



**DULUTH**  
AREA CHAMBER OF  
COMMERCE

## DULUTH AREA CHAMBER OF COMMERCE 2023 ACTION PLAN

### MISSION

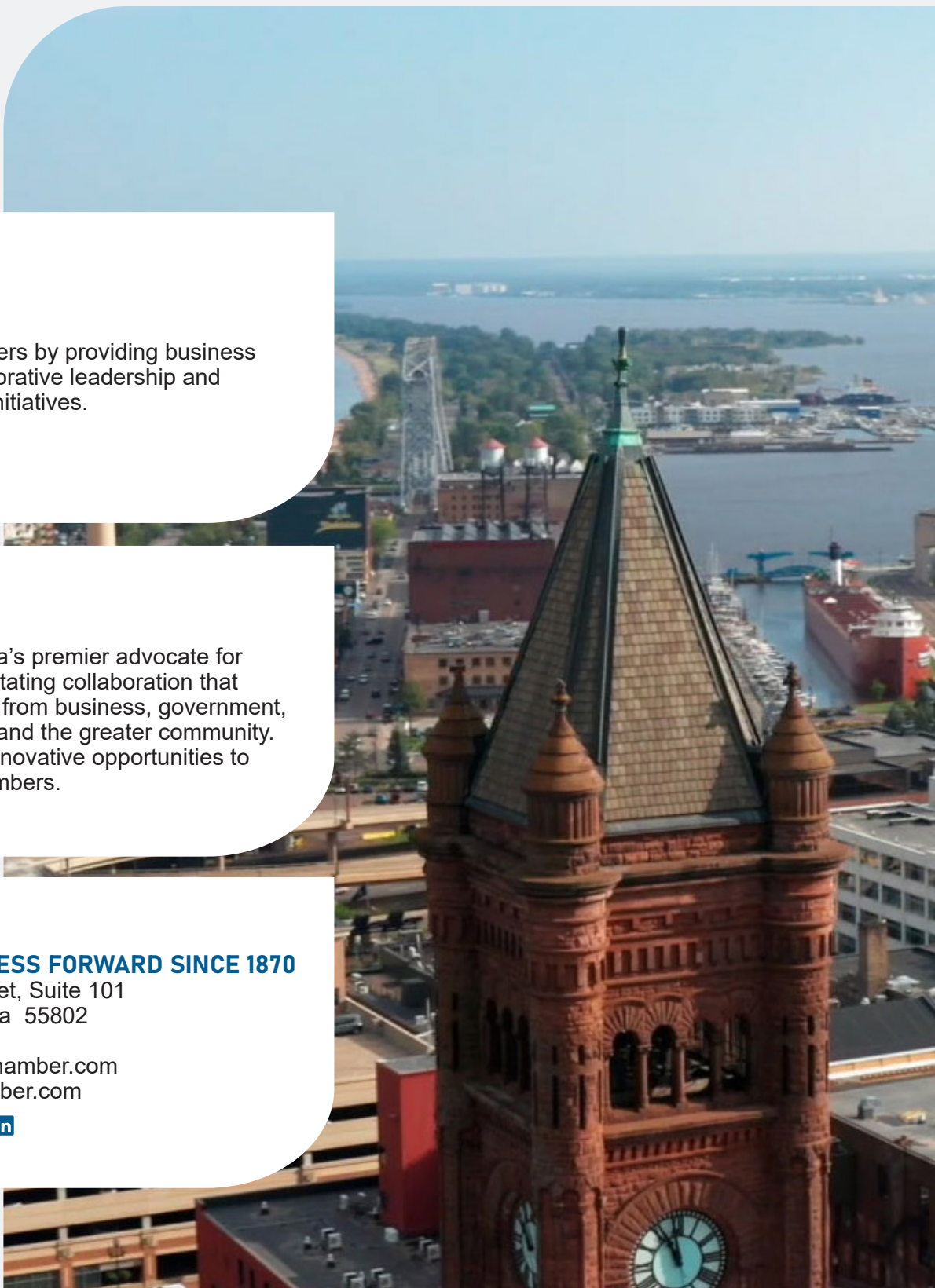
Serve our members by providing business advocacy, collaborative leadership and member-driven initiatives.

### 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.

### MOVING BUSINESS FORWARD SINCE 1870

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Duluth, Minnesota 55802  
(218) 722-5501  
[inquiry@duluthchamber.com](mailto:inquiry@duluthchamber.com)  
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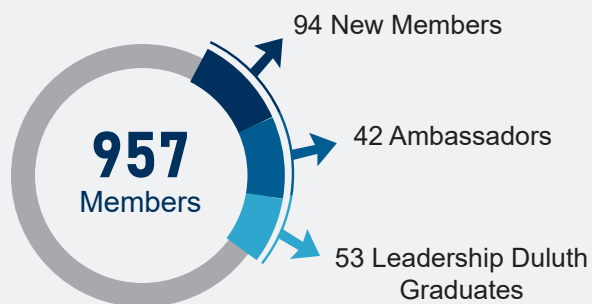


## 2022: YEAR IN REVIEW

Our Chamber aims 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 Northeastern Minnesota and beyond as the third largest chamber of commerce in the state.

2022 was a remarkable year for our Chamber. Our reach continues to grow exponentially around the state. Our events continue to serve top-notch programming and education. And, we are excited to have launched a new initiative that will deepen our impact on our members, community, and economy: the Duluth Area Chamber of Commerce Foundation.

Through the support of our members, the Chamber staff has been able to accomplish many of the goals put in place by our Board of Directors for the 2022 year.



88 Events  
5,283 Event Attendees  
67 Ribbon Cuttings  
427 Engaged in DEI Education



53,337 Web Visitors  
224 Member Messages Distributed  
23 Blogs  
165,471 Social Media Visitors



94.7% Member Retention

## 2023: 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 annual advocacy efforts, events, programming, and initiatives.

The 2023 Action Plan you see to the right is unique in its format. This matrix defines our key initiatives for the year while delineating the Chamber's influence on each goal.

### PILLARS ↔

The three pillars along the top: Business Conditions, Economic Development, and Community Progress serve as the Chamber's three most critical, foundational objectives. These pillars are the driving force behind all Chamber events, programming, advocacy efforts, educational offerings, and member engagements.

### ↑↓ INFLUENCE

The three gray arrows along the vertical axis identify the Chamber's capacity to influence each initiative. By conceptualizing priorities within this framework, the Chamber can operate in a space to **lead** with its mission and vision first; then, **collaborate** with local partners to achieve a goal; and finally, **support** additional organizations whose missions align with parallel initiatives.

Together, we will continue to ensure that the greater Duluth, Minnesota region continues to be a successful and encouraging place to do business in 2023 and beyond.

## BUSINESS CONDITIONS

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

## ECONOMIC DEVELOPMENT

Create pathways and seek solutions to attract and retain business and development.

## COMMUNITY PROGRESS

Drive efforts that advance regional livability, labor environment, and population vitality.





# BOARD OF DIRECTORS



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JayBee Travel, &  
Boat Club Restaurant & Bar



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Western Lake Superior  
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Duluth Area Chamber  
of Commerce



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Sherman Associates



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Essentia Health



**TIFFANY HUGHES**  
A&L Properties



**BRIANA JOHNSON**  
American Heart  
Association



**RACHEL JOHNSON**  
APEX - Area Partnership  
for Economic Expansion



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LHB, Inc.



**JILL KEPPERS**  
Duluth Housing and  
Redevelopment  
Authority



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Kern & Kompany  
Marketing and  
Special Events



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The College of  
St. Scholastica



**BEN NORTON**  
Encompass Real  
Estate Investment  
Services



**CHRIS SORENSON**  
St. Luke's



**BRIANNA  
VANDER HEYDEN**  
St. Luke's

## CHAMBER STAFF



**Matt Baumgartner**  
President



**Daniel Fanning**  
Vice President of  
Strategy & Policy,  
Executive Director of  
the Chamber  
Foundation



**Aubrey Hagen**  
Director of  
Membership  
Development



**Chris Johnson**  
Director of Marketing  
& Communications



**Kathleen Privette**  
Director of Events &  
Board Operations



**Lori Steinbach**  
Director of Office  
Administration

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**JENNIFER CADY**  
Chair Elect

**JON BIRKELAND**  
Treasurer

**DR. CHIAMAKA  
ENEMUOH**  
Vice Chair

**RENEE  
APPEL MATTSON**  
Vice Chair

**SARA COLE**  
Vice Chair

**MATT BAUMGARTNER**  
President



Moving business forward. ▶