



Moving business forward. ▶

5 West First Street
Suite 101
Duluth, Minnesota 55802

(218) 722-5501
inquiry@duluthchamber.com
duluthchamber.com



DULUTH AREA CHAMBER OF COMMERCE 2022 ACTION PLAN

MISSION

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

VISION

Serve as our area's premier advocate for business by facilitating collaboration that engages leaders from business, government, education, labor and the greater community. Actively create innovative opportunities to advance our members.

2021: YEAR IN REVIEW

Our Chamber operates to ensure that Duluth is a great place to do business by providing resources, education, advocacy, and opportunities to grow. Together with our leadership team, staff, volunteers, and members, the Duluth Area Chamber of Commerce has been able to continue serving businesses in North-eastern Minnesota and beyond through these challenging years of the pandemic.

To put it simply, there is no Chamber without our members.

You - our Chamber members - have supported this entity by attending our events, investing in our programming, inviting us to help in your marketing efforts, and sharing the task of advocating for policies that enhance business. Thank you. Through the support of our members, our team has been able to accomplish many of the goals put in place by our Board of Directors for the 2021 year. We encourage you to review a snapshot of those accomplishments.



2022: A PLAN IN ACTION

Each year the Duluth Area Chamber Board of Directors collaborates to define goals for the upcoming year. Those goals become the priorities that steer our advocacy efforts, events, programming, and initiatives for twelve months. These items are presented in an Action Plan and delivered to our members, detailing our tactical goals to achieve greater economic growth.

The strategic 2022 Action Plan you see to the right is unique in its format. The Chamber's leadership team creatively conceptualized a matrix to not only define priorities for the year, but that also delineates the Chamber's influence on each initiative.

The three pillars along the top: Workforce, Business Conditions, and Core Mission, serve as our most critical, timely issues. These pillars will drive the Chamber team to work towards enhancing each priority listed through our events, programming, advocacy efforts, and member engagement.

The three gray arrows along the vertical axis are in recognition that the Chamber must serve its Mission and Vision first; we will uplift other organizations that strive to accomplish parallel initiatives. We asked ourselves "How can the Chamber best lead, collaborate, or support this goal?" By conceptualizing priorities within this framework, the Chamber can operate in a space that leverages our strengths to lead initiatives within our capacity, collaborates with local partners to accomplish goals together, and supports organizations whose mission can also enhance the business environment.

This Action Plan will serve as the Duluth Area Chamber of Commerce's strategic path forward in 2022. Together, we will continue to marshal the power of our members, our board members and our staff, to ensure the greater Duluth, Minnesota area continues to be a successful, opportunistic, and encouraging place to do business.

WORKFORCE

Create pathways and seek solutions to attract and retain talent in the local workforce.

Professional Development



Community Growth

Leadership Duluth

Increase Labor Force Participation

Partner with Local Unions



Childcare



Diversity Equity Inclusion

Housing

Industry

BUSINESS CONDITIONS

Research, monitor, and improve economic drivers that impact business operations.

Construction Permitting Process

COVID-19 Recovery

MRO Facility

Advocate for Economic Development

Diversity Equity Inclusion

Broadband

Economic Diversity



Infrastructure

DMO Transition



Surveys

CORE MISSION

Fully engage members of the Chamber to advance the regional business community.

Legislative Advocacy

Educational + Networking Offerings

Challenge Elected Officials

Diversity Equity Inclusion



Women in Leadership

Advocacy on Behalf of Members

Policy + Candidate Forums

Member Needs

Business Listening Sessions

Small Business Support

Resources + Information

LEAD

COLLABORATE

SUPPORT

BOARD OF DIRECTORS



JEFF ANDERSON
Boat Club Restaurant
and Vanilla Bean
Restaurants



**RENEE APPEL
MATTSON**
Trinity Creek
Consulting



MATT BAUMGARTNER
Duluth Area Chamber of
Commerce



JON BIRKELAND
Bell Bank



MICHAEL BOESELAGER
St. Luke's



JENNIFER CADY
Minnesota Power -
An ALLETE Company



SCOTT CHRISTENSEN
Midwest Communications



SARA COLE
Duluth Area Family YMCA



PAT DeGROOD
The Jamar Company



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



DANIEL FANNING
Lake Superior College



STEVE GLONCHAK
Members Cooperative
Credit Union



ANNIE HARALA
Story North Productions



KENZIE HOHMAN
Essentia Health



TIFFANY HUGHES
A&L Properties



RACHEL JOHNSON
Precision Pipeline, LLC



AARON KELLY
LHB, Inc.



JILL KEPPERS
Duluth Housing and
Redevelopment Authority



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



KAREN STROMME
UMD Athletics

CHAMBER STAFF



Matt Baumgartner
President



Martha Bremer
Director of Fuse &
Leadership Duluth



Aubrey Hagen
Director of Member-
ship Development



Chris Johnson
Director of Marketing
& Communications



Kathleen Privette
Director of Events



Lori Steinbach
Office Coordinator

EXECUTIVE COMMITTEE

Daniel Fanning
Board Chair

Karen Stromme
Past Board Chair

Aaron Kelly
Chair Elect

**Dr. Chiamaka
Enemuoh**
Vice Chair, Fuse &
Leadership Duluth

Steve Glonchak
Treasurer

**Renee Appel
Mattson**
Vice Chair, Policy

Jon Birkeland
Vice Chair, Events

Sara Cole
Vice Chair, At Large

Matt Baumgartner
President



Moving business forward. ►

5 West First Street
Suite 101
Duluth, Minnesota 55802

(218) 722-5501
inquiry@duluthchamber.com
duluthchamber.com

