



Waconia Chamber of Commerce Program of Work 2010

I. Promote a Positive Business Climate

The Waconia Chamber is committed to making the Waconia area a community for commerce. We encourage residents to shop locally for goods and services and we understand the important connection between employers and the local economy. The Chamber is a resource for existing and potential businesses.

- ◆ Participate with the City of Waconia
 - ◆ Provide Education Seminars in conjunction with the City of Waconia to share information about the funding available for new and expanding businesses.
 - ◆ Provide information on economic data accumulated by the U of M Extension Office and the results of the Listening Café's.
 - ◆ Work in partnership with the City of Waconia to create and maintain a database of information including available land, space and financing programs available.
- ◆ Attend county and city meetings, stay informed on issues: Workforce Housing, Quality of Life, Transportation, Workforce Development, Citywide Beautification

II. Be active in Public Policy at the Local, County and State levels of Government

The Waconia Chamber of Commerce is committed to working for member businesses to help influence and strengthen the business voice on public policy.

- ◆ Participate in Coalition & Federation Activities and Events
 - ◆ Adopt and Support the Federation's 5 key policies
 - ◆ Provide opportunities to engage with Schools, City and County
 - ◆ Minnesota Chamber's Session Priorities Dinner-February 4, 2010
 - ◆ Business Day at the Capitol-March 19, 2010
- ◆ Continue our participation in the Grow Minnesota! Program
 - ◆ Survey 12 more businesses as part of the Grow MN! Program - Industrial Focus
 - ◆ 2 Directors to attend each visit with Chamber President
 - ◆ Report annually to the membership and other interested parties our findings both locally and statewide.
- ◆ Be an information source for members on business policy
 - ◆ Highlight relevant business policy information and communicate grass roots efforts via newsletter, Friday Communications and E-mail. Share both sides of an issue unless the Board has endorsed a particular policy.

III Provide Quality Programs and Events for Members

The Waconia Chamber of Commerce recognizes the need to support member businesses with information, programs and services important and relevant to members. We will provide events and programs to help members showcase and promote their businesses. We will provide learning opportunities. We are committed to growing our membership and continuing to seek new and innovative programs and services to provide to our members.

- ◆ Effectively communicate to our members our activities, programs, events, and benefits via Newsletter, Chamber Pak, email, Facebook, website
- ◆ Provide Advertising Opportunities: The Ripple Effect, Sponsorships, ChamberPak, website
- ◆ Continue to provide quality Luncheon Programs - survey members for topics.
- ◆ Retention goal: 100% Congratulate renewing members
- ◆ Increase Membership
 - ◆ 25 New Members - Publicize new members each quarter
 - ◆ Provide Quarterly Membership Orientations
- ◆ Provide networking opportunities for members
 - ◆ Continue participation with the west metro Chambers
 - ◆ Golf Outing July 19, 2010
 - ◆ Continue Coffee Connection - add piece for business owners to say a few words
 - ◆ Create a networking committee which will take over Coffee Connection.
- ◆ Continue offering Waconia Business Gives seminars and recognize Waconia businesses for their charitable giving.
- ◆ 8 Committee Opportunities: Grow Waconia!, Retail, Ambassadors, Tourism, Networking, Home Show, Golf, Nickle Dickle Day
 - Each committee to establish chairperson, guidelines, terms, goals, etc.
- ◆ Retail Initiatives: Success measured by business participation & attendance
 - Explore more shop local initiatives: 3/50 project, "I get it! In Waconia"
- ◆ Nickle Dickle Day Important community event. Keep working on rates and policies.
- ◆ Continue the Waconia Business and Family Expo - needs new name!
 - ◆ Next Expo 2011
 - ◆ Target new residents of Waconia through special invitation
 - ◆ Host events aimed at every age group to attract a diverse audience
 - ◆ Provide the member businesses an opportunity to showcase their business

IV Promote Waconia as a Destination

With the knowledge and understanding that Tourism is a lucrative industry, the Waconia Chamber of Commerce pledges to use lodging tax dollars to continue to promote Waconia as a visitor's destination.

- ◆ Create a committee that meets 2 times a year to determine spending plan
- ◆ Implement all aspects of *Destination Waconia* as funding becomes available.
- ◆ Continue to distribute brochures, maps and information on Waconia
- ◆ Explore new options and markets in which to share our message
- ◆ Continue presence at the Carver County Fair
- ◆ Provide advertising via billboards, website and printed materials
- ◆ Support Retail Committee initiatives that bring visitors to town.
- ◆ Include beautification and signage in budget