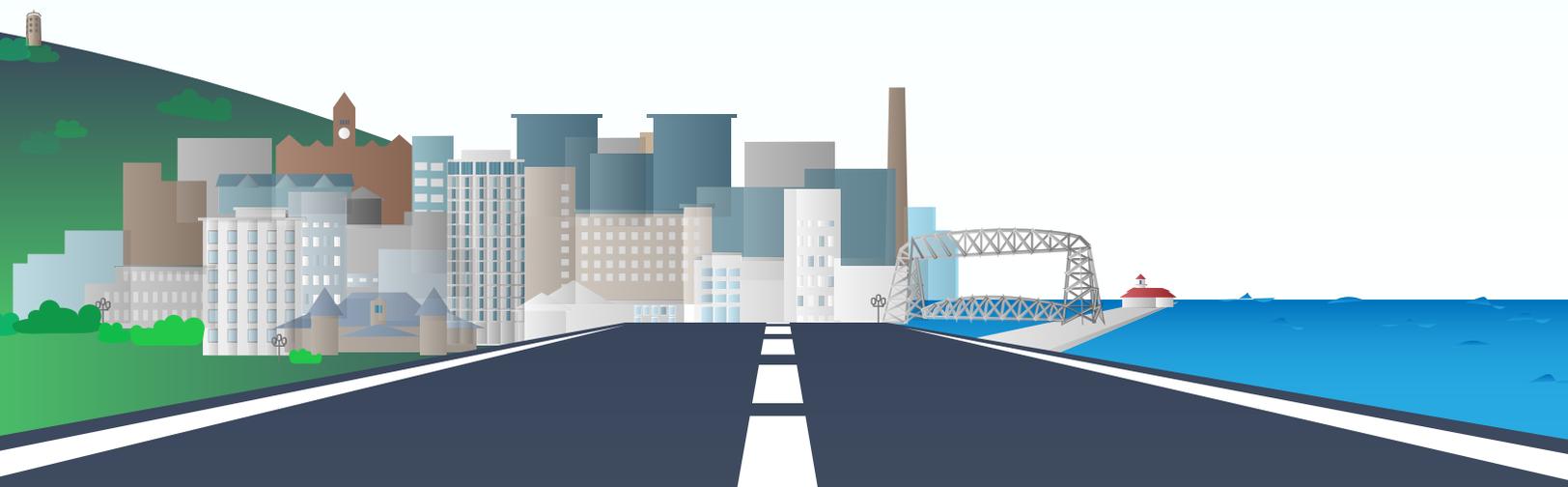




## Duluth Area Chamber of Commerce 2021 ACTION PLAN

# OUR PATH FORWARD



### Mission

Serve our members by providing business advocacy, collaborative leadership, and member-driven initiatives.

### Vision

Serve as our area's premier advocate for business. We do this by engaging leaders from business, education, and labor in a shared effort to move the business community forward. Actively create innovative opportunities to advance our members.

# 2020 KEY ACHIEVEMENTS

## UNWAVERING ADVOCACY

Championing potential **housing developments** presented for approval to City decision-makers, and serving as the primary business contact and advocate to those developers.

Collaborating to address, and resolve, our region's **childcare shortage**. We are partnering with the Northland Foundation, St. Louis County, and the City of Duluth to encourage solutions to this challenge.

Advocating for Duluth's **medical district redevelopment**, including Essentia Health's Vision Northland and St. Luke's Health Forward Initiative.

Hosting local **Candidate Forums** October & November 2020, in partnership with the Duluth News Tribune.

Advocating for our members during the **Superior Street Reconstruction**, completed in 2020.

Serving as the business community's primary contact for the **MNDOT Twin Ports Interchange project**.

Serving as the Minnesota Air National Guard 148th Fighter Wing's premier advocate for **generating local and national support** for the Wing.

Performing as our business community's most **vocal advocate** for the demolition of the Pastoret Terrace Building (Kozy Bar).

Establishing the Chamber as a timely and respected clearinghouse for **COVID-19 resources** and acting as the voice of business within our community's response to the pandemic.

Leading as a **connecting point** during the COVID-19 pandemic with Governor Walz, Mayor Larson, Congressman Stauber, Senator Smith, Senator Klobuchar, Police Chief Tusken, and St. Louis County Administrator Grey.

Appealing to **delay the city ordinance** establishing a 5-cent charge for the distribution of plastic bags. Duluth City Council subsequently delayed the implementation until January 2021.

**Challenging the 2020 valuation** of West Duluth commercial properties. This contributed to St. Louis County's decision to forego penalties on delinquent 2019 property taxes.

Participating in the discussion surrounding a potential **Costco Wholesale** location. Costco subsequently decided to proceed with developing in Duluth.

Working with the City of Duluth Public Works & Utilities and the Public Utilities Commission to **delay the increase** of stormwater utilities fee from January 2021 to July 2021.

Highlighting ten **community leaders** by affording them the opportunity to serve as keynote speakers at our luncheon series: Let's Do Lunch, Duluth and Let's Connect at Clyde.

## SERVICE & OPERATIONAL EXCELLENCE

Producing industry-leading publications: the *Duluthian Magazine*, Xpress Newsletter, annual Business Directory and Community Guide, and our website.

Operating with effectiveness and efficiency, which allowed us to keep our membership dues affordable by not increasing dues for the ninth consecutive year.

Transitioning to work remotely while maintaining an ambitious work output.

Bringing value to our members during the pandemic by adapting educational offerings into virtual meetings and presentations. In-person programming was executed with preparedness plans to prioritize safety.

Distributing daily COVID-19 updates to our members with timely and valued resources. This included support and encouragement to through promotions on our website, social media, and creative campaigns.

Implementing a high-profile, membership-affirming 150th Anniversary Year for the Chamber.

## FORTIFYING OUR COMMUNITY

Duluth is a great place to live. Our Chamber is working to ensure it is also a great place to do business. We are partnering with organizations and individuals, in a shared effort, to move our beloved community forward. Good things are happening. We are a city on the rise. Success begets success.

We successfully recruited strong leaders to serve on our Chamber's Board of Directors. Concurrently, we assembled a membership of 1,000 engaged and dedicated business leaders. Additionally, we attracted talented individuals to join our staff. It's a winning team at the Chamber. Be a part of it. Join us with confidence.

## MEMBERSHIP BENEFITS

Stay current on our business community through informative gatherings and timely publications.

Increase your business' community profile through inclusion in the Chamber's multiple, sophisticated marketing opportunities and Business Directory.

Inform, educate and energize your staff through timely and accessible professional development, leadership training and networking opportunities.

Generate business contacts and receive referrals through a compelling array of marketing and sponsorship opportunities.

# 2021 KEY INITIATIVES

Let us marshal the power of our 1,000 members, our 22 board members and our six staff members, to press forward with these key initiatives:

**CHILDCARE** Collaborate with the Northland Foundation, St. Louis County, the City of Duluth, and others interested in generating solutions to address our region's childcare shortage.

**HOUSING** Encourage local elected officials, city officials, business leaders, and developers to generate housing solutions for our community. Research, monitor and advocate for proposed housing developments as they advance through various approval processes. Advocate at the State Legislature to garner financial and policy support for the development of additional housing.

**COVID-19 RECOVERY** Serve our members as a trusted source for: advocacy, information, and encouragement as we, together, fortify our business community's recovery from the COVID-19 pandemic. This includes acknowledging the stress and mental health challenges generated by the pandemic.

**PUBLIC SERVICES** Challenge local elected officials, along with city, county and school board leaders, to create efficiencies in the delivery of public services. Encourage the integration of public services to maximize efficiencies and minimize the increase in local taxes.

**EQUALITY OF OPPORTUNITY** Generate solutions to the barrier of inequity of opportunity which holds our community back from engaging every individual in moving our community forward. Ensure inclusivity for all identities represented in our region, such as race, age, sex, gender identity, ability, sexual orientation, and religion.

**COMPETITIVE ADVANTAGE** Articulate and promote a positive image of our business community by emphasizing our community's attributes. Emphasize the competitive advantage our community enjoys by being located on the shores of Lake Superior and the St. Louis River.

**WORKFORCE DEVELOPMENT** Engage in a collaborative effort to address the need to grow and fortify our region's workforce. This includes specifically working to ensure attractive housing options and ample child care opportunities.

**COMMUNITY GROWTH** Present to community members the benefits of business sector and population growth, such as diversified resources and economic prosperity.

**INDUSTRY** Advocate for the fortification of Duluth's traditional economic base, as an industrial port, which includes: port operations, transportation services, and manufacturing. Support municipal funding for: docks, shipping channels, railroad right-of-way, Interstate highways, and our international airport.

**DIVERSE ECONOMY** Promote emerging and growing economic sectors which add economic, cultural, and social diversity. These include: higher education, medical, recreation, tourism, arts and entertainment, and information technology.

**ECONOMIC DEVELOPMENT** Champion economic development which will enhance our community by expanding our tax base and create new jobs.

**LEGISLATIVE ADVOCACY** Encourage local elected officials to make decisions which create a supportive environment for doing business in our area.

**MICRO BUSINESSES** Serve as a valuable resource to our area's micro businesses (five or fewer employees) as they face unique challenges associated with their size.

# BOARD OF DIRECTORS



**JEFF ANDERSON**  
Boat Club Restaurant and  
Vanilla Bean Restaurants



**RENEE APPEL MATTSON**  
Trinity Creek  
Consulting



**MATT BAUMGARTNER**  
Grandma's Restaurant  
Company



**JON BIRKELAND**  
Bell Bank



**MICHAEL BOESELAGER**  
St. Luke's



**SARA COLE**  
Duluth Area Family  
YMCA



**CHIAMAKA ENEMUOH**  
Lifestone Health  
Care, Inc.



**DANIEL FANNING**  
Lake Superior College



**STEVE GLONCHAK**  
Members Cooperative  
Credit Union



**KELSEY JOHNSON**  
Iron Mining Association of  
Minnesota



**NICOLE JOHNSON**  
Minnesota Power -  
An ALLETE Company



**AARON KELLY**  
LHB, Inc.



**JILL KEPPERS**  
Duluth Housing and  
Redevelopment Authority



**RICK LUBBERS**  
Duluth News Tribune



**DAN MARKHAM**  
Kraus-Anderson  
Construction Company



**DR. BARBARA McDONALD**  
The College of  
St. Scholastica



**DAVID ROSS**  
Duluth Area Chamber of  
Commerce



**PATRA SEVASTIAIDES**  
Duluth Library  
Foundation



**KAREN STROMME**  
UMD Athletics



**DEBBIE WELLE-POWELL**  
Essentia Health



**SHAWN WELLNITZ**  
Entrepreneur Fund



**LISA WILSON**  
Enbridge Energy Company

## CHAMBER STAFF



**MARTHA BREMER**  
Director of Fuse &  
Leadership Duluth



**AUBREY HAGEN**  
Membership  
Coordinator



**CHRIS JOHNSON**  
Director of Marketing  
& Communications



**BAILEY OLSON**  
Office Manager



**KATHLEEN PRIVETTE**  
Director of Events



**DAVID ROSS**  
President & CEO

## EXECUTIVE COMMITTEE

**KAREN STROMME**  
Board Chair

**MATT BAUMGARTNER**  
Past Board Chair

**CHIAMAKA ENEMUOH**  
Vice Chair, Fuse &  
Leadership Duluth

**DANIEL FANNING**  
Chair Elect

**STEVE GLONCHAK**  
Treasurer

**AARON KELLY**  
Vice Chair, Policy

**RICK LUBBERS**  
Vice Chair, Events

**DAN MARKHAM**  
Vice Chair, At Large

**DEBBIE WELLE-POWELL**  
Vice Chair, At Large



*Moving business forward. ▶*

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