

119 E. Bridge Street, New Lisbon, WI 53950

608-562-3555 email: NLChambr@MWT.Net

WWW.NewLisbonChamber.Com

December 10, 2020

It is time for the New Lisbon Area Chamber of Commerce Membership Drive. We would like to invite you to renew your membership for 2021, 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)

* **Publicity** – Your information is included in multiple Chamber is promotions: Welcome packets, social media, and other marketing efforts throughout the year.
* **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 web site, 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.
* **Information** – Via our Bi-monthly newsletter, email blasts, Facebook, marketing and flyers.
* **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.

Chamber Activities throughout the year:

* **Welcome Packets** – Please let us know if you have anything you would like included in these
* **Scholarships** – Multiple $500 scholarships awarded to selected New Lisbon High School Seniors
* **Farmers Appreciation Dinner** – Held annual honoring hardworking farmers in our community
* **Annual Community Banquet** – Held in April in conjunction with our Annual meeting and honoring of the Citizen of the year.
* **Farmers Market** – August thru October
* **Visit from Santa** – At New Lisbon Lions Craft Fair
* **City Wide Garage Sale** – Coordinated every spring
* **Charitable Sponsorships** – Contributing and participating many other community events
* **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.
* **Craft fair** – Held in the Spring and Fall every year
* **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 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 on 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 of 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 grant and PPE programs, adding resources to our website as they came in, and supporting businesses however we could. We are always open to way that we can help. Please reach 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 in this past year. We look forward to helping support such a great community in the year ahead.

Sincerely,

Jenny Kochie, Karla Brockman, Jessica Bilski,

Board President Board Secretary 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, ect. 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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