

# 2021-22 Annual Report

## A year of big changes

### Chamber unveils new membership format, value-added website in 2022

As the fiscal 2021-22 year comes to a close for the Charles City Area Chamber of Commerce, it is one that won't soon be forgotten—and should have positive lasting effects moving forward.

It was a year that saw a major overhaul of the Chamber's membership system and an unveiling of a new value-added website to better benefit members and the community. Both were a long time in the making and designed with input from members, research from other communities and the chamber industry, and a lot of thought put into them to create something useful, relevant today and beneficial.

The new membership format now features a tiered dues systems that allows



Chamber members to pick and choose the level of benefits and services they want. Instead of the old system based on business categories and number of employees, the new system offers everyone an equal

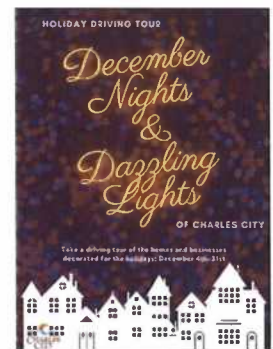
opportunity—as well as a wider selection of member benefits.

Likewise, the new website at [charlescitychamber.com](http://charlescitychamber.com) that went live in January features a number of value-added options for members, including enhanced online directory listings, a job posting board and more promotional opportunities. It is also more user-friendly, easier to find what you are looking for and really promotes the Business Directory.

Also new in FY 2021-22 were Chamber Bingo Nights and the opening of a handicap-accessible visitors information center at 401 North Main St., where visitors can now find community and business information anytime, 24/7.

## Another busy year of events/activities

- Shop Small—Big Surprise small business features
- Small Business Saturday promotion
- December Nights & Dazzling Lights contest
- Santa House and Letters to Santa
- Cabin Fever Weekend
- Chamber Bingo Nights
- ChickFest retail promotion
- Iowa Summer Games
- Whitewater Weekend
- Fourth of July Celebration
- Charles City BBQ Challenge
- Community Volunteer Awards
- Annual Chamber Golf Outing
- Candidate Forums and Legislative Breakfast
- Community Calendar/ Channel 4 Public Access Info
- Member Mingles
- Business & community information and resource hub
- RAGBRAI (provided assistance and resources)



## OUR MISSION & VISION

**Mission** The Charles City Area Chamber of Commerce is an organization established to: Promote the business climate; support economic development; and enhance the quality of life.

**Vision** To be the leading resource for business and community issues through expanded member opportunities, highly visible leadership, active volunteers and the collaboration of the development entities of Charles City, Iowa.

## RAGBRAI adds to tourism promotion opportunities

Charles City played host to the Register's Annual Great Bicycle Ride Across Iowa (RAGBRAI) on July 28th. The event provided the community with a prime opportunity to showcase itself in front of 31,000 visitors. While not the organizing body, the Chamber was heavily involved in providing resources and staff time for this huge event. Tourism Coordinator Ginger Williams served on the local planning committee.

RAGBRAI aside, the Chamber works on tourism marketing year-round. Williams works with the Iowa Travel Industry Partners, the State Tourism Office/Travel Iowa, the local Tourism Committee and more to attract visitors to the area.

The 24/7 Visitors Center, website listings, print and digital advertising, information requests and visitor packets, social media, meetings with tour planners, trip itineraries, Community Guides and the Map & Guide to Area Attractions are all part of the Chamber's ongoing tourism efforts.

## Meet your new Chamber Board of Directors members

There are a lot of new faces joining the Charles City Area Chamber of Commerce Board of Directors this fall. Normally there are at least three Board seats that open up among the nine members with rotating terms, however two more seats opened up early this fall thanks to job changes out of town. Haley Goodin, the director at Hauser-Weishaar Funeral Home, was appointed to fill out the remaining term of Hunter Crawford from Cambrex, while Brittany Bock from Charles City Electronics/T-J Service was appointed to fill out the term of Josh Brown from Hy-Vee.



Daniels



Page

In August, the Chamber membership voted in three new Board members, who will be serving three-year terms. They were Stacey Salinas from Cambrex, Marissa Daniels from Daniels Auto Collision and Coulter Page from Bethany Alliance Church. Starting in October they will take over for retiring Board members Christopher Hall (Charles City Press), Sheena Bohlen (The Insurance Office) and Amy Wilson (First Security Bank & Trust). A big thank you to all for all their efforts!

Any Chamber member in good standing can nominate an employee for the Board.



Goodin



Bock

# 227

Chamber Members in 2021-22

# 20

New Members in 2021-22

# 34

Ambassador Visits in 2021-22

# 5

Ribbon Cuttings in 2021-22



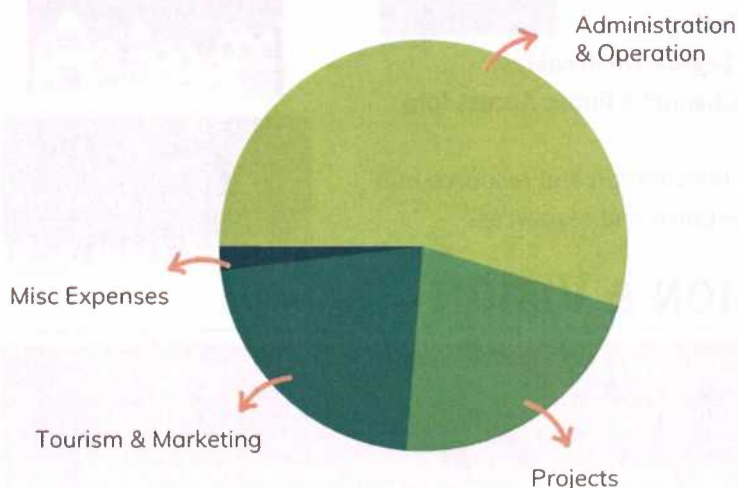
## Photo Contest

Jason Webster placed first in Landscapes (above) in the 2021 Chamber Photo Contest, while Lindsey Wulff won the People category (at right), Ben Kostak the Everyday Life division and Marcie Andrews Special Events.



## CHAMBER BUDGET FY 2021-22

**\$175,900**



## Your 2021-22 Chamber Board of Directors

**Dakotah Jones**, President  
**Josh Brown** First Vice-President  
**Hunter Crawford**, Second Vice-President  
**Sheena Bohlen** Past President  
**Roxanne Carey**, Treasurer  
**Christopher Hall**, Director  
**Amy Wilson**, Director  
**Rich Tynan**, Director  
**Cindy Uetz**, Director  
**Jason Boyd**, Director

## Your Chamber Staff

**Mark Wicks**, Community Development Director  
**Ginger Williams**, Tourism & Marketing Coordinator  
**Joanna Thompson**, Events Coordinator  
**Brenna Lacy**, Executive Assistant