

REGIONAL LEADERSHIP. REGIONAL IMPACT.

GMC serves as both the regional chamber of commerce and the regional promotion organization for the thirty-four towns of NH's Monadnock Region, building a healthy economy and a strong quality of life through regional promotion, networking, professional development, and advocacy.



450+
MEMBER
ORGANIZATIONS



70+
MEMBER
TOWNS/CITIES



16K+
EMPLOYEES
REPRESENTED



\$1B+
CONTRIBUTED
TO NH ECONOMY

GMC's regional promotion initiative supporting workforce attraction, tourism, and economic vitality



With the support of federal and state grants, GMC has invested over \$700,000 in recent years, from marketing local businesses to launching workforce initiatives, promoting the Monadnock Region as a place to visit, live, work, and do business. MonadnockNH.com, the region's destination platform, showcases this work.

2025 VISITOR SPENDING

\$396.8M

MONADNOCK REGION
VISITOR SPENDING

+2%

YEAR-OVER-YEAR GROWTH
(VS. 1% STATEWIDE)

#2

FASTEST-GROWING
REGION IN NH

Source: Dean Runyon Associates, travelstats.com/qimpacts/newhampshire

2026 MARKETING CAMPAIGNS

\$240K WORKFORCE CAMPAIGN



4M+
IMPRESSIONS



25K+
VISITORS



300+
RESUMES GENERATED

Developed with regional employers to address a long-standing manufacturing workforce shortage. A dedicated landing page connects job seekers with participating employers and career pathways at Keene State College.

Funded through a Catalyst Grant from the Northern Border Regional Commission.

\$100K TOURISM CAMPAIGN

70% Keene

20% Peterborough

10% Monadnock Region

This campaign was built to draw visitors to Keene, Peterborough, and the broader Monadnock Region through the spring, summer, and fall, with the goal of bringing customers to downtowns, hotels, restaurants, festivals, etc.

Funded through a Joint Promotional Program grant from the NH BEA's Division of Travel and Tourism.

monadnocknh.com/magnify-monadnock

BUSINESS ADVOCACY

GMC advocates for policies strengthening the regional economy, with a focus on workforce development, housing, higher education, tourism, and small business growth. GMC also represents the business community through legislative testimony, meetings with local, state, and federal officials, and participation in regional and statewide discussions on economic competitiveness and quality of life.

GOVERNMENT RELATIONS

GMC maintains working relationships with local, state, and federal officials and agency partners to advance regional priorities, identify funding opportunities, and represent the business community's perspective in policy discussions. GMC also fosters collaboration between government, business, education, and nonprofit partners on shared regional challenges.

NETWORKING OPPORTUNITIES

Each year GMC hosts more than 40 events across the region, from monthly networking to annual events that bring the regional business community together.



40+
EVENTS ANNUALLY



1,200+
ATTENDEES

Business Before Hours: MONTHLY
Business After Hours: MONTHLY
Peterborough Breakfast: BIMONTHLY
Annual Gala: MARCH
Leadership Monadnock Summit: APRIL
Chamber Golf Classic: JUNE
Peak into Peterborough: OCTOBER

greatermonadnock.com/chamber-events

GMC's signature nine-month leadership development program



Leadership Monadnock is trusted by organizations across the Monadnock Region to cultivate informed, connected, and engaged leaders.

Participants gain firsthand insight into the people, industries, and issues that shape our region through expert speakers, interactive discussions, and immersive experiences, resulting in a more connected community of leaders equipped to inspire positive change and help shape a more vibrant, resilient, and sustainable region.

greatermonadnock.com/leadership-monadnock



500+
ALUMNI SINCE 1996

GMC membership connects you with businesses across the region, professional development opportunities, and a stronger collective voice on the issues that matter to the Monadnock Region.

Our membership levels are designed for every business, organization, and individual. **Scan to find your level and join today.**



JOIN THE GMC



greatermonadnock.com



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