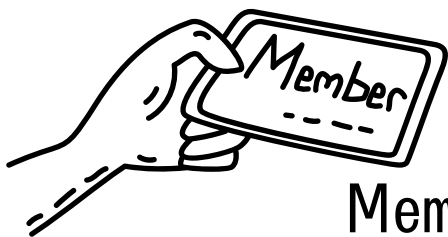




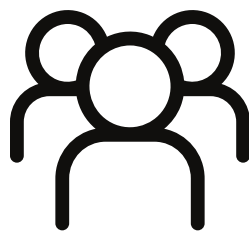
Mercer Area Chamber of Commerce 2024-2025 Year in Review

Mission Statement:

The purpose of the Chamber shall be to foster the economic growth and well-being of the area as a whole, by supporting and promoting the civic, social and commercial development of Mercer. As a 501(c)(6) not-for-profit corporation domiciled in the State of Wisconsin, The Mercer Area Chamber of Commerce is committed to maintaining the highest standard of conduct and loyalty in pursuit of its mission. Our Chamber exists for the purpose of serving Customers, Chamber Members, and the Community. These statements provide the framework; they cannot and do not dictate conduct to cover particular situations.



140
Memberships



6 Board of Directors
Staff:
Executive Director
Office Manager
Summer Intern



New Benefits:

- Weekly Member Spotlights - Premier & Basic Members
- Website Banners - Premier Members
- Mercer Monthly Bulletin Spotlights- Premier & Basic Members
- Monthly Event Calendars- Submit your events to be included!
- Adding information & promotions to our Information Center

Our Reach:



13+ contacts for
monthly bulletins



12.7K+ Followers



1,000+ /year Visitor
Guide Requests



1.5K Followers



15,000 Mercer
Visitor Guide

Contact our Office:

Hours- M-F 8am-3pm (or by appointment)

715.476.2389

Info@mercerc.com · Melissa@MercerCC.com

MercerCC.com



Mercer Area Chamber of Commerce 2024-2025 Year in Review

Events:



15 Sponsors
On Passport:
15- Events or activities
12-Deals or Specials



9 tour Stops
15 turned in & completed



34 sales around the
Town of Mercer



33 Anglers
Liberty Way Tap
house - Host
14 Sponsors



11 sponsors
Funds donated to the
Fire Dept



**MERCER
BACKYARD BBQ
COOK-OFF**

6 grillers
~110 General Admissions
for public tasting
14 Sponsors



342 Vendors



~514 Riders
(need to be verified)
33 business sponsors



Planning for our 2026
event is happening now

New Events & Activities:



SIGNATURE SIPS
in Iron County





Mercer Area Chamber of Commerce 2024-2025 Year in Review

Marketing Efforts:

Marketing Outlets:

- 5 Star Marketing
- Close Publication
- Daily Globe
- Adventure Outdoor Sports
- IL Snowmobiler
- Iowa Sportsman
- Iron County Miner
- Lakeland Times
- Midwest Outdoors
- Midwest Rider
- Multi- Media Channels
- Silent Sports
- Sno-Goer Magazine
- Wisconsin Outdoor News (TFFA Co- Op)
- WI Bike Federation
- WI Snowmobile
- Travel Wisconsin

Plus other local, map, and pop up advertisements that come up throughout the year.

Billboard - Lamar Companies



Sportshows:

- Chicagoland Sportshow
- Madison Fishing Expo

Claire D' Loon Grant:

1. Mercer Dusty Loons - Community Picnic - Up to \$1,000.00
2. MECCA Trails- Winterfest - Up to \$1,000.00
3. Mercer Dusty Prom- Up to \$1,000.00
4. Mercer Health & Wellness - Community Gardens- Up to \$1,000.00

2025-2026 Year - Look Forward 2026 Goals:

1. 100 Year of the Flowage - Celebration and Marketing Campaign
2. Focus on Improving Member Communication
3. Showcasing the Chamber value to our Members and the Public - What the Chamber does

The MACC staff feels privileged to serve in our roles, advocating and working for our members along with a dedicated Board of Directors. Our goal as we move into 2025 continues to be to represent ALL our members and offer opportunities and advocacy to aid in your success.

We look forward to your ideas, suggestions, and feedback as we continue to support you in 2026!

The future is bright!