities

Celebration 160th Annual Meeting

608 Attendees at our Annual Celebration

A RECORD IN THE PAST 25 YEARS!!

Honor Student Banquet

HONOR STUDENT BANQUET

249 Top High School Students, Family Members and their Sponsors

Honoring the top five-percent of graduating seniors

92 Individuals and Business Representatives for "Young Adults with Disabilities"

An opportunity to connect this untapped workforce with our business members

70 Transportation Attendees

Meant to be updated by the Department of Transportation on road plans for greater La Crosse.

53 Businesses directly express concern to Wisconsin DWD Secretary

Telling their concerns directly to the Wisconsin head of workforce development strategies

37 Ribbon Cuttings & Ground Breaking

Celebrating our collective business growth in the past year

3 Entrepreneurs Sharing their Story for the YP Summer Series

Sharing the story of how these three businesses started up and grew

2

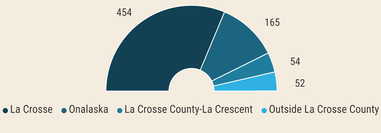
-Meetings and Surveys of Young Professionals' Vision
-Investors Meetings
-Sister Cities of Epinal, France and Friedberg, Germany

1

-Website Overhaul
-Database Upgrade
-Newsletter & Graphical Overhaul

Chamber Member Profile

Member Location



Member Industry

Industry	Businesses
Advertising & Media	34
Arts, Culture & Entertainment	21
Automotive & Marine	25
Organic Agriculture	1
Business & Professional Services	166
Construction Equipment & Contractors	73
Family, Community & Civic Organizations	25
Finance & Insurance	79
Government, Education & Individuals	32

2016's

New Areas of Strength

Connect 60

Using our Hedgehog, we are sharing the best-practices of businesses in our area with others through a sixty-minute session where a business shares there best practices and it sparks others in the group to share what they are working on and doing. Look for more Connect in 60s in 2017.

Business Information

The Chamber has the best database of companies in our area. Because of its frequent use, it is more up to-date and more economical than any purchased list, anywhere. In 2016, we began taking our list to the next level, including non-member