

*"People rarely succeed unless they have fun in what they are doing."
- Dale Carnegie*



Celebrating success



Plymouth Chamber of Commerce
Accomplishments 2010 | Action Plan 2011



Plymouth Working Together 2010

*Ryan Perkins, Chamber Immediate Past President
St. Nicholas Hospital*



We started our year of working together at Amore, one of Plymouth's expanding businesses. Our guest speaker provided great consumer advocacy examples from his experience working with Makers Mark Bourbon. We talked about the need for local businesses to stick together in a global society, buying local and how to help our businesses

promote each other.

As you remember, one of the main functions of the Chamber of Commerce is to bring members together. I asked that you actively participate in business connections, ribbon cuttings, the network scramble and golf outing. This year, we witnessed great turnouts for many of these events.

I also encouraged you to get to know what is available in Plymouth by trying to find at least one item each month that you would normally purchase online and buy it locally. I challenged you to walk our downtown and discover the number and types of businesses you never knew existed here. How did you do? Were you amazed by what you found?

Once you discovered our hidden gems, did you go out and passionately remind others what is here so they could share in your newfound discoveries? Did they encourage their friends and families to do the same?

While the rest of our country worked through the recession, Plymouth prospered in 2010 with our cheese companies expanding at amazing rates. It feels great to be a part of the exciting expansion atmosphere in Plymouth!

I am honored to have served as president of your Chamber and am excited that Jim Marshall will again be our Chamber President. He led us well in the past and will again in 2011. He will work well with our energetic Chamber director Lisa Hurley and tourism specialist Debbie DeGroot.

With your help working together and promoting each other, we will prosper again in 2011!



Plymouth Working Together

Celebrating Success 2011

*Jim Marshall, Chamber President
Marshall Sign*



I encourage you to continue the theme of "working together" in the coming year and am confident you will be "Celebrating Success" in 2011. It has been difficult for many businesses; the challenges we face have assisted us in making smarter, more streamlined decisions as we move forward.

The overall success of the Plymouth business community is evident in the nearly \$100 million of expansion investments made over the past five years, lower than state average unemployment, the Walldogs event in June and progressive community projects such as the Plymouth Intergenerational Center.

Considering its size, this community has many first-class amenities that help businesses and the community thrive such as our Visitor Center, Arts Center, Historical Museum, service clubs and non-profit organizations, schools, attractions, recreation, city parks and services.

The Plymouth Chamber of Commerce is dedicated to making our area a better place to live, work and conduct business. As the premier business organization in Plymouth, we are working to promote a healthy and vibrant economy while protecting and advancing the interest of our members and the community as a whole. The chamber works in conjunction with residents, businesses, educational and governmental partners to provide a positive business environment and improve the quality of life in our community.

You are invited to join a committee and attend the many Chamber networking events. Both are great ways to promote your business.

Join us in Celebrating YOUR Success in 2011!



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Plymouth Chamber of Commerce

Board of Directors

2011 Officers



President:
Jim Marshall
Marshall Sign, LLC



President Elect:
Garin Griebel
Wal-Mart
SuperCenter



Immediate Past President:
Ryan Perkins
St. Nicholas Hospital



Treasurer:
Tom Reil
Waldo State Bank

2011 Directors



George Bruggenthies
Elkhart Lake's
Road America



Tammy Flora
Masters Gallery Foods



Jane Gapinski
Sargento Foods



Chris Merklein
DuraTech, LLC



Michele Oostdyk



Kate Holfeltz
American Family
Insurance



Ron Nielsen
AdviCoach – Nielsen
Group, LLC



Dr. Clark Reinke
Plymouth School
District



Jason Schneider
Schneider Funeral
Home & Life Tribute



Dennis Schwartz
Photography by
Dennis Schwartz



Christine Thill
Libby's House
Assisted Living



Tom Turicik
Northwestern Mutual
Financial Network



Dr. Andy Woodas
Family Chiropractic of
Plymouth

City Council Liaisons



Donn Davis
(Jan. – April 2010)
Councilperson
City of Plymouth



Don Pohlman
(May – Sept. 2010)
Mayor
City of Plymouth



Brian Yerges
(Oct. 2010 – Current)
Director of City
Services
City of Plymouth

Chamber/Visitor Center Staff



Lisa Hurley
Executive Director



Debbie DeGroot
Tourism Specialist

Celebrating Success

Thank you to the
following Board Members
for service and dedication to
the Chamber during 2010:

Mission Statement

To be the voice of business for the Plymouth area. To act as the catalyst to foster, protect and advance the commercial, industrial, agricultural, tourism, civic, educational, social culture interests of the City of Plymouth, Sheboygan County and Wisconsin. To encourage just and equitable principals of business and trade.

Source: Plymouth Chamber of Commerce
By-Laws

Community Development & Issues

Mission: Improve the quality of life in Plymouth
Chairperson: Dr. Andy Woodas, Family Chiropractic of Plymouth

2010 Accomplishments

- Awarded \$750 Chamber Scholarship to Plymouth High School Student
- Coordinated, expanded and implemented the annual Mill Street Festival including increased participation by downtown businesses and vendors.
- Sponsored the Scholarship 50/50 Raffle (formerly the Property Tax Relief Raffle)



Mill Street Festival

2011 Plan of Action

- Award \$750 Chamber Scholarship to Plymouth High School Student
- Coordinate and implement the annual Mill Street Festival, maintaining the four stages of live entertainment and sponsorship, while exploring additional promotional opportunities



2010 Cheese Capital Cook-Off

"Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek."

- Mario Andretti

Downtown Business Association

Mission: To promote downtown Plymouth as a vibrant business district, create networking, advertising and promotional opportunities.

Chairperson: Katherine Pannier, Fibber McGee's

2010 Accomplishments

- Presented the fifteenth annual Christmas Parade, featuring a record number of participating organizations
- Coordinated the annual Holiday Gathering, including the Letters to Santa program and the Chili Cook-off
- Coordinated an effort encouraging downtown businesses to decorate business fronts with live garland for the holiday season, giving downtown a "festive" look
- Coordinated fifth annual Hot Time in the Old Town event, encouraging people to shop downtown while raising money for the Plymouth Volunteer Fire Department. Increased the number of fire barrels to eight.
- Promoted downtown Plymouth events during the Spring and Fall Cruise Sheboygan County tourism campaigns
- Coordinated the first Downtown Dairy Day promotion encouraging downtown shopping while sampling local cheeses
- Reprinted and distributed the Downtown Antique, Specialty Shops & Dining Guide
- Coordinated the Downtown Business Display Case at Wal-Mart in an effort to promote Historic Downtown Plymouth
- Coordinated cooperative advertising in the targeted publication *Country Register* featuring specialty shopping with distribution in the U.S. and Canada
- Promoted the sale of the Plymouth postcards at several downtown businesses

2011 Plan of Action

- Present the sixteenth annual Christmas Parade, continuing to encourage additional community groups and businesses to participate
- Coordinate the sixteenth annual Holiday Gathering event, encouraging downtown retail shopping along with the Letters to Santa Contest and Chili Cook-off
- Coordinate the sixth annual Hot Time in the Old Town with the assistance of the Plymouth Fire Department
- Coordinate the second annual Downtown Dairy Day promotion encouraging downtown shopping while sampling local cheeses with the addition of Addie the Cow from the Sheboygan County Dairy Promotions
- Work closely with the Walldogs Committee to create a successful event June 22-26, 2011 with continued promotion of the murals downtown after the event is complete
- Coordinate updated business promotion displays in the Wal-Mart case
- Continue to promote downtown Plymouth during the Spring and Fall Cruise Sheboygan County tourism campaigns
- Offer opportunities for businesses to combine resources towards an overall marketing campaign for downtown
- Reprint the Downtown Antique, Specialty Shops & Dining Guide
- Continue to promote the sale of the Plymouth postcards at several downtown businesses

Economic Development

Mission: Identify economic development opportunities and assist with business retention

Chairperson: Dave Langemak, Community Bank & Trust

2010 Accomplishments

- Presented the "Business of the Year - Manufacturing" award to Masters Gallery Foods
- Presented the "Business of the Year - Tourism" award to Elkhart Lake's Road America
- Presented the "Small Business of the Year" award to 20/20 Visions
- Presented the "Business Community Service" award to Land Steward Enhancements/ Willow Wood Acres
- Continued to promote the E-Team (Entrepreneur) via the Chamber's website and through Chamber members
- Assisted with the Business Building Blocks program hosted by Lakeshore Technical College's Center for Entrepreneurship
- Coordinated the Business RESOURCE Panel program during Global Entrepreneurship Week in November
- Worked closely with Lakeshore Technical College's Center for Entrepreneurship
- Established a business source relationship with the Sheboygan County Economic Development Corp.
- Conducted the 2010 Plymouth Area Business Survey with the assistance of the UW-Extension office and posted the results on the Chamber's web site.
- Kept updated on development issues related to Plymouth and the surrounding area



Member Services

Mission: Enhance and maintain membership throughout the business community

Chairperson: Connie Thimmig, Harbor House Memory Care

2010 Accomplishments

- Coordinated the 89th Annual Membership Dinner & Meeting "Plymouth Working Together" with featured speaker Todd Spencer of Doe Anderson, an expert in branding
- Coordinated the tenth annual Golf Outing with the cooperative effort of the Elkhart Lake Area Chamber of Commerce
- Coordinated 11 Ribbon Cutting Ceremonies/ Groundbreaking events for Chamber members
- Welcomed 31 new Chamber members
- Coordinated 9 successful Business Connections, networking events hosted by Chamber member businesses with 386 people attending throughout the year
- Held All-Member Meetings in the Spring and Fall to give members an opportunity to learn about Chamber activities, programs, and host a guest speaker
- Coordinated the fifth Annual Network Scramble as an additional opportunity for members to promote their business
- Increased the number amount Chamber DOLLARS sold to the general public as well as the number of redemption locations to 97 in the Gift Certificate Program, designed to keep the retail and service dollars in the Plymouth area and, specifically, with Chamber members



2011 Plan of Action

- Present Business of the Year awards
- Continue the efforts and expand the E-Team (Entrepreneur) through additional promotion of the program
- Coordinate programs offering information regarding economic development resources and opportunities
- Continue to work closely with Lakeshore Technical College's Center for Entrepreneurship, Sheboygan County Economic Development Corp., the Plymouth Director of City Services and the Plymouth Industrial Corp. to promote Plymouth as a great option for new and expanding businesses
- Keep updated on development issues related to Plymouth and the surrounding area

2011 Plan of Action

- Coordinate the 90th Annual Membership Dinner & Meeting "Celebrating Success" with featured speaker Rebecca Kleefisch, Lt. Governor of the State of Wisconsin
- Coordinate the eleventh annual Golf Outing with the Elkhart Lake Chamber
- Continue to organize educational seminars and programming for members
- Offer members the opportunity to host a Business Connections
- Continue to offer the Ribbon Cutting and Groundbreaking Service to members
- Continue the Chamber DOLLARS Gift Certificate Program designed to keep the retail and service dollars in the Plymouth area and, specifically, with Chamber members – add new members to program and increase the awareness of the program with the Plymouth community
- Host the sixth annual Network Scramble in the Spring

★ "Success is a journey, not a destination."
- Ben Sweetland

Tourism

Mission: To promote Plymouth as a tourism destination and work cooperatively with all tourism entities within Sheboygan County
Chairperson: Nancy Jusky, Sheboygan/Plymouth Area United Way

2010 Accomplishments

- Managed the Chamber's Visitor Center tracking walk-in traffic and serving as the most accessible Visitors Center in Sheboygan County
- Staffed the Visitor Center on Saturdays from Memorial Day weekend through Labor Day weekend, assisting more than 45 visitors on Saturdays
- Maintained the Chamber web site (www.plymouthwisconsin.com) with attention to detail and continuous updates offering search capabilities
- Subscribed to WebTrends, a monthly web site report tracking tool, recording an impressive 119,950 visits and 1.5 million hits in 2010
- Published the full-color, 40-page Visitors & Community Guide – 15,000 copies were distributed locally, regionally and as fulfillment piece to reader response advertising
- Advertised the Plymouth area in the following publications: America's Best Vacations (2 million newspapers); Sheboygan County Visitors' Guide; Chicago Magazine's Bed & Breakfast Directory; Milwaukee Journal Sentinel; Midwest Newspapers Insert (readership of 750,000), and several lodging directories
- Updated the Plymouth Area Calendar of Events and Fall Foliage Guide
- Received publicity in Milwaukee Journal Sentinel, Kettle Moraine Visitors Guide, Milwaukee Television station, and local media and the United Kingdom for the 2009 Positively Plymouth Campaign
- Renewed sponsorship from Sargento Foods, Masters Gallery Foods and Sartori Foods for the Highway 57 billboard, featuring the historic image of cheese making in Plymouth
- Continued a leadership role in organizing TASC – Tourism Alliance of Sheboygan County – coordinating a county-wide tourism effort including: Cruise Sheboygan County Campaign; Calendar of Events; tourism information booth at the Road America Tailgate Party in May
- Placement of Plymouth events on on-line calendars including the following web sites: Plymouth Chamber, TASC, and Wisconsin Department of Tourism
- Supplied Plymouth Visitors & Community Guides to organizations attending travel and trade shows
- Submitted quarterly Tourism Reports to the Plymouth City Council
- Continued to promote the Plymouth Visitors Center on Hwy 57 billboard
- Continued to promote events on a Hwy 57 billboard



2011 Plan of Action

- Publish the annual Visitors & Community Guide with distribution locally and regionally
- Continue to advertise Plymouth in regional publications in an effort to generate overnight stays
- Continue updating the Chamber's web site on a regular basis and research opportunities to create a marketplace for Chamber
- Explore web site optimization opportunities
- Continue the subscription to WebTrends in an effort to track the number of visits to the Chamber's web site
- Continue the coordination of sponsorship of the Highway 57 billboard promoting Plymouth
- Supply Plymouth Visitors & Community Guides to organizations attending travel and trade shows
- Attended the Governor's Conference on Tourism
- Attended Wisconsin Convention & Visitors Bureau Association's Fall Conference
- Continue to staff the Chamber's Visitor Center on Saturdays from Memorial Day weekend through Labor Day weekend
- Submit quarterly Tourism Reports to the Plymouth City Council and give an annual presentation to the council to keep them informed of the tourism efforts
- Continue working with TASC – Tourism Alliance of Sheboygan County to create county-wide branding through strategic planning
- Continue placement of Plymouth events on on-line calendars including the following web sites: Plymouth Chamber, TASC, and Wisconsin Department of Tourism
- Explore additional tourism marketing opportunities to increase overnight stays promoting Plymouth as a destination



Chamber Office

Executive Director: Lisa Hurley

Tourism Specialist: Debbie DeGroot

2010 Accomplishments

- Assisted all committees in carrying out their goals
- Responded to more than 4,559 visitor and 125 newcomer inquiries
- Published 12 issues of Chamber-Link generating revenue from paid inserts
- Published the 2010 Membership Directory and Buyers' Guide featuring specific contact information for the membership
- Published the Membership Annual Report including 2009 Accomplishments & 2010 Action Plan
- Published the Community Annual Report newspaper insert in The Review sharing with the community details of the Plymouth Chamber & Visitors Center
- Assisted Facade & Sign Grant Applications for the Downtown Revitalization Committee
- Met regularly with other Chambers of Commerce in Sheboygan County to share information
- Worked with the Sheboygan County Chamber of Commerce to promote the Chamber Briefcase events as an opportunity to network with members from all the Chambers in Sheboygan County
- Promoted retail and office space availability on the Chamber web site and in several issues of the newsletter
- Distributed the Official Plymouth/Sheboygan County Map
- Created advertising opportunities on the Chamber web site in partnership with SilverWater Productions offering video
- Continued to utilize the Chamber's new software program to assist in streamlining administrative responsibilities
- Assisted the Downtown Revitalization Committee in securing sponsorship of downtown flower pots/plantings
- Serve on the Walldogs Committee for the June 22-26, 2011 event
- Created a Facebook page with 865 fans as of December 31, 2010

Downtown flower pots (right)

Plymouth Chamber representatives at Packer stadium (below)



2011 Plan of Action

- Assist all committees in implementing their Action Plans
- Respond to all visitor, newcomer and economic development inquiries
- Publish the 2011 Spring Membership Directory & Buyers' Guide
- Publish the monthly Chamber-Link newsletter, encouraging members to utilize advertising opportunities to promote their business to other members
- Create additional value-added benefits to members
- Continue to explore opportunities for the Chamber to generate non-dues revenue
- Publish the Membership Annual Report including 2010 Accomplishments & 2011 Action Plan
- Publish the Community Annual Report newspaper insert in The Review
- Increase the awareness of the Chamber and its membership benefits within the Plymouth community
- Continue to meet on a regular basis with other Chambers of Commerce in Sheboygan County to share information
- Continue to improve and coordinate the utilization of the Chamber's Visitor Center
- Continue to work with the Sheboygan County Chamber of Commerce to promote the Chamber Briefcase events as an opportunity to network with members from all the Chambers in Sheboygan County
- Continue promotion of retail and office space availability on Chamber web site and in the newsletter
- Learn additional ways to utilize the new Chamber software program *e-Chamber*
- Continue to promote the value of web site advertising opportunities on the Chamber's site while increasing ad revenue
- Continue to social networking sites such as Linked-In and Facebook to promote the Chamber and Chamber events
- Assist the Downtown Revitalization Committee to secure sponsorship of downtown flower pots/plantings
- Continue to serve on the Walldogs Committee for the June 22-26, 2011 event
- Increase interaction with fans on Facebook including creating contests to attract people to explore Plymouth
- Explore "Best Practices" with other Chambers and organizations
- Report Chamber Committee activities/updates in the monthly Chamber-Link newsletters



"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will."

- Vincent T. Lombardi

★ New Members in 2010

Advance Auto Parts
AdviCoach – Nielsen Group LLC
Amore Banquet Hall
Artesian Wells, Inc.
Bettersweet Bakery
Capelle's Farm Market
Cousins Subs/Figaro Pizza
Curves of Plymouth
DuraTech LLC
Frontier Communications
Furry Bottoms Rescue, Inc.
Great American Senior Benefits
Haucke Plumbing & Heating
Healthy Living Acupuncture
High Flyers Communication and Public Relations
Impact Direct Marketing Service

Kettle Moraine Monument & Stone Works
Mill Street Grill
Dr. James Nass, DDS, LLC
Pfaller Architectural Associates
Plymouth Foam, Inc.
Plywood Productions
Prevea Health
Racer's Hall LLC
Re/Max Realty Plus – Bill Cain Team
River Valley Bank
Sharing R Kids Closets
Sheboygan County Budget Auto
Sheboygan County Farm Bureau
Webs by Wagner
Whisper Hill Clydesdales

It's time to visit...

Plymouth Wisconsin

www.plymouthwisconsin.com
1.888.693.8263

Find us on Facebook



The Walldogs

www.plymouthwalldogs.com

A group of 160+ international artists will be in Plymouth June 22-26, 2011 to create 20 historic murals on buildings throughout downtown.

Our downtown currently is home to two murals featuring a vintage trolley car and Cream of Wheat Flour.

Historic Murals
Antiques & Specialty Shops
Art Galleries & Recreation
Festivals & Special Events
Fine Dining & Lodging



Thank you to Ken Pannier and Dennis Schwartz whose photos enhance this annual report and Chamber publications throughout the year.



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