



REMER AREA CHAMBER OF COMMERCE



Dear Chamber Member,

It's that time. As the summer season is beginning to near its end, it is time to consider maintaining your membership in the Chamber. Membership renewal is due by August 31st for the 2022 – 2023 season.

It has been another rough year for the Chamber and the city as far as the events we try to host (and fundraise at). Just as we thought our summer season would bring a sense of normalcy back to Remer, we were hit with a double blow. First the rapid rate of inflation that struck this spring and summer (lead by a huge spike in fuel prices) has reduced the number of vacationers coming to our area and spending money in our businesses. On top of that, the MNDOT road construction project has really impacted our local economy, essentially closing main street access to our main street businesses during the busiest months of the year. This road construction has also forced us to cancel our two major events (Bigfoot days, and Harvest Festival) which draw large crowds to our town.

How can "WE" get through these trying times? The Chamber has recently put forth the following to encourage shoppers near and far to visit and spend local:

- Construction Drawing - a "buy local" punch card offering a cash prize for those shopping with our main street merchants.
- Social Media Marketing – "Business Spotlight", a focus on one business per week that will be seen on Facebook, Instagram, as well as our website. This has the potential to reach *thousands* of visitors and local residents.
- Weekly Movies in the Park – Chamber member, Carol Johnson, has taken on this project and so far it has been wildly successful. Great family outing!!!
- End of Construction Celebration – we hope to have a city-wide celebration in October to show off our beautiful new streets and sidewalks. Details are in the works.
- Any new ideas are welcome! Email us at remerchamber@gmail.com with your marketing strategies or promotion ideas!

The chamber has had to make a tough decision to raise our membership dues. They have been the same for as long as I have been a member (at least 8 years) and we do make every effort to keep our expenses low. However due to the increased cost of... well everything, the Chamber Board voted to increase annual business memberships by \$25, and all other memberships by \$10. You will notice this change on the membership form.

Finally, I feel like there is new sense of excitement and potential in the chamber that I haven't seen in a quite a while! Membership involvement is increasing, new ideas are being brought to the table and we are open to all who wish to participate. My hope is that we can do all our events in the next year PLUS increase our member involvement in the chamber and make a group where the businesses can rally together against adversity and join in the success of the community.

Thank you for your continued support of our business community.

A handwritten signature in blue ink that reads "Jon Karner".

Jon Karner
President
Remer Area Chamber of Commerce