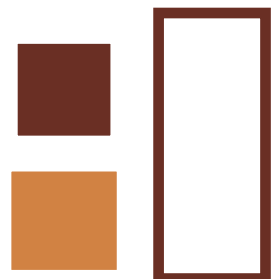




MEMBERSHIP & BENEFITS



VISION · LEADERSHIP · ADVOCACY



GROW YOUR ECONOMY

The mission of the Chamber of Commerce is to promote progressive community and economic development to benefit Chamber members and the North Iowa region.

VISION

Our **vision** is grounded in our mission: to promote progressive community and economic development to benefit Chamber members and the North Iowa region. To this end, we challenge ourselves to paint a picture of the region we want to be: a place with well-designed community programs and economic development best practices that assist free enterprise to create jobs and prosperity.

LEADERSHIP

We provide **leadership** on key issues and strategic policy recommendations to stimulate economic growth in North Iowa. Such growth is achieved by creating an environment conducive to business success - which leads to job expansion and increased state and local revenues.

ADVOCACY

We are non-partisan, but we frequently **advocate** for issues at the local, state, and federal level to stimulate economic growth opportunities for local business. As a 501c6 organization, we challenge our elected officials to be responsible stewards of taxpayer money and to invest in programs and policies that will enable North Iowa to grow.



"I commend the leadership and the staff of the Chamber of Commerce for their selfless service in making our community a better place to live. They are a welcoming partner for businesses, institutions and individuals and an economic multiplier always striving for excellence. Their positive efforts and influence are evident throughout Mason City and North Iowa."

MAJOR GEN. GARY WATTNEM
USAR (RET), COMMUNITY SUPPORTER

RECENT HONORS



US Chamber of Commerce
"Accredited with 5 Stars" 2022



Association of Chamber of Commerce Executives
"Chamber of the Year" Finalist 2021



Iowa Chamber of Commerce Executives
"Chamber of the Year" 2019



Mid-America Chamber Executives
"Digital Publication of the Year" 2021
"Public Policy of the Year" 2018, 2017
"Publication of the Year" Nominee, 2018



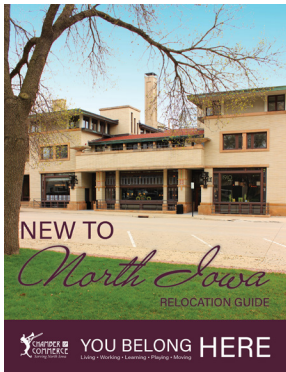
GrowthZone Chamber Innovation Awards
"Medium Chamber 1st Place Winner" 2019

ENHANCE YOUR COMMUNITY

Throughout its 100+ year history, the Chamber has been the catalyst for change and improvement in North Iowa. These projects not only make the community a better place to live and do business, they also attract new families who can be proud to call North Iowa home.

RIVER CITY RENAISSANCE PROJECT

The River City Renaissance Project reimagines the future of Mason City's downtown. The Chamber has been a key player in moving this project forward, including championing a highly successful "yes" vote in 2017 on key components of the project. The Mason City Arena, Performing Arts Pavillion, and The Music Man Square Conference Center will add to the quality of life for area residents and attracts thousands of visitors each year.

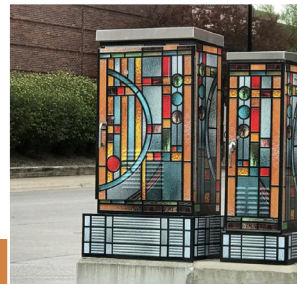


COMMUNITY CONCIERGE

The **Community Concierge** service helps employers recruit and retain workforce, with a special focus on executive-level retention. As the Chamber's newest program of service, it has played an integral role in the successful recruitment of dozens of professionals from a variety of industries. This high-touch service may include digital recruitment materials, a personalized community tour, finding employment for a trailing spouse, locating quality rental housing, and more.

"BUILDING OUR BRAND"

The "Building Our Brand" mural project seeks to build Mason City's brand as a destination for cultural and architectural tourism. This project started with Frank Lloyd Wright-inspired murals on the backs of our downtown buildings. It has since expanded to include crosswalk art and traffic box wraps, and the project inspired Chamber leadership programs **YIELD** and **Leadership North Iowa** to create interactive sidewalk paintings and "Instagram" frames downtown and in East Park.



"Public art is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals our society and adds meaning to our cities."

ASSOCIATION FOR PUBLIC ART



MARKET YOUR BUSINESS

Even if you don't have time to be involved, the Chamber is still helping your business grow. Many members join and renew each year to ensure that the Chamber can continue strengthening the local economy and advocating for public policy that will support a healthy business climate. In addition, the Chamber offers a number of marketing tools that will help you increase the visibility of your business without taking time out of your day.



FREE MARKETING TOOLS

- Online Membership Directory Listing
- "North Iowa's Best Businesses" Membership Directory
- Member News Promotion in Chamber News
- Radio Promotion
- "Chamber Live"
- Event Promotion
- Job Postings
- Bulk Mailing Permit Usage
- Social Media Promotion
- Preferred Referrals

OTHER MARKETING OPPORTUNITIES

- Enhanced Online Directory Listing
- Online Advertising
- Email Blasts
- Newsletter Inserts
- Promotional Videos
- "Community Profile" Advertising
- "New to North Iowa" Relocation Guide Advertising
- "North Iowa's Best Businesses" Directory Advertising
- Chamber Members Only (CMO) Card
- Chamber Event Sponsorships

All new members receive:



Ribbon Cutting



Welcome Listing
in Newsletter



Newsletter or
Email promotion



Radio Interview
with KRIB



Mailing
privileges



New Member
Luncheon

"As an organization pushing hard to raise brand awareness and grow our base, our membership in the Chamber of Commerce has been vital.

We are determined to be strong partners with the community and with local businesses, and the chamber's programs help facilitate the networking needed to forge these partnerships. Also, being able to use a pre-built web presence to share our story and events provides us with a powerful voice for spreading our news!"

MATTHEW CHIZEK, CENT CREDIT UNION



EXPAND YOUR NETWORK

Networking may look a little different right now, but the Chamber is committed to helping its members develop the connections they need to succeed in business. Getting involved in the Chamber's signature events and committees is a great way to grow your network.

SIGNATURE EVENTS

The State of North Iowa	January 20, 2022
Chamber Bowl	February 1-3, 2022
Ag Breakfast	March 22, 2022
North Iowa Band Festival	May 26-30, 2022
Golf Outing	June 16, 2022
New Member Luncheon	August 25, 2022
Moonlight Bike Ride	August 2022
Ag Tour	August 18, 2022
Chamber Cup	September 15, 2022
Annual Meeting	October 6, 2022
Operation Thank You	December 8, 2022

CHAMBER COMMITTEES

Agribusiness
Ambassadors*
Board of Directors*
Program
North Iowa Band Festival
Worksite Wellness

** Service is subject to application/nomination and vote*

"Being part of the Chamber has allowed me to grow my network and make connections with other people and businesses. The Chamber's website and staff are a phenomenal resource that I go to first when we need to get in touch with businesses in our community. I also enjoy the weekly newsletters that keep me on top of important networking opportunities."

ANGELICA BRAGER
YOUNG CONSTRUCTION OF NORTH IOWA



Business After Hours attendees

BUSINESS AFTER HOURS

Pottery on the Plaza
Main Street Mason City
Wright on the Park | Historic Park Inn
Mint Springs Dentistry
Globe Gazette
Mason City Senior Activity Center
Sunrise Rotary
Clear Lake Bank & Trust
Young Construction
Mason City Jaycees
Operation Thank You

January 2022
February 2022
April 21, 2022
May 5, 2022
June 23, 2022
July 14, 2022
August 11, 2022
September 8, 2022
October 2022
November 10, 2022
December 15, 2022

"While it may not get as much buzz these days as social networking sites like Facebook and Twitter, old-fashioned, face-to-face networking is still essential for building a business."

U.S. SMALL BUSINESS ADMINISTRATION



BUILD YOUR KNOWLEDGE

LEADERSHIP NORTH IOWA

For more than 35 years, the Mason City Chamber of Commerce has provided leadership training for up-and-coming business people from the North Iowa area. In addition to skill development, **Leadership North Iowa** participants meet well-established business leaders and have the opportunity to explore best practices and gain meaningful advice.

Leadership North Iowa graduates are high-potential prospects who are well-poised to play a more prominent role in the community. This can and does take many forms. For some, it may be the call to action to run for elective office. For others, participation may ignite the desire to seek an appointment to local government boards and commissions. It may provide the foundation to volunteer at a church or service club. It might even help people to assert themselves more in their place of work.

Whichever direction our alumni choose to go, **Leadership North Iowa** is often credited as the catalyst for becoming more actively involved in something they care about.

"Leadership North Iowa provided a comprehensive look at how leadership can apply across different aspects of our community. It was a great way to development some interpersonal skills and network with other local business leaders."

JAKE BRADLEY

POET BIOREFINING - HANLONTOWN



THE STATE OF NORTH IOWA

The State of North Iowa is an opportunity to hear directly from city and county leadership from Mason City, Clear Lake, and Greater North Iowa as they highlight recent accomplishments, outline future goals, and offer ideas about current business and community issues. This event compliments the Vision North Iowa strategic planning efforts.



CEO Conversations with Rod Schlader

CEO CONVERSATIONS

CEO Conversations offers sage advice for finding your way in the business world. These educational seminars are held during the lunch hour, featuring local speakers and facilitators. Participation is limited to encourage thoughtful, valuable conversations.

BREAKING GLASS

Breaking Glass offers a unique learning experience to help women stretch their leadership potential, drive their careers with vision and purpose, and make a greater impact within their organizations. These workshops will challenge attendees to optimize their role as women in the workforce.



Breaking Glass with Dr. Wendy Wintersteen

HOST YOUR MEETING

As a member of the Chamber of Commerce, you have the opportunity to use the many amenities of the North Iowa Regional Commerce Center. Reservations are required.

MEETING ROOMS



Three conference rooms are available for Chamber members to use free-of-charge during regular business hours.*



The Board Room is available for Chamber members to use for \$25/day during regular business hours.*



THIRD FLOOR EVENT ROOM



With a capacity of 60-90 people inside, and an additional 60-80 people in the outdoor patio, the Third Floor Event Room is a great place to host a company function, party, or large conference! It is available to Chamber members for a fee during normal business hours as well as evenings/weekends*.

Normal Business Hour Rates

\$125	Up to 4 hours
\$200	More than 4 hours, less than 6 hours
\$250	More than 6 hours

SERVICED OFFICES



Six serviced offices located on the second floor are available for both Member and Non-Member use. Chamber members enjoy a discount.

Member Rates

Hour: \$5
Day: \$20
Week: \$75
Month: \$250

Non Member Rates

Hour: \$25
Day: \$100
Week: \$300
Month: \$500

*Evenings & weekends require an additional \$15/hour fee for after-hours attendant

"WHY I BELONG TO THE CHAMBER"

The Chamber is a regional organization, with nearly **20%** of members operating in greater North Iowa.



"Membership with our local Chamber helps keep businesses like ours on top of ever-changing issues and trends within the community and the local marketplace.

It offers great networking opportunities and increased visibility in all of the committees, promotions, and events that are offered to us through our membership."

JAMIE NELSON

98.7 KISS COUNTRY/103.7 THE FOX



The Chamber is not just for "big business."

2/3 members have 10 or fewer employees.



"The Mason City Chamber helps us connect to other local businesses and their employees through events, seminars, and more. The ability to network with people, including decision makers, on a casual basis is priceless."

JULIE BAUER, FIRST CITIZENS BANK



Consumers are **63%** more likely to purchase from a chamber member. *

*Independent research study by the Shapiro Group