



FOX CITIES CHAMBER
CONNECT | GROW | LEAD



2022

REPORT TO THE COMMUNITY



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2022 was an exciting and energizing year for the Chamber!
We are excited to share our highlights in this report:

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*thank you for your
continued support!*



PRESIDENT'S MESSAGE



THANK YOU for your ongoing support of the Fox Cities Chamber. Your investment continues to make an impact on the economic vitality and growth of our region. With your help, in 2022 we were able to:

- Increase support for small businesses through our Connect Free membership level and new programming. In 2022 we added 238 new small business members ... and growing!
- Re-energize our PULSE Young Professionals program, now serving hundreds of YPs throughout the Fox Valley.
- Partner on 14 Fox Cities business attraction projects.
- Meet with 100+ existing Fox Cities employers about business retention and expansion.
- Conduct targeted site visits around the country to learn best practices in economic development and Chambers.
- Increase our total number of Fox Cities employee friendly certified workplaces to 13.

And much more! Together we will continue to connect, grow, and lead our community successfully into the future. With gratitude,

Becky Bartoszek

President and CEO, Fox Cities Chamber

CONNECT

Connect Free

A major announcement in 2022 was a new Connect Free membership level, reaffirming our commitment to small businesses and our local economy in an unprecedented way. Small businesses with five or fewer full-time employees (or equivalent), nonprofits with 10 or fewer employees, and restaurants in the Fox Cities are now able to join the Chamber for free. Our innovative program was recognized at both the state and national levels.



Gina Glover
Grow with Gina

“As an entrepreneur and small business owner, I have to constantly learn new skills. When I learned about the Fox Cities Chamber Connect Free membership I immediately enrolled. In this stage of my business, I need resources that help me get the work done that will make the biggest impact for my business so it can grow. I look forward to attending more events like “Grow with Google” and applying the Chamber’s resources. This is what “grow together” means to me and the Fox Cities Chamber is helping me make it happen.”

Advocacy

Influencing public policy is a key Chamber objective, and we were thrilled to add Jon Turke to our team in 2022. As Vice President of Government Relations, Jon will ensure our business members have a voice locally, state-wide, and nationally, as your Chamber continues to influence bi-partisan, pro-business, and pro-growth strategies.



CONNECT CONTINUED

Networking Programs

We showcased Fox Cities businesses in 2022 through our monthly Business after Hours and dozens of ribbon cuttings. Other professional networking opportunities include Network Builder and Power Networking Groups. The Chamber Golf Outing offered another social event where many connections were made.

PULSE Young Professionals Network

Young professionals are an essential part of our current and future workforce, and in 2022 we were able to add a dedicated full-time Director of PULSE, Jodie Federwitz. She has grown not only our young professional programming, but membership as well, which has nearly tripled in size.



Appleton's Oktoberfest/License to Cruise

Our annual festivals brought close to 200,000 people together on College Avenue in September! While both popular events offer a weekend of celebration and fun, they also benefit local businesses, help fundraise for non profits, and provide a huge boost to the Fox Cities economy.



Membership Maximizer

New and seasoned Chamber members have the opportunity to learn how to maximize their membership each quarter through this new, in-person, networking and information session.

"I loved hearing about what the Chamber had to offer. It was more than I realized. I also made some new connections, including two new businesses that are less than one mile from mine!"

GROW



13
EMPLOYERS
CERTIFIED AS
AN EMPLOYEE
FRIENDLY
WORKPLACE



100+
BUSINESS
RETENTION &
EXPANSION
VISITS



4
SIGNATURE
TALENT
RETENTION,
ATTRACTION, &
EDUCATION
PROGRAMS



246
MEMBER JOB
POSTINGS WITH
17,000+ VIEWS



14
BUSINESS
ATTRACTION
PROJECTS
PARTNERED ON

Talent Retention and Attraction

The Fox Cities Chamber Regional Partnership, the economic development arm of the Chamber, is committed to growing our economy, and a major focus in 2022 was on talent retention and attraction.

- The **Future Fox Cities Career Expo** saw 3,000 eighth through 12th-grade students connecting with local employers to learn about career opportunities in the Fox Cities and plan for their future.
- **Fox Cities Days**, the Chamber's traveling college recruiting event, allows local employers to showcase their organization and help fill their pipeline. In 2022 the Chamber, along with dozens of local employers, visited Michigan Technological University, UW-Platteville, UW Oshkosh, and Concordia University.
- **Smart Girls Rock!** inspired 80 area high-school girls to pursue careers in STEM (science, technology, engineering, and mathematics). More than a dozen female mentors were on hand to share their wisdom, experience, and some pretty cool hands-on activities.
- **Employee Friendly Workplace:** In 2022 we added a total of seven new certified businesses, bringing us to a grand total of 13 employers certified as employee friendly in the Fox Cities.
- **BREs:** Our Business Retention & Expansion (BRE) program is a free service to employers in the Fox Cities region to help identify needs, challenges and opportunities within their company. In 2022 we conducted 100+ visits and connected businesses with tangible solutions for their success.

GROW CONTINUED

Economic Development Outreach

- The Chamber partnered with several local and regional organizations to travel to Dallas, TX to meet with 15 different site selectors, sharing why the Fox Cities is an amazing place to relocate a business.
- Our CEO Becky, who serves on the national Chamber board, was able to tour the Alabama School of Cybertechnology & Engineering with that group, to learn how this private/public partnership overcame state challenges.
- Her board role also allowed her to meet with the Charleston, SC, Chamber and their major and metro cities council, to discuss best practices with other Chambers and how to collaborate nationally.

Business Attraction Projects

The Fox Cities Chamber Regional Partnership, our economic development arm, continues to be active in several business attraction projects, in some cases working in collaboration with other regional organizations, to bring employers to the Fox Cities region. In 2022 we partnered on 14 different business attraction projects, including bringing more direct flights to Appleton International Airport.



Economic Outlook Lunch

“Bow-Tie Economist” Elliot Eisenberg returned as the keynote speaker for this annual look at the local and national economy, sharing his macroeconomic insights in an entertaining and informative way.

Professional Development

Helping our members grow professionally helps our business and the local economy succeed.

- **Grow with Google** launched in 2022 to offer training, workshops, digital tools, and resources to help local small businesses adapt, grow, and better serve the community – many at no cost.

“The (Grow with Google) event was perfect. Great location, hospitality, right amount of time, stayed on topic, great presenter, etc. Outstanding!”

GROW CONTINUED

- The Chamber partnered with **Dale Carnegie** to offer free leadership training to PULSE Young Professionals. We are excited to add a second Dale Carnegie seminar series in 2023 for all Chamber members.
- We collaborated with **Fox Valley Tech's Venture Center** to offer small business seminars to our members at a discounted cost. **PULSE** also offered various educational programs throughout the year, including a CEO breakfast and Women in Leadership panel discussion.



LEAD



36
RECOGNIZED
IN CHAMBER
AWARDS
PROGRAMS



30
2022 LFC
GRADUATES



40
STARTED 2023
LFC PROGRAM

LEAD CONTINUED

Future 15 Awards

In December we recognized the 2022 Future 15 class of young professionals, each with a unique vision for strengthening our community. In addition, we named the 2022 “YP of the Year” award to a Future 15 alumnus.

“The Future 15 awards is not only a reception to celebrate young professionals’ early success, but it is also a great opportunity for other young professionals to build their network.”

“Attending to support the Future 15 recipient awards was an inspiring, welcoming opportunity to recognize those who have contributed selflessly to make the Fox Cities a welcoming community I’m proud to be a part of.”

Leadership Fox Cities

The 2021-2022 Leadership Fox Cities program graduated 30 local current and emerging leaders at a ceremony on May 18. The 2021-2022 class began its sessions in September with 40 participants.

2021 Celebrate Annual Dinner

Celebrate 2021, held in April of 2022, recognized both individual lifetime achievement awards and the accomplishments of local businesses. Eleven local leaders and businesses were honored.



LEAD CONTINUED

2022 Business Awards

Our Business Awards honored businesses and organizations in the Fox Cities that help make it vibrant, innovative, and dynamic. Six companies were honored in four categories.

“A great event and all local businesses should attend!”

Excellence in Education Shining Star Awards

Eight Fox Cities educators were honored in our Excellence in Education awards program, recognizing the key role they play in inspiring students at all levels and preparing our future workforce.



8,741

EMAIL
SUBSCRIBERS



68,587

VISITORS TO NEW
WEBSITE*

*LAUNCHED 8/22



17,492

SOCIAL MEDIA
FOLLOWERS



537,000

SOCIAL MEDIA
IMPRESSIONS**

**FB, LI, IG, T



**REBRAND CAPTURES HIGH
ENERGY OF CHAMBER**



FOX CITIES CHAMBER
CONNECT | LEAD | GROW

The Chamber unveiled a new logo and visual brand that represents the energy and excitement of today's Chamber. This new look captures the vibrancy of the Chamber and the Fox Cities, representing how we bring people, businesses, and communities together for the success and betterment of the area ... to connect, grow, and lead.

2022-2023 Board of Directors

Fox Cities Chamber of Commerce

Chair: Chakla Davis; HR Director, Baby and Child Care, Kimberly-Clark North America

Past Chair: Kathi Seifert; Katapult, LLC

Incoming Chair: Tim Hoff; Chief Lending Officer, Community First Credit Union

Secretary/Treasurer: Bruce Zak; Senior VP, Johnson Financial Group

Jeff Amstutz; Principal and Creative Director, A2Z Design

Hillary Anderson; VP Human Resources, Werner Electric Supply Company

Paul Auer; Executive Vice President-Project Management, Miron Construction

Ben Bruns; Executive VP, The Boldt Company

Curt Detjen; President/CEO, Community Foundation for the Fox Valley Region

DeDe Heid; Executive VP, Heid Music

Monica Hilt; COO and St. Elizabeth Hospital President, Ascension Wisconsin

Jennifer Lanter; Learning & Chief Academic Officers, FVTC

Steve Miller; VP Commercial Underwriting, SECURA

Todd Romenesko; Administrator, Calumet County

Greg Sofra; Partner, Baker Tilly Vichrow Krause, LLP

Denise Starcher; VP Human Resources, Menasha Corporation

Ann Thielman; Real Estate Agent, Haven Real Estate

Mark Thompson; CFO/COO, ThedaCare

Brad Werner; VP/Sr. Municipal Engineer, McMAHON

Tara Wickersheim; Platform Controller, Miller Electric Manufacturing, LLC

Jake Woodford; Mayor, City of Appleton



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