

# Fort Atkinson Area Chamber of Commerce

Celebrating 125 Years

## Welcome, 2025 Board of Directors!





Erin Patterson
President



DJ Scullin
President Elect



Sarah Schultz
Vice President



Ana Johnson

Membership Engagement
Chair



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Board Member



Chris Martin Board Member



Greg Klug
Board Member



Nova Jiongco

Ambassador Chair



Karie Martin
Board Member



John Kutz Past President



Anna Lecher
Board Member



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Rochelle Mitchell Natalie Moehrke Danille McFalls Diane Rue

Jeanne Schulenburg John Scott Shalane Gerard Whitney Townsend

Mary Kay Weston Stephanie VonAlven

Tom Dehnert Sarah Schwarz

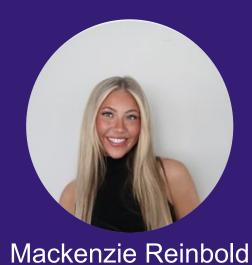
Todd Tesch







Executive Director



Tourism and Marketing

Manager



Events Coordinator



Allison Thompson

Membership Coordinator

# Thank you to our 2025 GOLD SPONSORS!











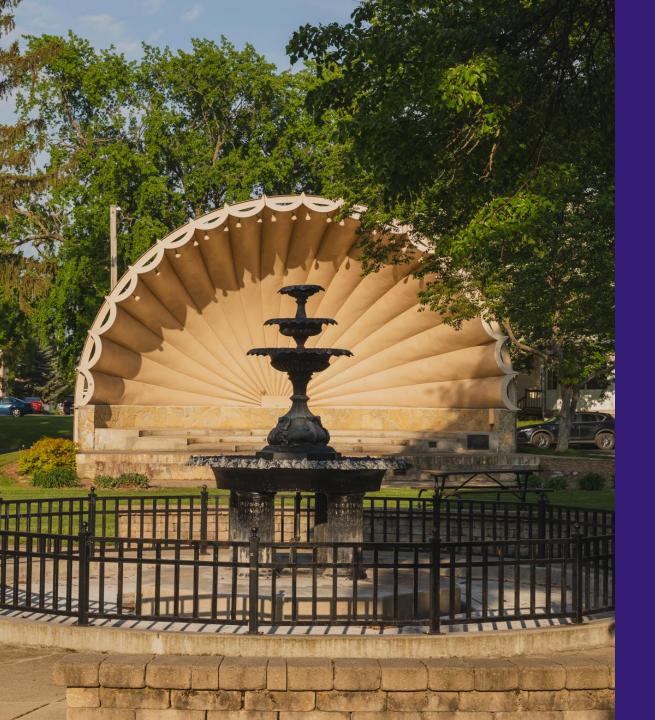
#### Thank you to our 2025 SILVER SPONSORS!



# MAAS BROTHERS CONSTRUCTION







# 2024 Annual Report

# We recognized our 2023 Award Recipients

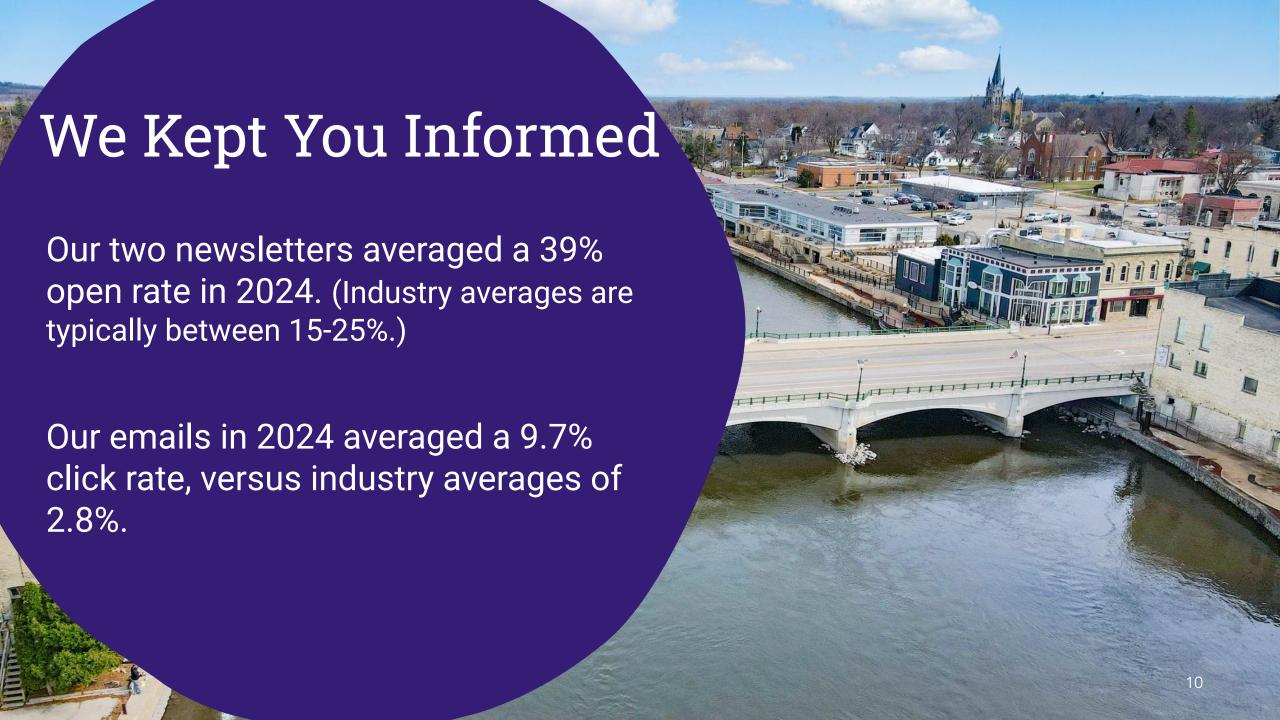
**Economic Contribution Award:** Green Bay Packaging - Wisconsin Packaging Division

**Friend of the Chamber Award:** Sherry Stelse of Mike Foerster Real Estate

Small Business Person of the Year Award: Brandon Felmlee of K&F Auto

**Tourism Counts Award:** Brian Huber of Bait Box on the Rock





# We completed Strategic Planning!

Strategic Planning took place in April of 2024 with the Board of Directors & the staff. The 3 Year Plan refined the Chamber's mission & vision statements.

We have also identified five goals to be accomplished over the next three years. The goals cover communications, member value, revenue, supporting staff, and leadership. Each goal is supported by subgoals.

To date we have completed 17 of these subgoals, with 25 more to accomplish in 2025.





#### **New Mission Statement**

To support and empower our members to foster a thriving economy and community

#### **New Vision Statement**

To be the premier member-driven resource where businesses invest, families grow, and opportunities flourish.





# We Upgraded the Fort Chamber Website

#### Summary of Changes

- We changed over our Chamber CRM software to a new software, allowing increased flexibility on website design.
- Significant cost savings
- Improved front page with better navigation, as well as improved SEO.
- Improvements to the mobile experience

#### Benefits to Members

- More opportunities to advertise via our website
- Improved navigation via URLs

# 2024 Chamber Website Statistics

- Percentage of website visitors using mobile has significantly increased, from less than 20% last year to now 58%.
- Our average visitor duration is 6 minutes and 30 seconds, which is better than 88% of websites in our category.
- We average around 203 unique visitors per month, which is better than 56% of websites in our category.





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- Improvements to every bit of technology (New CRM, new Google Suite, improved Quickbooks, new HR & Payroll software)
- New roof & siding with longer-lasting building materials
- New sponsorship model
- Improved media buying with cost analysis
- New Weekly Ambassador Newsletter

- Quarterly Policy Newsletter
- Quarterly Membership
   Engagement Meetings
- New security cameras on exterior of the building



# 2024 Social Growth

	Total	YOY Growth
Instagram Followers	1,444	3.5%
Facebook Followers	6.6K	7.95%
ExploreFort Instagram	449	26%
ExploreFort Facebook	1.2K	23.4%

90.2% of Chamber Members received at least one post on Facebook in 2024!

# We executed Chamber programming

- 25 total events hosted
- New programs: Assembly Candidate Interviews and Quarterly Spanish/English Build Local Events with Fort Atkinson Club
- 26 Plaque Presentations and 5 Ribbon Cuttings
- All of our staff attended professional development this year (a goal from strategic planning)
- Increased number of Business After Hours from 5 to 8, with plans for nine in 2025.





### **2024 Chamber Events Timeline**

- -Annual Dinner
- -FORTunately Yours Wedding Expo
- Business Over Breakfast
- Legislative Luncheon
- -Project LEAD Class 35: Cancer Walk
- -Lemonade Day -FAHS Career Fair -FAMS Reality Check - FAHS Senior Exit Interviews
  - Golf Outing
  - -Glow Run 5K
  - Final Rhapsody Music Festival

- Assembly Candidate Interviews
- -Clay Shoot at Milford Hills
- Manufacturing Month Tours
- Annual Lighted Holiday Parade





# Happy Anniversary!



Hausz Brothers, Inc.	75	
Koshkonong Mounds Country Club	100	
Homes for Independent Living	40	
Kramer Enterprises	55	
Chemair Helicopters, Inc.	20	
Jefferson 1/2 Mile ATV Club	20	

