

119 E. Bridge Street, New Lisbon, WI 53950

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www.NewLisbonChamber.Com

November 15, 2021

It is time for the New Lisbon Area Chamber of Commerce Membership Drive. We would like to invite you to renew your membership for 2022, and if you are not a current member, become one! Memberships run from January 1st to December 31 of each year.

The New Lisbon Area Chamber of Commerce is organized to advance the general welfare and prosperity of the New Lisbon area so that its citizens and all areas of its business community prosper. All necessary means of promotion shall be provided, and particular attention and emphasis shall be given to the economic, civic, commercial, industrial, and educational interests of the area. (Article 1 Section 2 By Laws)

* **Advocacy** – The Chamber represents the voice of local business in the Greater New Lisbon Area. Together we can generate opportunities for economic growth, tourism, and change.
* **Information** – Via our Bi-monthly newsletter, email blasts, Facebook, marketing, and flyers.
* **Internet Visibility** - Your business is listed on the Chamber website with a link to your website or Facebook page so that customers can find you from a reliable website, and to help increase your web site’s seo.
* **Networking** – Our monthly *Business After Five/Breakfast before Business* and other events provide great opportunity to meet other business owners and representatives and further develop working relationships.
* **Publicity** – Your information is included in multiple Chamber promotions: Welcome packets, social media, and other marketing efforts throughout the year.

Some of the Chamber Activities throughout the year:

* **Annual Community Banquet** – Held in annual to honoring the Citizen of the Year.
* **ATV/UTV Poker Run -** A fun event to bring the community together for a ride through the county visiting our local establishments.
* **Charitable Sponsorships** – Contributing and participating many other community events
* **City Wide Garage Sale** – Coordinated every spring
* **Craft fair** – Held in the Spring and Fall every year
* **Farmers Appreciation Dinner** – Held annually to honor hard working farmers in our community
* **Scholarships** – Multiple $500 scholarships awarded to selected New Lisbon High School Seniors
* **Trunk or Treat** – Held for the first time in 2020, an event that provides businesses and individuals who may not otherwise have an opportunity to connect with the community through trick or treating, to decorate a vehicle at the Community Center and pass out candy.
* **Visit with Santa** – At New Lisbon Lions Craft Fair the first Saturday of December.
* **Welcome Packets** – Please let us know if you have anything you would like included in these
* **Wine/Beer Walk** – Held for the first time in the fall of 2019 bringing business and great community spirit into New Lisbon

We want our organizational benefits to promote all business, tourism, and economic growth of our community. We, as members of the Chamber, can work together to benefit our community. We invite you to join us as a member, become involved with the Chamber and let us know any ideas you have for other benefits you would like to see the New Lisbon Chamber provide or coordinate. Please let us know if you have any questions!

We understand the struggles that the pandemic has caused businesses and organizations this past year.

Through 2020 and 2021 we have rolled with the punches, as you have, and had to pivot more times than we can count. We canceled some of our events when it seemed appropriate, such as our spring craft fair and annual meeting, which were scheduled early in the pandemic. We shifted our Farmers appreciation meal from a sit-down meal with an aging population, to handing out frozen turkeys and all the fixings for each farm family to make a wonderful meal at home. We also held some events, and let businesses and individuals decide what was right for them in choosing to participate or not. The Wine/Beer Walk in August not only sold as many tickets as the previous year, but brought people, money, and added visibility to the businesses that participated. The ATV run had record attendance this year as it was a way that people could get out and stay socially distanced.

We have also found ourselves busy writing letters for grants and PPE programs, adding resources to our website as they came in, and supporting businesses however we could. We are always open to ways that we can help. Please reach out to us to let us know what we can do for your business.

The New Lisbon Area Chamber of Commerce is proud of how our community came together this past year. We look forward to helping support such a great community in the year ahead.

Sincerely,

Jenny Kochie Heather Flietner

Board President Executive Director

If you would like to be included in our WRJC Chamber Spotlight please give us some details about your business. The Chamber Spotlight will be a short spot along with our weekly Chamber Minute each Tuesday on 92.1 and 92.9FM. We will talk about a different Chamber Member Business each week. Please give us some details that you would like mentioned on the radio. Examples may be hours, location, something about your business or services, if people should follow you on Facebook, etc. You may email us at nlchambr@mwt.net or mail in the bottom of this letter with your information to New Lisbon Area Chamber of Commerce, 119 E. Bridge Street, New Lisbon, WI 53950

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