



Q3 2024 Economic Development Report



NATIONAL
CHAMBER
OF THE YEAR

The latest news and events

Fox Cities Chamber honored with Wisconsin Innovation Award, recognizing groundbreaking & innovative ideas across all industries

Coming off the heels of being named National Chamber of the Year in July, the Fox Cities Chamber has again been recognized, this time at the state level with the prestigious Wisconsin Innovation Award (WIA).



The Chamber was the ONLY organization in Northeast Wisconsin to win a Wisconsin Innovation Award, which annually highlights and honors the development of groundbreaking and innovative ideas around the state. The Chamber was honored for its pioneering Connect Free membership program. They were the first Chamber in the country to roll out a completely free membership level for qualified small businesses – Pictured at left: Eric Broten from the Chamber; Barb LaMue, WIA board member and New North president; Becky Bartoszek, Laura Wiegert, and Melissa Schamburek, all from the Chamber.

Chamber's Octoberfest has significant economic impact on community

It was another successful Octoberfest event for the Chamber. Held the last weekend in September in downtown Appleton, the two-day festival has an estimated \$42.3 million economic impact on the entire Fox Cities. Here are some other numbers from 2024:

- 350,000+ attendees over two days
- 5 music stages lining College Ave. featuring 19 local bands both nights
- 14 hours of live music
- 80 food vendors who each partner with and support a local nonprofit
- \$3 million+ given to local nonprofits since 1981
- \$42.3 million annual economic impact
- 8 bars serving 18 different malt beverages
- 180 Arts & Crafts vendors
- 11 Children's entertainers in the Family Fun Area
- 400+ classic cars lining College Ave. Friday night & at Expo Center
- 850+ number of volunteers it takes to make the weekend happen



New membership level helps Fox Cities remote workers get involved and stay engaged

Remote workers living in the Fox Cities have a new opportunity to connect with other professionals, build relationships, stay engaged in the business community, and get more involved. On National Remote Employee Appreciation Day (September 22) the Fox Cities Chamber announced a new Remote Worker membership for any locals who are working with companies not located in the Fox Cities region but still want the Chamber connection. This is an individual membership available only to remote workers whose companies are based outside of the Chamber footprint, which includes Outagamie County, Calumet County, and northern Winnebago County.

Q3 Program and Event Updates

Summer Golf Outing: Our Chamber Summer Golf Outing once again sold out and featured a day of golf, networking opportunities, and fun on the beautiful course at North Shore Golf Club. We also held our fall Octoberfest golf outing at High Cliff Golf Course in September.

Grow Seminar: Storytelling: Sheila Nasgovitz, Director of Marketing, **Goodwill NCW**, shared the Goodwill story and provided frameworks and insights on how to leverage storytelling as a tool to differentiate and influence consumer behavior to build loyalty and advocacy.

Future 15 Awards: Young professionals who positively influence the Fox Cities were honored at a Future 15 banquet in July. Congratulations to: Carlyn Andrew – **Boys & Girls Clubs of the Fox Valley**, Dr. Matthew Boots, **Boots Chiropractic & Wellness Center**; Kayla Countney, **Goodwill North Central Wisconsin**; Alex Fiel, **SECURA Insurance Company**, Kayla Fischer, **SCHEELS**; Austin Hammond – Mayor of **Menasha**; Jordan Janssen, **Pierce Manufacturing**; Becky Kloes – **AZCO Inc.**; Kolby Knuth, **Knuth Financial Life Planning and The 513 Event Venue**; Ryne Lodl, **Encompass Security**; Pilar Martinez – **Fox Cities Performing Arts Center**; Alexandra Molitor – **Kaleidoscope Academy** Amy Neumeyer – **Make-A-Wish Wisconsin**; Connie Vargas, **Barlash Aesthetica/Fox Communities Credit Union**; and Briana Vosters – **SECURA Insurance Company**. Entrepreneur of the Year was Michaela “Keta” Heitzler, Owner/Pediatric Dentist at **Little Critter Pediatric Dentistry**, and the Champion of Young Professionals winner was **Miller Electric**.



Dale Carnegie Leadership Training is once again being offered free for our PULSE Young professionals on a monthly basis through the end of the year.

Leader Lab: Our second session started in July at the Chamber, and we were also excited to launch a program in **Calumet County**. *Leader Lab: Linking Organizational Culture and Leadership* teaches a powerful array of proven, effective leadership insights and techniques. These “MindSets” encompass how great leaders think and what great leaders do.

Business Attraction and Retention

New Manager of Economic Development joins Chamber



Jack Herkowski has joined the Fox Cities Chamber Regional Partnership as Manager of Economic Development. Jack will lead the region's economic development efforts, driving initiatives to attract, retain, and expand businesses within the Fox Cities. He is also a resource for the economic development efforts of local municipalities. He holds a Bachelor's degree in Economics and Urban Planning from The University of Pittsburgh and resides in Combined Locks.

FCCRP by the Numbers - Q3 2024

Connect Free Memberships - 85 Fox Cities small businesses joined the Chamber at its Connect Free level in Q3. To date, 711 small businesses have taken advantage of this unique free membership opportunity.

YP Memberships - Membership in our PULSE Young Professionals grew by 7 in Q3 to 722. Q3 programming for young professionals included a YP Parenting Group, Future 15 YP awards, Coffee & Conversation, Mile of Music Volunteering, PULSE at the Park, and Bingo Night.

Other

- The Chamber was on hand to support the Appleton International Airport groundbreaking for its new business park. The park will include up to 10 hangars and facilities primarily for aerospace companies.
- Eric Broten presented at the ACCE national Chamber conference in Dallas in July. He shared the Chamber's story to implement Connect Free membership and how we made our program successful.
- Becky Bartoszek and Laura Wiegert presented on the Chamber's 150th history to a large group meeting of the Appleton Historical Society in September.
- Chamber representatives were on hand for the UA 400 Pipe Trades and the Mechanical Contractors Association (MCA) fourth Annual Apprentice Signing Day on Sept. 20 at the UA 400 Training Center – recognizing 101 first-time apprentices as they begin their five-year apprenticeships.



Questions or interested in setting up a free Business Retention & Expansion consultation?

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