



*Share in our goals & vision  
for our Siren community!*

**Please JOIN US as a member of the 2016-2017 Siren Chamber of Commerce!**

**We've accomplished much this past year!**

- **EVENTS:**
  - CONTINUED GROWTH of website event calendar entries throughout the year.
  - NEW Siren Destination Wedding display created in Tourism Information Center.
  - NEW Talent added to Music in the Park, including well known artist RANDY SABIEN!
  - NEW Street Dance approach launched for 2016 as FREE Admission, business-sponsored event.
  - Supported Royalty & Pageant activities, including NEW Little Mr Miss Siren coronation.
  - Hosted very successful 2016 AWSC 'Celebrate Wisconsin Snowmobile Show & Ride' & AGAIN CHOSEN 2017 HOST LOCATION!
- **MEMBERSHIP:**
  - Welcomed 8 NEW members into the Chamber.
  - Completed & acted on your Fall 2015 survey insights into future strategic improvements, e.g.:
    - Restructured membership meetings to every other month with business development/educational focus, e.g. 'Marketing ONE: Business Marketing Made Easy.'
  - Initiated NEW event leadership policy where the leader of any event with net income over \$2,000 merits a free membership; 3 events/businesses already in receipt of this recognition.
- **MARKETING:**
  - Completed NEW 'responsive' Siren website & functionality – with very positive feedback!
  - Secured funding support, Burnett County Tourism & Polk-Burnett Operation Round Up, for NEW editions of Siren/Burnett County Tour Map and Siren Brochure/Booklet in 2016.
    - 3<sup>rd</sup> Edition Tour Map draft completed with printing by 2016 Annual Awards Dinner.
  - Supported NEW project initiatives with the Siren Tourism Commission, e.g.:
    - Main Street 'beautification' project (banners & flower baskets).
    - Co-developed NEW Siren Social Media Director position.
      - Join us on Facebook & Instagram! YouTube & Pinterest to be future focus.
      - Facebook page 'Likes' up over 10% in less than 1 month!

**As an existing member, just complete the 2016-2017 Membership process to renew!**

- Please submit your **Annual Membership Dues** per the **Attached Invoice** – or NEW – go online to [VisitSiren.com](http://VisitSiren.com) and **complete your membership & payment on the 'Siren Chamber' page.**
- Complete the attached **Website & Volunteer** form.
  - **PLEASE CHECK** your preferred method for receiving next year's Membership forms.

**You will note a change in our annual membership fees from \$100 to \$125. This Board-approved increase is based on some key factors:**

- The Executive Director position created in January, 2009 at 10-12 hours/week has **grown, over the last 7 years, to the present 28 hours necessitated by the workload - over a two fold increase!**
  - *Membership dues have been kept constant, i.e. \$100, over this entire time period.*
- A new position, **Siren Social Media Director, has been created to more fully utilize the social media channels so frequented by our target audience**, both residents and tourists alike.
  - *Staffing at 4 hours per week has been established as of July, 2016 and funding is being jointly shared by the Siren Tourism Commission & Siren Chamber.*
- In addition, we hope you also feel that the **promotion and presentation of our Siren community has grown during this time and provided value for your business** – be it exposure on our improved website or attracting more visitors to your business from our well-attended festivals.

**Thank You, in advance, for your support of our Siren Chamber.**

**Siren Chamber of Commerce Board of Directors**

Joan O'Fallon, President  
Ranae Beers, Secretary

Jamie Morales, Treasurer  
Dave Bertuleit

Matt Golke  
Bluette Puchner

Rich Tims  
Tammy Twedt-Close



## MEMBER INFORMATION

### ANNUAL MEMBERSHIP NOTICE

**CHECK ONE:**       Mail Next Year's Membership Forms       E-Mail Next Year's Membership Forms

### WEBSITE INFORMATION

*Note: Your website is immediately linked to our Siren website, VisitSiren.com, for visitors to access. Or – if you don't currently have a website – a 'back page' has been developed for you.*

**CHECK ONE:**

- No changes needed to current website information.
- Updates needed to website information: \_\_\_\_\_

### SHARE YOUR TIME & TALENTS

*The success of our Siren Chamber of Commerce events and activities relies on the support of our members and other community organization partners. **ANY level of help is truly appreciated!***

### ANNUAL 'EVENT' COMMITTEES/SUPPORT

- Siren *Destination* Wedding Fair
- St. Patrick's Day
- 4<sup>th</sup> of July: July 3<sup>rd</sup> Street Dance; Freedom Five 5K Race; Bed Races; Parades
- Music in the Park
- Siren Open Golf Scramble
- Siren Royalty Program
- Summerfest: Car Show; Flea Market, etc.
- Taste of Siren
- Harvestfest: Arts & Crafts Fair, etc.
- Christmas in Siren
- Other Event activities: \_\_\_\_\_

**INTERESTS/ASSISTANCE**, such as the following examples:

- Advising, e.g. Business-to-Business Mentoring Program
- Arts, e.g. BAAG or ABC liaison, Music in the Park coordinator
- Economic Development, e.g. focus group member, conduct surveys
- Funding, e.g. grant writing, fundraisers
- Graphics, e.g. brochures, maps, logo
- Member Meeting Planning, e.g. schedule presentation and venue
- Photography, e.g. photograph events for Siren photo library
- Technology
- Writing, e.g. press releases
- Other: \_\_\_\_\_