



# DECORAH AREA CHAMBER ANNUAL MEMBERSHIP & SPONSORSHIP PACKET

## Included in this Packet:

1. **Membership Benefit Highlights** to convey the scope of work we do on behalf of our members. Some benefits are applicable for every business while some are tailored to specific requests, needs, and circumstance.
2. A **Sponsorship Menu** with options that can be impactful additions for your 2025 Marketing Plan. These are only available to Chamber Members.
3. A **Calendar of Events** with over a dozen opportunities for you and your employees to network with business professionals & community leadership.
4. A **Summary of 2024** accomplishments.
5. **Annual Membership & Sponsorship Form to return to us by mail at your earliest convenience.** Your membership supports the organization doing critical economic, tourism, and business work, and provides unique opportunities for connection and business technical assistance.

## Dear Chamber Members,

For more than 100 Years, The Decorah Area Chamber has served business members & community. Last year, board and staff enjoyed sharing this milestone with you - reflecting and celebrating a century of accomplishments. Thousands of people have collaborated and contributed to this organization's work - as members, as directors, and through service on a committee. Our staff is honored to carry on a tradition of excellence in partnership with our members. The Chamber is in a position to 'maximize' the efforts of our businesses and our town and for this reason, we are never without work. Thank you for the ways that **you** serve this place and its people. Thank you for your trust and support in this longstanding nonprofit so that the Decorah Area can have paid professionals tasked with cross-sector synergy, quality of life, and a stronger local economy. 2025 will be a year of local resilience and local support. Our team looks forward to the ways that we will shape success here, together with you. Cheers,

*Janica Rilling*

# 2025 Goals

## 1) Further development of sector specific initiatives

2024 allowed us to add 3 new sector specific events - Restaurant Week, Manufacturing Week, and Wellness Weekend - which enhanced connections with a broader portion of our membership. In 2025, we'll look to strengthen these events and explore more ways to interact with and serve all our business members.

## 2) Maintain organizational visibility through increased capacity and enhanced marketing

The Chamber prides itself on being an active and positive agent in the Decorah Area narrative. We are in a position to lift up business successes and influence economic growth and the ways in which we do this impact the desirability of this place for workforce, residents' Quality of Life, and the tourism economy. We seek to be an example of adaptability and excellence for small community nonprofits across the Midwest. The role we play makes a difference and is not a luxury but an essential cog in the engine of this place.

## 3) Raising awareness of the community's livability

The Chamber office along with community partners - Visit Decorah Tourism and Winneshiek Co. Economic Development - receive many requests throughout the year for visitor and relocation information. In 2025, we'll assess our current visitor and prospective community member resources and focus on ways to revamp and enhance these products. We love the opportunity to share information that sets this place apart from the rest.



National Manufacturing Week is a time of recognition and a time to say Thank You to our 20+ area manufacturing businesses. Our Decorah Area is stronger because of their local, America-based production, the 2,000 jobs they sustain, and their investments into our local economy and local community projects.



# MEMBERSHIP BENEFITS

## 1. OPPORTUNITIES FOR LEARNING AND PROFESSIONAL NETWORKING

The Chamber will host over a dozen opportunities for learning and professional networking in 2025. Educational opportunities like Empower Decorah Leadership class series, focus groups on business-related topics, and the Behind-the-Scenes series are a few of the ways to not only stay informed, but stay connected. See the Calendar of Events for more information.

## 3. A CHAMBER BUSINESS LISTING IMPROVES YOUR GOOGLE SEO

Your chamber membership triggers the creation of a profile/listing for your business on the Chamber's website directory. The listing connects customers to you AND improves the way your business shows up within a Google search (Google favors chamber websites because they are clearinghouses for legitimate business web pages). Chamber staff manage your profile to maximize your SEO.

## 5. STAY CONNECTED TO WHAT'S HAPPENING

The Chamber's connection to the business sectors, other nonprofits, and local organizations makes it an important and trusted partner in information sharing. Direct emails from Chamber staff members, the Chamber e-newsletter, and Facebook page keep our members informed. Content shared in these platforms is reliable, timely, and member-focused.

## 7. STRATEGIC PARTNERSHIPS GARNER COMMUNITY RECOGNITION

The Chamber's partnerships position Decorah to partake in opportunities that are advantageous to the community. The Chamber's work with Downtown Decorah Betterment, Nordic Fest, Visit Decorah, Winneshiek County Development & Tourism, and City of Decorah ensures critical work gets done at a high level of excellence and - most importantly - in an efficient and strategic way.

## 9. CREATIVE CONTENT AND AUTHENTIC STORIES ENSURE BUSINESSES ARE IN THE ONGOING NARRATIVE OF OUR TOWN

Our business members work hard and the chamber has a front row seat to these efforts. Chamber staff are uniquely positioned to share business news, add a productive and positive voice to the community narrative, and support or lead efforts that tell the story of our Quality of Life -- This makes a difference for workforce recruitment, economic development, and the attraction and retention of residents.

## 2. ENHANCE YOUR MARKETING PLAN, INCREASE VISIBILITY

Chamber sponsorships, shared social media, and participation in Chamber-led/Chamber-supported events are all strategic - Pick the one that's right for you. The Chamber can't be your whole marketing plan, but utilizing the opportunities available can make your plan more robust, add a layer of legitimacy to your new business, and help you reach your targeted audience. Contact Chamber staff and the Visit Decorah tourism liaison to discuss how and when to make the most of what's available to you.

## 4. KEEP MONEY LOCAL, SUPPORT SMALL BUSINESSES

The Chamber issues more than \$100,000 Chamber Dollars annually - It's our town's best gift card. Chamber dollars can be spent at more than 200 business locations and 100% of the money goes into our local economy. Large employers often gift these to employees for performance recognition or milestones. Your membership supports the administration of this program AND allow you to accept this form of payment.

## 6. MILESTONE RECOGNITION - CELEBRATING OUR MEMBERS

Through ribbon cuttings and special events, the Chamber enhances business recognition & business ecosystem vibrancy. Ribbon cuttings are important additions to our community narrative and a long-standing Chamber tradition. The Decorah Area is a good place to start, grow, and maintain a successful business. Helping to lift up these stories improves our area's reputation for business - and that's good for our economy.

## 8. RESOURCES, INFORMATION, SOCIAL CAPITAL, AND ADMINISTRATIVE SUPPORT SAVES MEMBERS TIME AND MONEY

The Chamber is a hub for information and can save you time in your pursuit for vendors, services, and resources. Member have access to a bulk mailing permit, access to the Chamber Member Mailing List, and can reserve time in the office conference room. For small businesses - these services can make a big difference.

## 10. TAILORED TRIP ITINERARIES ARE NOW A TOURISM INDUSTRY STANDARD, PERSONAL RECOMMENDATIONS ARE PROVEN

The Chamber is responsible for the Decorah Visitor Center which welcomes and serves more than 10,000+ visitors every year. Staff drive interest in our small businesses and our downtown district. Chamber also manages the Visit Decorah Tourism brand, represents the town as expert guides (e.g., Viking River Cruises) maintains relationships w/ the Travel Iowa Office, and is positioned to proactively execute special projects.

# 2025 SPONSORSHIP MENU

## ORGANIZATIONAL PARTNERS

Broad, top-level support throughout the year for the Chamber's wide variety of services and programming provided to the professional community. Recognition through prominent logo placement on print and digital media, verbal acknowledgement at events, and guaranteed placement for competitive programming.

### 2025 LEAD Package

**\$7,000 : 1 Available**

Gala Premier Event Sponsor, Empower Decorah Lead Sponsor, Two Participant Registrations for Empower Decorah, Ag Partner, Golf Outing Hole Sponsor, Behind-the-Scenes Series Sponsor, Networking Coffee Hours series Sponsor, Learning from Locals series Sponsor, eNewsletter Sponsor, Website Home Page Recognition

### 2025 SUPPORTING Package

**\$4,000 : 2 Available**

Gala Supporting Sponsor, Empower Decorah Supporting Sponsor, One Participant Registration for Empower Decorah, Golf Outing Hole Sponsor, Behind-the-Scenes series Sponsor, eNewsletter Sponsor, Website Home Page Recognition

### 2025 CONNECTEDNESS Package

**\$1,000 : 2 Available**

Year-Long Sponsor for Networking Coffee Hour series, Behind-the-Scenes series, and Learning from Locals series

## BUSINESS AWARD EVENT

**Tuesday September 30th, 2025 5-7PM**

The Chamber is in a unique position to recognize excellence across all business sectors. 2025 will be the 2nd annual Business Award event. Held at Vesterheim Commons. Includes a cocktail social and formal program.

**\$1000: Presenting Sponsor - One Available**

**\$500: Supporting Sponsors - Two Available**

**\$250: Spark Joy Sponsor - One Available**

## PROGRAM CHAMPIONS

The Chamber is a leader in the Decorah area for professional networking, educational programming, and creating positive and productive gathering spaces. These options are great for sponsors who believe in-person learning and relationship-building still play an important role in our increasingly virtual world.

Act fast to  
secure these dates

## BEHIND-THE-SCENES SERIES

**\$300: 4 Sponsorships Available**

- **March 14 at Rare Book Room at Luther College**
- **June 13 at Chase the Adventure**
- **September at Collins Aerospace**
- **October 24 at Aase Haugen's New Build**

Fridays from Noon to 1 PM. For new, young, or curious professionals. Curated tours or experiences for a better understanding of the community. Box lunch provided.

## NETWORKING COFFEE HOUR

**\$300: 2 Sponsorships Available**

**March 6 / August 28**

Coffee Hour from 730AM - 830AM co-hosted by sponsor and chamber at The Landing Market/The Buzz. Time to network. No registration required. Complimentary coffee.

## LEARNING FROM LOCALS

**\$250: 2 Sponsorships Available**

**Fall : Meet the Managers Roundtable**  
**Winter: Hospitality, Resources for Spanish Speaking Visitors & Residents**

Local professionals share their expertise on business enhancement topics. Sponsors can help shape the event.

## CHAMBER DOLLARS

The Chamber issues \$100,000 in chamber dollars annually. Each recipient receives an insert detailing the program. Sponsors have a 1/4 page promotional block on the insert.

**\$1,000 : 1 Available**



## AGRICULTURE

Keeping Agriculture visible and connected to the business community. Events led by the Chamber Ag. Committee.

### Ag Partner - \$500

Sponsors all of the Chamber's Ag. work for the year.

### Chamber Ag. Drive Thru Meal - \$250

**Tuesday, June 17th at the Fairgrounds**

An easy to-go meal that helps fund the Chamber's Ag. Scholarships & Herdsmanship Awards during the Fair. Features Winneshiek Co. Cattlemen & Moo Mobile

### Stay Safe, Take a Break Sponsor - \$250

## GOLF OUTING

### Monday, June 23rd 2025

2025 will be the 25th Annual Chamber Golf Outing. This is a great opportunity for businesses to market and have fun with co-workers. Held at Oneota Golf & Country Club.

### \$350 / Team (36 Team Max)

Team fee covers the four players registration. Golf cart rental is not included. Teams can rent carts directly w/ Oneota Golf & Country Club.

### Hole Sponsor - \$250 : 18 Available

Promotion, Game & Business Representation at Hole

### Hospitality Sponsor - \$350 : 1 Available

Patio Host, Includes light morning refreshments

### Lunch Sponsor - \$350 : 1 Available

### Golf Cart Sponsor - \$500: 1 Available

Includes Custom Branded Koozie for every player.

### Beverage Cart Sponsor - \$500 : 1 Available

## COUNTDOWN TO CHRISTMAS

Be a Shop Local Partner! One of the Chamber's most rewarding promotions in partnership with the retail sector. Four weeks of Shop Local promotion. Sponsor logo on Countdown to Christmas entry slips (30,000 slips | 4 weeks)

### \$250: 4 Available

## WATER STREET LIGHTED PARADE

### Dec 12th - 2025 Theme: O Christmas Tree

### General Sponsor - \$500 : 1 available

New in 2025!

### Premier Parade Spot - \$50 : 5 available

Secure a specific line-up spot at the beginning of the parade (Marked locations on the west end of Short Street)

## CHAMBER GALA THEME: THE OFFICE

### Friday, April 25, 2025 6:30-9PM

Our biggest fundraiser & an evening of fun.

Dunder Mifflin | Premier Sponsor - \$2000 : 2 av

Michael Scott Paper | Supporting Sponsor - \$1000 : 3 av

Prince Family Paper | Boosting Sponsor - \$500 : 2 av

Live Auction Sponsor - \$500

Signature Cocktail Sponsor - \$500

ID Badge and Lanyard Sponsor - \$400

Party Game Sponsor - \$300 : 4 available

Dessert Sponsor - \$250

Table Centerpiece Sponsor

- Main Character Table - \$150 : 4 Available

- Supporting Character Table - \$100 : 11 Available

## MEMBER HAPPY HOUR SOCIALS

You asked and we added them to the calendar. We look forward to catching up over a world-famous beer!

### Friday, May 16 4:30 at Toppling Goliath

\$500 - May Happy Hour Sponsor - 2 Available

### Friday, August 15th 4:30 at Toppling Goliath

\$500 - August Happy Hour Sponsor - 2 Available

**NEW!**

## MANUFACTURING WEEK

A week showcasing these large employers as workforce anchors for our area and critical contributors to the health of the local economy.

**Presenting Sponsor - \$500 : 1 Available**

**Supporting Sponsor - \$250 : 2 Available**

## WELLNESS WEEKEND

A chance to share, promote, and celebrate the Decorah businesses that care for our residents and visitors in body, mind, and spirit.

**Presenting Sponsor - \$500 : 1 Available**

**Supporting Sponsor - \$250 : 2 Available**

## RESTAURANT WEEK 2026

Restaurant Week was launched to benefit Decorah's specific eateries during a slow time of year, but also to strategically market the town as a foodie destination in the state and region.

**Presenting Sponsor - \$1,000 : 1 Available**

# 2025 CALENDAR OF EVENTS



## JANUARY

**20 - 26 | Restaurant Week**  
**27 | Annual January Luncheon**  
at Luther College Peace  
Dining Room

## FEBRUARY

## MARCH

**6 | Networking Breakfast**  
**14 | Behind-the-Scenes at The Rare Book**  
Room at Luther College Preus Library

## APRIL

**25 | Chamber Gala at**  
Impact Coffee, 6:30 - 9 pm

## MAY

**16 | Member Happy Hour Social**  
at Toppling Goliath

## JUNE

**13 | Behind-the-Scenes with**  
Chase the Adventure  
**17 | Chamber Ag Meal**  
**23 | Annual Golf Outing**

## JULY

**8 - 12 | Herdsmanship Judging**  
at the Winn Co Fair  
**24-26 | Nordic Fest**

## AUGUST

**15 | Member Happy Hour Social**  
at Toppling Goliath  
**28 | Networking Breakfast**

## SEPTEMBER

**TBD | Behind-the-Scenes with**  
Collins Aerospace  
**30 | 2025 Business Awards Event**

## OCTOBER

**3 - 10 | Manufacturing Week**  
**16 | Witches Night Out**  
**Harvest | Stay Safe, Take a**  
Break Ag Appreciation Event  
**24 | Behind-the-Scenes with**  
Aase Haugen Senior Services

## NOVEMBER

**7 - 9 | Wellness Weekend**  
**14 - 16 | Holiday Open House**  
**21 - 23 | Peppermint Walk Weekend**  
**28 | Countdown to Christmas begins**

## DECEMBER

**5 | Countdown to Christmas - Drawing #1**  
**12 | Water Street Lighted Parade**  
**12 | Countdown to Christmas - Drawing #2**  
**19 | Countdown to Christmas - Drawing #3**  
**24 | Countdown to Christmas - Drawing #4**



# 4 Events Launched in our 100<sup>TH</sup> YEAR

Celebrating 100 Years of Service to Business & Community in 2024

## BUSINESS AWARDS EVENT



The Chamber is in a unique position to recognize excellence across all business sectors. The Business Award event is a way to bring community together in celebration of the best in business. More than a dozen awards are given including Excellence in Marketing, Excellence in Customer Service, Emerging New Business, and a Collaboration Award.

## RESTAURANT WEEK

2024 was the first Decorah Restaurant Week. The event was launched to benefit Decorah's local eateries during a slow time of year, but also to strategically market the town as a foodie destination in the state and region. Over 20 dining establishments collaborate for the week to offer unique specials, features, and discounts. It's a wide scope of flavors, traditions, and creativity.



## MANUFACTURING WEEK

Manufacturing Week is celebrated at a national level. The Chamber wants to leverage that week at a local level to showcase our manufacturing businesses. These employers are often separated from the community narrative because of a complicated corporate structure or strict policies. The Chamber is dedicated to sharing how these businesses are workforce anchors for our area and critical contributors to the health of our local economy.

## WELLNESS WEEKEND

The Decorah Area is blessed with a robust list of wellness providers, but many of these locations are appointment-only businesses. How do we give them the credit they deserve for keeping our minds and bodies healthy? Wellness weekend is a chance to share, promote, and celebrate the Decorah businesses that care for our residents & visitors.



# 2024

## 46 EVENTS HOSTED

The Chamber hosted 28 Chamber-specific learning and networking opportunities for members and over 18 community-based events. In addition to these, the chamber shared and offered technical assistance and marketing support to more than 25 small-scale collaborations in Decorah's vibrant downtown district.

## 24 NEW MEMBERS

The Chamber welcomed 24 new business members in 2025 including businesses in healthcare, the arts, retail, service, and real estate. Business size ranged from one full time employee to more than 45.

## 31 RIBBON CUTTINGS

Thirty-one member milestones were recognized during the year including new business openings, business expansion & growth, and business anniversaries. Since the beginning of the Chamber, it has been a priority to acknowledge and celebrate business through in-person support. This is one of the oldest traditions for the organization.

62 Professionals serve on the Chamber Board and Committees. These individuals bring their talent and expertise to the Chamber organization from every business sector. They are essential decision-makers, organization advocates, and community champions. In 2024, these leaders helped honor a long history of actively shaping Quality of Life in the Decorah Area.

Since 2004 the Decorah Area Chamber Revolving Loan Program has issued 17 loans to businesses in Decorah. The program has provided more than \$350,000 in funding to make building acquisition, building improvement, and business equipment purchasing possible for local entrepreneurs and small business owners. More than \$50,000 is available to loan in 2025.

The Chamber owns and manages the town's only Visitor Center and has direct conversation with more than 10,000 visitors each year. Chamber staff are also Step-On Bus Guides for the more than 1,000 Viking Cruise visitors that choose Decorah as a Shore Excursion option. Chamber staff manage the Visit Decorah Tourism brand and ensure that Decorah is competitive at a national level as a visitor destination.

The Chamber's Ag. Committee hosted The Stay Safe, Take a Break harvest event which served the SW quadrant of Winneshiek County, the Chamber's Drive Thru Ag. Meal funded two Ag. Scholarships for graduating high school seniors, and the Committee support for the Winneshiek Co. Fair maintains a focus on youth in agriculture.



# SERVING BUSINESS MEMBERS AND COMMUNITY FOR 100 YEARS



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