



**Organization Overview
2022-2023**

Events & Promotions

Chamber Bucks Program

Compiled: April 5, 2023

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Introduction

2023 marks a 115-year journey for the Ely Chamber of Commerce. Originally founded in 1908 as the Ely Mens Business Association, in 1916 it shifted to the Ely Commercial Club, and finally in 1959 it was renamed to the Ely Chamber of Commerce.

Along the way, the organization focused on business community needs. The early years were on city infrastructure such as sidewalks. During the reorganization as the Ely Commercial Club, business leaders looked to the organization to provide leadership and unity in a very diverse community. Across the decades, the Chamber has represented a changing business community, while offering the area's only visitor and information center.

Strategic Planning

2022 marked the second round of strategic planning for the Ely Chamber of Commerce. The first round of strategic planning started in 2018 with focus groups and was completed in October 2019 as board members review feedback received from members and nonmembers. This fall, board members reviewed the original parts of the strategic planning to determine successes and work remaining. The following items are the outcomes from the 2022 strategic planning.

Vision: Leading a thriving, sustainable economic community.

Mission: The Ely Chamber of Commerce's emphasis is on leadership and advocacy, strategic partnerships, career development of its citizens, business diversity, and education.

Work & Actions Prioritized by: Local, Inclusivity, Relationships, Leadership, Workforce Development, and Growth

Stakeholders: Members, Industries, Strategic Partners, The Board, Volunteers, and Employees

The Next 6 Bold Steps Towards the Future Include:

1. Develop/execute a comprehensive communications plan that reaches all members, non-members and the community.
2. Identify & prioritize the most fiscally responsible avenues for the chamber.
3. Introduce a Member Brand & Marketing Plan benefit that facilitates growth and expansion.
4. Introduce Chamber Success Dashboard to track compelling progress metrics.
5. Invest in professional development & succession planning of Chamber staff.
6. Advance viable employment initiatives available through agencies and government programs.

As we continue our work, we will base our decisions on how efforts compliment and support our strategic planning and the needs of our members.

Member Engagement Survey

The first Member Engagement Survey was completed in October 2020 and provided a baseline for future surveys. Every 18-24 months the survey is repeated to measure progress in areas including communications, engagement, ethics, operating discipline, trust and respect, and innovation. The



survey also offers members the opportunity to share ideas, needs, and concerns anonymously. Members are welcome at any time to contact the executive director or board of director members to share their thoughts.

2022-2023 Border of Directors

Dafne Caruso, The Art Corner, President & Chair, 218-365-2263
Dave Sebesta, Williams & Hall Outfitters, 1st Vice President, 218-365-5837
Kris Winkelman, Arrowhead Outdoors, Treasurer, 218-365-5358
Jodi Martin, Ely-Bloomenson Community Hospital, Secretary, 218-365-8739
Tanner Spicer, Voyageur North Outfitters, Director, 218-365-3251
William Vosburgh, Custom Cabin Rentals, Director, 218-365-6947
George Pond, Timber Trail Lodge, Director, 218-365-4879

Chamber Staff

Eva Sebesta, Executive Director, director@ely.org or 218-365-6123
Kristen Switajewski, Office Manager, fun@ely.org
Ellen Cashman, WolfTrack Classic Race Director, wolftrack@ely.org
Lori Boes, Information Receptionist, info@ely.org

Executive Summary Headlines

The 2022 survey was provided to 181 active members compared to 147 active members in 2020. Forty-one people responded to the survey, compared to 43 in 2020. A higher number of new members (members for less than 3 years) responded to the survey at 29%, compared to 13% in 2020. About 40% of survey respondents have not served on a committee or board, which is consistent with the 2020 survey results. The baseline net promotor score is 0, which is a decrease from 2020 at 9.

Trends/Opportunities

More new businesses are joining the Chamber, while some of the older businesses are exiting. Members continue to believe in the Chamber and feel that it is a worthwhile investment. People do not tend to participate on committees or the board because they are not asked; the Chamber needs to actively recruit members for those positions particularly those who are members for two to six years. The Chamber needs to develop stronger lines of communication to increase connections between efforts, decisions, action, and member feedback. Two points that were brought up in the 2020 survey that remain as areas of focus in the 2022 survey are; the Chamber has an environment in which diverse perspectives are valued, and Chamber decisions are made without undue delay.

Recommended Actions

Tackle communications and change management through multiple mediums using small groups and one-on-one discussions. Link and label in communications highlighting member feedback that was used in decision making or direction provided in the survey. Invite and engage all members, particularly those who have joined recently (six years or less). Tackle big perceptions, such as; difference between tourism bureau, chamber held events, creating metrics to gauge growth and change. Increase consistency and speed of communication and decision making. Conduct the survey every 24 months with the next one slated for October 2024.



2022-2023 Focus: Workforce & Business Development

Continuing our efforts started in 2021, Chamber staff have expanded ways for businesses to connect with potential employees.

1. Ely Chamber of Commerce members have the opportunity to list job openings on our website at Ely.org. Our Employment page received over 2400 views, followed by our Relocation page with over 2050.
2. Development of a Workforce Resource packet containing internship opportunities through Midwest colleges and universities and the USA Bridge program, along with state and regional resources.
3. Three job fairs targeting three different demographics with the opportunity for all businesses to submit job openings for a combined job list handed out at the job fairs and at the Chamber office.
 - a. The NorthForce Career Fair was hosted by the Minnesota North College – Vermilion campus and was open to all college students. The Chamber joined with NorthForce to promote the event and invite participation from area businesses. The Chamber will continue to partner with both NorthForce and the Vermilion campus on future events.
 - b. A job fair was hosted by the Ely High School and the Chamber and area businesses participated. The Chamber will continue to partner with the area schools.
 - c. New for 2023 is the Ely Job Fair hosted at the Grand Ely Lodge specifically for area residents. The event was open to all area businesses.
4. Northwoods Business Incubator & Workforce Solutions sessions provided the opportunity for businesses to learn about available resources through:
 - a. USA Bridge program (J1 Visa)
 - b. Northeast Minnesota Office of Job Training (JET)
 - c. Minnesota Department of Employment and Economic Development (DEED)
 - d. Iron Range Resources (IRR)
 - e. Northland Connections & NorthForce
 - f. Explore Minnesota

Ely Economic Development Authority (EEDA)

The Ely Chamber of Commerce joined the EEDA in July 2021 to share its work with the EEDA. With many entities in the Ely area working on different aspects of workforce needs, sharing information is critical. The City of Ely, through the EEDA, has provided a great deal of support for our work. The monthly meetings provide us the opportunity to share our work and efforts with interested businesses and individuals beyond our Chamber membership.

Quarterly Chamber Business Breakfasts

The Chamber's quarterly business breakfasts allow business owners and managers the chance to gather, share their news, and learn about initiatives happening within the business community. During the past year, participants have engaged in lively discussions and invited each other to share insights. No news to share? Come and learn about business community initiatives, business concerns, etc. There is always room for more at the table.



Celebrate Ely Business Networking Dinner

Celebrate Ely Networking event is scheduled for April 13, 2023 at the Grand Ely Lodge. Last year’s themed event was incredibly successful and well received, so this year’s theme is Ely-stock 1960s. Keynote speaker, Kristen Brown, is sharing a message on energy for personal, workplace, and relationship growth. The Celebrate Ely event includes the Jackpine Bob Cary Community Spirit, Good Neighbor Business, Excellence in Customer Service, and Good Citizen Volunteer awards, Ely Chamber of Commerce overview, door prizes, social hour with groovy activities, buffet dinner, and keynote speaker.

Video Promotion Project

The Ely Chamber of Commerce teamed up with Mike Fitzgerald from Wolvenwood Studios and Chris Ellerbroek from Ten80North to create a unique opportunity for Chamber members. Mike and Chris work with business owners to create a unique 2-minute video. The video is hosted on the Chamber’s You Tube channel and can be linked to the business listing at Ely.org, or other websites or social media accounts. The cost of the video is \$670.00. The business pays for \$250.00 and the Chamber covers the remaining amount. There is a limit of twelve openings per year. Chris and Mike are now working on the second round of videos, so the waiting list for 2024 has started.

AEDs and First Aid – CPR Classes

Last spring, the Ely-Bloomenson Community Hospital generously provided grants of \$500.00 to area businesses that wanted to purchase an AED (automated external defibrillator) for their business. Several businesses participated, including the Chamber. As a follow up, the Chamber offered free first aid classes to Chamber members through the Ely Ambulance Service. Ely-Bloomenson Community Hospital is once again offering the grant and the Chamber will again offer the first aid-CPR classes to its members.

Ely.Org Website

Ely.org continues to offer businesses a powerful marketing tool. The following information is based on a 12-month period. Businesses may find the information valuable for planning marketing and advertising. Information such as browser and platform can provide insight on website layout and formatting.

Acquisition statistics:

- General overview
 - User total 159,835
 - Sessions 220,427
 - Event count 1,688,204
 - Events per session 7.66
 - Engagement rate 62.43%
- Users by Landing Page:
 - Home page (Ely.org) 80.4%
 - Lodging 2.2%
 - Things to Do 2.0%
 - Things to do Winter 0.9%
 - Vacation Planning – 10 Reasons to Visit 0.7%
 - Blueberry Art Festival 0.6%

Search statistics:

- Organic search 68.2% of total
- Direct search 17.4%



- Paid search 7.6%
- Referrals 2.7%
- Organic Social 2.4%
- Email links 1.8%

- Texas 5.1%
- Virginia 3.5%
- Iowa 2.9%
- California 2.4%
- New York 2.1%
- Missouri 2.1%
- Ohio 1.9%

Demographic statistics:

- Users by country
 - United States 96.3% of total
 - Canada 0.6%
 - United Kingdom 0.5%
 - Germany 0.3%
- Users by City (% of US users)
 - Chicago 15.8% of total
 - Minneapolis 12.7%
 - Ely 3.2%
 - Ashburn 2.9%
 - Duluth 1.8%
 - Saint Paul 1.7%
 - New York 1.7%
 - Dallas 1.3%
 - Denver 0.91%
 - US not specified 8.5%
- Users by State (% of US users)
 - Minnesota 41.3% of total
 - Illinois 18.9%
 - Wisconsin 5.1%

Technology statistics:

- Users by Operating System:
 - iOS 42.5% of total
 - Windows 23.15%
 - Android 18.8%
 - Macintosh 12.5%
 - Chrome 1.5%
- Users by Browser:
 - Safari 45.7% of total
 - Chrome 41.3%
 - Edge 5.2%
 - Firefox 2.7%
- Users by Platform:
 - Mobile device 58.2%
 - Desktop 38.2%
 - Tablet 3.2%

Shop Local-Ely Coupon Card

In 2021, the Ely Chamber of Commerce introduced the Shop Local-Ely Coupon Card. The card is eco-friendly and we plan to use the same card from one year to the next. On the back of the card there is a scannable URL code that works with a variety of point-of-sale machines. The front has a QR code that takes the user to the Ely.org website.

Based on feedback from members, the program is done as a hybrid allowing flexibility to businesses. Businesses participating in the program can change their offers each month, seasonally, or keep the same offer throughout the year. The Chamber office maintains a list of participating businesses and their offerings and updates it as needed.



Looking to the Future

Each month the Ely Chamber of Commerce board of directors meets. They offer an Open Forum for members and the public to share information. The meetings are held on the second Wednesday at 8:30 a.m. Please contact the executive director at 218-365-6123 or director@ely.org at least five days prior to the meeting to be added to the agenda.

The Events & Promotions Committee that oversees the sled dog race, festivals, and small events, meets on the third Tuesday of the month at 4:30 p.m. New committee members are welcome.

The Ely Chamber of Commerce has additional committees including; Workforce, Marketing, Membership, and Facilities that meet as needed. Please contact the Chamber office for additional details or to join a committee.



2023-2024 Events & Promotions

May 20, 2023

Citywide Rummage, Business Crazy Day, and Used Equipment & Watercraft Sale

Chamber member businesses receive a free listing and window sign. We create an event map with locations for in-town businesses and rummage sales. Those businesses outside of town have directions to their location. The Citywide rummage is for residents and nonprofit organizations, such as churches. The Business Crazy Day is for store front retail businesses. The Used Equipment & Watercraft is designed for area outfitters and resorts. The combined event is designed to attract individuals from across the Iron Range and as far south as the Twin Cities to head north and take advantage of great sales. For businesses, it's a wonderful time to move last year's merchandise, used camping gear and watercraft, or other items. Sign-up begins in late April and closes 10 days prior to the event start.

Shop Local Campaign and Shopping Season

Our Shop Local campaign kicks off on May 20. With all the sales and activities going on in town, it's an ideal time to get the Chamber coupon cards in hundreds of shoppers' hands and start the summer shopping season. The Chamber building will be open and welcoming shoppers with coupon cards and event maps. If your business would like to carry these items at your location, just let us know. We will drop off a supply at your location.

June 10, 2023

Northwoods Kids Fishing Derby

A day-long event designed to introduce kids to the outdoors and fishing. There are six components including; fishing, skills, water safety, invasive species, ecology, and art. Each youth receives a new rod & reel, goodie bag, t-shirt, and bandana. Cash prizes and awards too. Sponsorships are available. Volunteers are needed too.

July 27-30, 2023

Operation Blueberry (Business Shopping)

We launched Operation Blueberry during 2020 during the time the Blueberry/Art Festival would have occurred. It was a smashing success and businesses asked us to continue to offer the shopping event. Businesses are asked to create something blueberry. Some offered homemade blueberry popsicles, others pick-a-blueberry discount, still others offered all blue-colored items at a discount. There are no rules other than creating a fantastic window display or large banner for your storefront. We do offer prizes for the top three window displays or banners. We provide a map and business listing for all participating businesses.



July 28-30, 2023

Blueberry/Art Festival

The art & craft applications opened on January 1. We are well on our way to filling the event with art, craft, and food vendors. This event has a capacity for 260 vendors and fills Whiteside Park from end to end. Set-up for the festival starts the week before with us marking the park on Monday and physical set up of booths on Thursday. NOTE: We do have sponsor opportunities for businesses. If interested, contact us for details.

Experience Ely Expo

We are excited to introduce this new expo, which is a way for nonprofit organizations to participate in Whiteside Park during the Blueberry/Art Festival. In the past, we had 14 nonprofits within the festival. Now there are 20 booth spaces available and the opportunity for new nonprofits to participate. The categories are art & craft organization or event, sports & recreation organization or event, museum or attraction, first responders, and service organizations. The application period opened on January 1. The Expo application period closes on April 15.

September 7-10, 2023 Harvest Days (Business Shopping)

Harvest Days originated in 2020 as we searched for ways to encourage shoppers to head to Ely. This event is a great opportunity to offer sales, clearance, or other incentives to draw shoppers through your door. We will offer three prizes for the best Harvest themed window display or banners. How can you boost your bottom line in September? Consider making Harvest Days a shopping event for your store. We provide a map and business listing for each participating business.

September 8-10, 2023 Harvest Moon Festival

Applications for this fall event opened on January 1 and just like the Blueberry/Art Festival, it is filling quickly. This fall festival takes a slightly different direction – a more laid-back and relaxed feel compared to our bustling July event. We typically have 120 to 140 art, craft, and food vendors for this 3-day event. Set-up for the festival begins the week before as we mark the park on Tuesday, and the physical booth set up begins early Thursday morning. NOTE: We do have sponsor opportunities for businesses. If interested, contact us for details.

Experience Ely Expo

We do offer a second expo during the Harvest Moon Festival weekend. This event has the same criteria and space availability as the expo held during the Blueberry/Art Festival. Applications for this expo also opened on January 1 and close on April 15.



November 23, 2023

Shine Bright Ely

Lights are a beautiful way to brighten any store front and lead shoppers through your door. We had some phenomenal light displays and a Mini-Ely train display that was absolutely amazing in 2020. The bar is set – how can you outshine your neighboring businesses in 2023? Prizes are awarded for the top three displays. We will provide a map of all the participating business locations.

November 24-26

Smalltown Christmas - Shop Local Saturday

Smalltown Christmas is Ely's kickoff to the holiday shopping season. Each participating business will receive a listing on our event flyer along with any featured products, sales, or discounts.

December 9, 2023

Mrs. Claus Party

Plan for 160 participants. Whatever happens after that is totally unanticipated and filled with extreme fun. Mrs. Claus welcomes all the area youth as they attend an afternoon filled with crafts, dancing, and singing. The afternoon would not be complete until our favorite jolly elf comes through the door. Yes, Santa always makes an appearance and listens to each child's holiday wishes. Each child goes home with handmade craft projects they create and a goodie bag filled with treats, small gifts and other items.

NOTE: We gladly accept small gifts, cash donations, candy, and other items from area businesses and organizations. We provide a sponsor/donor list in each gift bag so the families know which businesses are supporting the party.

February 24-25, 2024

WolfTrack Classic Sled Dog Race Weekend

Up to 60 sled dog teams travel to Ely to compete in our one-day race. Prerace activities include Meet the Teams and a Musher Dinner sponsored by the Vermilion Community College Wilderness Club. Several hundred people enjoy the all-you-can-eat spaghetti dinner held at the VCC cafeteria. The public has the opportunity to meet and visit with mushers.

Following the Musher Dinner, all of the mushers and their handlers head to the VCC theater where the Race Director, Race Marshall, and Trail Boss discuss race rules, the trail, and racing conditions.

The race kicks off at 9 a.m. on Sunday morning as the first 8-dog team hits the trail. Once all 8-dog teams are out, then the 6-dog teams follow. Our 8-dog teams travel 50 miles along the Taconite Trail and



come across Bear Head Lake, heading back to the Ely finish line. Our 6-dog teams also travel along the Taconite Trail and head over to the Purvis Lake area before heading back to Ely – covering about 30 miles on their journey.

NOTE: Sponsorships are available for this event.

We invite you to participate in our Chamber sponsored events. For more details, please contact the Chamber office at 218-365-6123 or director@ely.org.



APPENDIX A

Chamber Bucks Program

Several decades ago, the Ely Chamber of Commerce started a promotion used at sport & travel shows across the Midwest. Visitors were presented with a card redeemable for Chamber Bucks. They would bring the card into the Chamber office and receive their Chamber Bucks, that could be redeemed at various Ely businesses. As time went on, the program caught on locally and businesses began to buy Chamber Bucks for their guests and staff. Of course, residents thought it was a snappy idea too, so they became a popular way to celebrate birthdays, anniversaries and holidays. The one-size-fits-all concept allowed the receiver to use the Chamber Bucks at dozens of area businesses.

The Chamber Buck program is exclusive to Chamber members. We offer increments of \$5, \$10, and \$20 Chamber Bucks. We keep a list of participating businesses and provide the list with each Chamber Buck purchase. When businesses receive the Chamber Bucks, they treat them just like regular cash. Businesses bring their Chamber Bucks back to our office, and we issue a check for the full-face value of each Chamber Buck returned. Businesses can bring them in person or send by mail.

For example, a customer makes a purchase for \$7.50 and provides a \$20.00 Chamber Buck. The cashier must provide \$12.50 in change or issue an in-store credit for the amount. Collect the Chamber Buck after the transaction as it is no longer valid. The business must return the original Chamber Buck to us either in person or by mail to be reimbursed.



APPENDIX B

Frequently Asked Questions (FAQ) For Chamber Members

Revised 04/05/2023

The purpose of this document is to answer the most asked questions of our membership. Our goal is to clearly articulate the value of Chamber membership and increase member involvement & engagement through consistent messaging and opportunities. Please let us know if you have any additional questions by contacting us via email or phone at Director@ely.org or 218-365-6123.

- 1. Why should I join/maintain a Chamber membership?** As a Chamber member, you can develop yourself through networking, education and advocacy and directly impact the success of the business community. Full membership enables you to vote on the direction of business and economic development opportunities, participate in those opportunities, enjoy business referrals and advertising opportunities, receive aggregate news and much more.
- 2. What are the expectations of me as a member?** We encourage you to share your voice and fully leverage the membership benefits highlighted in question eleven below. Our most engaged members are those who show a passion for the advancement of the Ely business and economic community as modeled by the following:
 - **Voice:** Serve on a committee and/or the board, vote whenever asked and/or, simply share your perspective about an opportunity for you or the Chamber to make a difference. Demonstrate a positive leadership shadow by educating others about Chamber decisions, operations, and events.
 - **Participate:** Take advantage of the member and economic development opportunities.
 - **Endorse/Invest:** Get behind the decisions of the Chamber by actively endorsing Chamber sponsored member and economic development opportunities and/or the three seasonal festivals. Educate your staff about Chamber sponsored events; their lack of awareness of an event reflects your engagement and detracts visitor participation/awareness. Help make Ely events more inviting by acknowledging the activity(ies) and/or asking customers about their awareness regardless of your participation in the event(s).
- 3. What can I expect from other Chamber members?** Openness to share best practices and networking, offer promotional savings for your business, referrals, and participation in business celebrations such as new business ribbon cutting and anniversaries. In addition, you can expect other members to demonstrate a positive leadership shadow and an active voice in Chamber/business news.
- 4. Why is the Chamber responsible for the visitor's center?** The Ely Chamber of Commerce has long served as both a Chamber and Visitor Center. This is an approach that has been adopted by approximately 1/3 of Chambers across the United States. Combining these functions enables us to



connect people with products and services. We serve as an information hub, which supports the Ely ecosystem—all businesses, residents, and visitors. Providing information through one location is both efficient and fiscally responsible for a community of our size.

5. **How is the Chamber funded?** The Chamber is funded through its membership dues and funds raised through the three Chamber sponsored events (WolfTrack Classic, Blueberry Fest and Harvest Moon festival). Lodging, Forest Service, City, or other tax dollars are not used to operate or pay staff.
6. **What do the membership dues support?** The membership dues support the following: a combined Chamber of Commerce and visitor/information center, building operation/maintenance, three full time salary equivalents (FTE), business development workshops, Ely.org, and social media pages, resources for new businesses including ribbon cutting ceremonies, facilitation of business ideas and networking events/promotions that support businesses and the greater Ely area community, including the three seasonal events (WolfTrack Classic Sled Dog Race, Blueberry Art Festival and Harvest Moon Festival) and a number of smaller activities geared toward driving retail traffic (see question 16).
7. **What is the relationship between the Tourism Bureau and the Chamber?** As of 2019, the Ely Area Tourism Bureau and Chamber of Commerce are separate entities, with separate boards and no shared funds.
8. **Does the Tourism Bureau contribute to the Visitor/Information Center budget?** The Ely Tourism Bureau does not contribute funding for the operation or staffing of the Chamber or visitor/information center. They are a separate organization that manages area lodging tax dollars.
9. **May I join a Chamber board meeting?** All members are invited to attend meetings—if you are interested in doing so, simply contact Eva Sebesta, Executive Director at Director@ely.org. The board does reserve the right to excuse members in attendance if sensitive topics will be discussed and/or voted on. Also, know that minutes are distributed following every board meeting via email.
10. **How can I get more involved in the Chamber?** Call us at 218-365-6123 to discuss your interests—we'd love to have you join us! There's always an opportunity to share your voice and/or passion, e.g., serve on a committee, event, or board, help us welcome and onboard new businesses, sponsor an event, etc.
11. **What does my membership include?** There are three different types of memberships: Full, Associate and Sponsoring. Full and Associate membership is available to any Ely business while non-Ely businesses in surrounding areas are invited to join as a Sponsoring member.
Full membership includes the following privileges:



- **Voice.** Vote on board members, Chamber By-laws and Articles of Incorporation as well as some of the potential direction of Chamber business and economic development opportunities, e.g., educational series, direction of Northwoods Medallion Hunt.
- **Promotion.** Enjoy business referrals from the Chamber, visibility on Ely.org and public events, inclusion in visitor center brochure/flier display as well as the opportunity to participate in the Ely Chamber of Commerce coupon card, the Chamber Membership Directory and an advertising opportunity in the annual Ely Vacation Guide and social media interactions and promotions, and priority in event sponsorships.
- **News & Resources.** Receive relevant, triaged news and resources from a variety of government/county agencies, law enforcement and other entities in addition to Chamber and community news.
- **Personal Growth.** Enjoy access to leadership and networking opportunities, e.g., education, networking forums.
- **Economic Development.** Participate and/or endorse Chamber sponsored opportunities that drive traffic and/or support new business, e.g., Ely Chamber Buck Certificate program, new business celebrations, business incubation.

Associate and Sponsoring members receive a website on Ely.org, an invitation to all Chamber opportunities, e.g., networking and workshops, a subscription to all Chamber member news correspondence and inclusion in the brochure/flier display at the Chamber visitor center.

12. **How much is Chamber membership?**

Type	Cost Structure	Cost
Full	Tier I: Sole proprietor retail, wholesale or home-based business, single guide, single cabin, or single vacation home rental Tier II: Retail, wholesale, or home-based business with employees, two guides, two cabins, two vacation home rentals, transportation service, or float plane service Tier III: Guide business, bed & breakfast, 3-4 cabins, or 3-4 vacation home rentals Tier IV: Outfitting service, campground, 5-8 cabins, or 5-8 vacation home rentals Tier V: Motel, hotel, nine or more cabins, or nine or more vacation home rentals	Varies - \$225 to \$675 depending on # and type of businesses
Associate	Non-profit clubs/ organizations that are within the Ely, Babbitt, Winton, Embarrass or Isabella service areas.	\$125
Sponsoring	A business that is located outside of our service area, but within Minnesota.	\$325

* Regardless of membership type, entities with multiple businesses may add additional businesses to their first membership at just \$225 per business.



13. **I see that Full membership includes the right to vote. What can I expect in this regard?** In addition to voting on board members, Chamber By-laws and Articles of Incorporation, we often ask for the member perspective on the direction of Chamber business and economic development opportunities.
14. **How does the Chamber advocate on my/local business(es) behalf?** We support and actively pursue federal, state, and local issues that may influence our area's business environment in partnership with State and Federal representatives, local officials, and area organizations. Examples include COVID-19 pandemic, economic development, small business development, workforce initiatives, and education.
15. **I understand that Chamber oversees the Blueberry/Art Festival, the Harvest Moon Festival, and the WolfTrack Classic Sled Dog Race. For what other consumer events is the Chamber responsible?** In addition to these three seasonal events, the Chamber's Events & Promotions Committee uses some of the funding generated from the three seasonal events to oversee some smaller initiatives geared at driving local traffic and sales. Most recent activities include the following and rely on Chamber member participation/endorsement: City Wide Rummage, Business Crazy Day and Used Gear & Watercraft Sale, Operation Blueberry, Harvest Days, Northwoods Kids Fishing Derby, Smalltown Christmas Shop Local, and Shine Bright Ely.