



Fort Atkinson Area Chamber of Commerce

Celebrating 125 Years

Welcome, 2025 Board of Directors!



Erin Patterson
President



DJ Scullin
President Elect



Sarah Schultz
Vice President



Ana Johnson
Membership Engagement
Chair



Rachel Patterman
Board Member



Chris Martin
Board Member



Greg Klug
Board Member



Nova Jiongco
Ambassador Chair



Karie Martin
Board Member



John Kutz
Past President



Anna Lecher
Board Member



Doug Gross
Treasurer

Thank you, 2024 Ambassadors!



Brandon
Housley

Nova
Jiongco

Rochelle
Mitchell

Natalie
Moehrke

Danille
McFalls

Diane
Rue

Jeanne
Schulenburg

John
Scott

Shalane
Gerard

Whitney
Townsend

Mary Kay
Weston

Stephanie
VonAlven

Tom
Dehnert

Sarah
Schwarz

Todd
Tesch

Chamber Staff



Shauna Wessely

Executive Director



Mackenzie Reinbold

Tourism and Marketing
Manager



Logan McHone

Events Coordinator



Allison Thompson

Membership Coordinator

Thank you to our 2025 GOLD SPONSORS!





Thank you to our 2025 SILVER SPONSORS!

**MAASBROTHERS
CONSTRUCTION**

Thank you to our 2025 BRONZE SPONSORS!





2024 Annual Report

We recognized our 2023 Award Recipients



Economic Contribution Award: Green Bay Packaging - Wisconsin Packaging Division

Friend of the Chamber Award: Sherry Stelse of Mike Foerster Real Estate

Small Business Person of the Year Award: Brandon Felmlee of K&F Auto

Tourism Counts Award: Brian Huber of Bait Box on the Rock



We Kept You Informed

Our two newsletters averaged a 39% open rate in 2024. (Industry averages are typically between 15-25%.)

Our emails in 2024 averaged a 9.7% click rate, versus industry averages of 2.8%.

We completed Strategic Planning!

Strategic Planning took place in April of 2024 with the Board of Directors & the staff. The 3 Year Plan refined the Chamber's mission & vision statements.

We have also identified five goals to be accomplished over the next three years. The goals cover communications, member value, revenue, supporting staff, and leadership. Each goal is supported by subgoals.

To date we have completed 17 of these subgoals, with 25 more to accomplish in 2025.



Strategic Planning

New Mission Statement

To support and empower our members to foster a thriving economy and community

New Vision Statement

To be the premier member-driven resource where businesses invest, families grow, and opportunities flourish.



We Upgraded the Fort Chamber Website



Summary of Changes

- We changed over our Chamber CRM software to a new software, allowing increased flexibility on website design.
- Significant cost savings
- Improved front page with better navigation, as well as improved SEO.
- Improvements to the mobile experience

Benefits to Members

- More opportunities to advertise via our website
- Improved navigation via URLs

2024 Chamber Website Statistics

- Percentage of website visitors using mobile has significantly increased, from less than 20% last year to now 58%.
- Our average visitor duration is 6 minutes and 30 seconds, which is better than 88% of websites in our category.
- We average around 203 unique visitors per month, which is better than 56% of websites in our category.



We continue to make improvements



- Improvements to every bit of technology (New CRM, new Google Suite, improved Quickbooks, new HR & Payroll software)
- New roof & siding with longer-lasting building materials
- New sponsorship model
- Improved media buying with cost analysis
- New Weekly Ambassador Newsletter
- Quarterly Policy Newsletter
- Quarterly Membership Engagement Meetings
- New security cameras on exterior of the building



2024 Social Growth

	Total	YOY Growth
Instagram Followers	1,444	3.5%
Facebook Followers	6.6K	7.95%
ExploreFort Instagram	449	26%
ExploreFort Facebook	1.2K	23.4%

90.2% of Chamber Members received at least one post on Facebook in 2024!

We executed Chamber programming

- 25 total events hosted
- New programs: Assembly Candidate Interviews and Quarterly Spanish/English Build Local Events with Fort Atkinson Club
- 26 Plaque Presentations and 5 Ribbon Cuttings
- All of our staff attended professional development this year (a goal from strategic planning)
- Increased number of Business After Hours from 5 to 8, with plans for nine in 2025.



2024 Chamber Events Timeline

- Annual Dinner
- FORTunately Yours Wedding Expo
- Business Over Breakfast
- Legislative Luncheon
- Project LEAD Class 35: Cancer Walk

- Lemonade Day
- FAHS Career Fair
- FAMS Reality Check
- FAHS Senior Exit Interviews
- Golf Outing
- Glow Run 5K
- Final Rhapsody Music Festival

- Assembly Candidate Interviews
- Clay Shoot at Milford Hills
- Manufacturing Month Tours
- Annual Lighted Holiday Parade



Happy Anniversary!



Account Name	Anniversary Year
American Cable & Harness	20
Animal Clinic of Fort Atkinson	40
Armstrong Heating & Cooling	30
Badger Bank	140
Ball Corporation	35
Beautification Council of Fort Atkinson	60
Beauty & the Bean	20
Bender, Kind & Stafford DDS	50
Black Dirt Communications	5
Blodgett Garden Center	70
Scouting America Glacier's Edge Council	110
Creative Landscapes, Inc.	35
Double Three Transportation	45
Edgerton Reporter	150
First United Methodist Church	185
Fort Atkinson Club/Rock River Heritage Inc.	10
Fort Atkinson Music Boosters Association	25
Fort Atkinson Preschool & Childcare	55
Fort Atkinson Wisconservation Club	90
Fort Tax Service, Inc.	45
Friends of Dwight Foster Public Library	45
Gallery on the Main LLC	30
Great Clips	20
Heart of the City	25
INDECO Interior Design Company	10
Jazzy Photo	15
Jefferson County Cancer Coalition	10
Jensen & Becker Realtors, First Weber	10
JM Carpets	45
John Scott Media	5
Johnson Financial Group	115
Jones Dairy Farm	135
Krueger Jeweler	65
Logo-Works, Inc.	20
LSM Chiropractic	25
Nitardy Funeral Homes	40
OSI Fort Atkinson	55
Paddy Coughlins Pub	15
Ready Electric, Inc.	20
School District of Fort Atkinson	165
Subway - Madison Avenue	35
The Fireside Dinner Theatre	60
Wood Design Inc.	45
Yerges Moving and Storage	85
Epic Real Estate Group, LLC	15
Felton Electric	80

Hausz Brothers, Inc.	75
Koshkonong Mounds Country Club	100
Homes for Independent Living	40
Kramer Enterprises	55
Chemair Helicopters, Inc.	20
Jefferson 1/2 Mile ATV Club	20

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