



Q3 2025 Economic Development Report



FOX CITIES CHAMBER
REGIONAL PARTNERSHIP



**NATIONAL
CHAMBER
OF THE YEAR**

Business Attraction and Retention

FCCRP by the Numbers - Q3 2025

Connect Free Memberships - 64 Fox Cities small businesses joined the Chamber at its Connect Free level in Q3. To date, **963** small businesses have taken advantage of this unique free membership opportunity. Overall the Chamber has **1800+** members.

YP Memberships - Pulse Young Professionals saw continued membership growth in Q3. We welcomed **46** new Pulse members, bringing us to a total of **891**. Pulse programs held included Coffee & Conversation, Cocktails and Conversation, Professional Development days hosted by **Mark H. Plowman** (pictured above) and **Dale Carnegie**, and Appleton's Oktoberfest Volunteering. Pulse also held YP parenting events, Restaurant Club, and Pulse at the Park.



Pulse Champions - We continue to see strong support from our local employers who recognize the impact young professionals have on their workplace and within the Fox Cities community. In Q3, **13** Fox Cities businesses participated as Champions of Young Professionals.

Employee Friendly Workplace: **Miron Construction** earned the highest level of Employee Friendly Workplace certification moving from the gold level to platinum, further solidifying the company as one of the best places to work in the Fox Cities. **U.S. Venture** celebrated 4 years as a platinum level Employee Friendly Workplace. **Community Foundation of the Fox Valley Region** celebrated 3 years at the silver level.

Business Support: The Chamber held Business After Hours at 3 member businesses in the third quarter, providing the opportunity to showcase their company: **Bridgewood Resort Hotel & Conference Center**, **Miron Construction**, and **Pickleball Kingdom**.



Additionally, business milestone ribbon cuttings were held at **Lotus Gardens Assisted Living**, **Pickleball Kingdom**, **Hosking Insurance Agency**, **Wisconsin Institute of Plastic Surgery**, **Junior Achievement Expansion at Amcor**, **Pivot Beauty Salon**, **Wings Credit Union**, **Ballard Glenn**, **1923 Legacy Lounge**, and **RGL Logistics** (pictured at left).

Media partnership supports local businesses: The Fox Cities Chamber and **WFRV-TV Local 5 Live** have an ongoing partnership that gives us a segment on their daily morning show. We always bring a member guest to share their story, and in Q3 we showcased **Network Health**, **Johnson Financial**, **Faith Technologies**, **Fox Communities Credit Union**, and our Q3 members who hosted a ribbon cutting.

Q3 Program and Event Updates

40+ local employers send leaders to participate in Leadership Fox Cities (LFC) cohort

A class of 44 local leaders launched LFC on September 16. The group meets monthly (through May) for community immersion sessions. Participating companies include: **McCarty Law LLP; Kleenmark; Community Foundation for the Fox Valley Region; Neenah Police Department; Miller Electric Mfg.; Community Clothes Closet; Goodwill NCW; WRFD/She Hair Boutique; Arden Property Group.; Greater Fox Cities Area Habitat for Humanity; McCarty Law LLP; Coalesce Marketing and Design; VF Corporation; Hawkins Ash CPAs; ThedaCare; Miron Construction.; Neenah Public Library; Fox Cities Performing Arts Center; YMCA of the Fox Cities; American National Bank Fox Cities; Fox Cities Chamber; Baisch Engineering; St. Paul Elder Services; VF Corporation; Van Zeeland Nursery & Landscape; U.S. AutoForce; Red Shoes; Prevea Health; Simplicity Credit Union; U.S. Energy; Grand Chute Police Department; Johnson Financial Group; Network Health; Wipfli LLP; Appleton Fire Department; YMCA of the Fox Cities; VF Corporation; United Way Fox Cities; Ascension St. Elizabeth; Midwest Communications; Capital Credit Union; CoVantage Credit Union; and Fox Valley Technical College.**

Chamber's newest leadership programs are taking off

The newly launched Executive Elevate for senior executives began in July and concludes in November. Six area executives enjoy monthly sessions in a small intimate setting with peers who offer advice and support. Sessions are led by **Dean Stewart** and **Kim Underhill**. Immersion Fox Cities held its inaugural session on September 12-13 with seven participants. The 2-day program is for employees who are new to the community, with a goal to increase retention and employee satisfaction. Leader Lab The summer Leader Lab cohort welcomed 10 new participants and closed with a Net Promoter Score (NPS) of 60, reflecting strong engagement and leadership development impact.

Golf outings highlight Q3 events

Q3 featured two highly attended golf outings: the Summer Golf Outing drew 175 participants and earned an NPS of 60, while the Oktoberfest Golf Outing brought in 188 attendees and had an NPS of 68. Both events sold out and got rave reviews from attendees.

Business/school alliance focuses on strategy

The Emerging Talent Alliance, comprised of representatives from local school districts and businesses, focused on strategic planning this quarter, developing a new program series titled *Innovate for Tomorrow*, which will launch in November to connect businesses with forward-thinking youth talent initiatives.



Walbec was presenting sponsor of the summer golf outing.

Large crowd attends Q3 Fox Talks seminar for business growth

Nearly 50 people attended our Q3 Fox Talk, "Social Media for Small Business." Presenters **Alayna Hansel of We Rose Marketing** and **Ashley Johannes of Ashley Kalbus Photography** offered practical strategies and insights to help small business owners confidently show up online and connect with their ideal audience. Fox Talks are free seminars for Chamber members. Thank you to sponsor **Community First Credit Union**.

The latest news and events

Octoberfest, License to Cruise, have huge impact on Fox Cities economy

Appleton's Octoberfest continues to be one of Wisconsin's premier community festivals, drawing more than 350,000 attendees over two days and generating an estimated \$42.3 million economic impact for the Fox Cities.

What began in 1981 as a small downtown celebration has grown into a regional powerhouse that fuels tourism, supports hundreds of local

businesses, and funds dozens of area nonprofits. Beyond its immediate economic boost, Octoberfest showcases the vibrancy of our region and strengthens the Fox Cities brand.

Special thanks to our License to Cruise presenting sponsor **Capital Credit Union**, Octoberfest presenting sponsor **Wisconsin Distributors**, our 850+ volunteers, and all supporters who made this festival possible.



Chamber recognized internationally

The Fox Cities Chamber continues to be recognized for its innovation and creativity, receiving two Silver Awards from the International Festivals & Events Association. The Chamber earned recognition in the following categories:

- **Silver Award** – Best Multimedia Component for its 2025 Excellence in Education Awards sizzle reel, produced in partnership with **Sotography Productions**.
- **Silver Award** – Best Organization Website, developed by **StellarBlue.AI**.

"It's incredibly rewarding to see our work recognized on an international level," said Becky Bartoszek, President & CEO of the Fox Cities Chamber. "Winning these Pinnacle Awards—alongside so many respected organizations from around the world—reinforces the creativity, collaboration, and dedication of our team and community partners." She said the awards also highlight the Chamber's dedication to strengthening the region's businesses and community.



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

Contact Jack Herkowski, Manager of Economic Development, Fox Cities Chamber Regional Partnership:
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Find us online:
FoxCitiesRegion.com