

# WACONIA CHAMBER OF COMMERCE & VISITORS BUREAU

## 2023 MEMBERSHIP



### MISSION

*The mission of the Waconia Chamber of Commerce is to promote a positive business environment and to enhance the quality of life in the Waconia community.*



### HOW WE WORK FOR YOU

- ▶ Advocate for your business on a local, regional, and state level
- ▶ Increase business visibility and customer referrals
- ▶ Provide B2B connections through networking opportunities
- ▶ Create positive public perception

### HOW YOUR MEMBERSHIP MAKES AN IMPACT

- ▶ Strengthen our local economy through economic development
- ▶ Represent the interests of business through public policy and government
- ▶ Work to establish Waconia as a visitor destination through tourism promotion

### 2022 IN REVIEW

**280**

INVESTED  
CHAMBER MEMBERS



30 RIBBON CUTTINGS  
& AMBASSADOR VISITS

**52**

WEEKLY COMMUNICATIONS  
40 Friday Facts  
12 Monthly Newsletters



10 CHAMBER-HOSTED  
COMMUNITY EVENTS  
See Community Facing  
Exposures on pg2

**81**

BUSINESSES FEATURED  
AT EXPOS  
Career Exploration Fair &  
Waconia Community Expo



12 COFFEE CONNECTIONS  
& 10 NETWORKING  
EDUCATIONAL LUNCHEONS



56 MEMBER SPOTLIGHT  
SOCIAL MEDIA POSTS

**14k+**

SOCIAL MEDIA  
FOLLOWERS  
@DestinationWaconia  
@WaconiaEvents



\$75K CHAMBER  
BUCKS ISSUED

Checks spent exclusively at  
Chamber member businesses



4 STUDENTS COMMITTED  
ON WACONIA SIGNING DAY  
Students committed to  
entering manufacturing or  
trade industry after graduation

**21k**

SOCIAL MEDIA REACH  
Average number of people  
who saw any content on  
Chamber pages each month



3 - \$1,000 SCHOLARSHIPS  
AWARDED  
to Waconia High School  
graduating seniors

### TOP 10 BENEFITS OF JOINING

1. Visibility
2. Networking
3. Advocacy/Gov't Relations
4. Economic Workforce
5. Education & Professional Development
6. Promotion & Publicity
7. Community Involvement
8. Tourism
9. Information
10. Get Involved!

### VISIT

209 South Vine St.  
Waconia, MN 55387

info@destinationwaconia.org

DestinationWaconia.org



#DestinationWaconia



## MEMBER-ONLY BENEFITS

- Weekly membership communication
- Committee participation
- Additional marketing during events
- Added social media presence
- Postings on the chamber website: Job Postings, Events, Volunteer Opportunities



## ADVOCACY

- Representation through local, state, and national channels
- Membership Partners and Affiliations: U.S. Chamber of Commerce, Minnesota Chamber, MN DEED, Minnesota Retailers Association, Explore MN Tourism, SW Transportation Coalition



## RESOURCES

- Professional staff: Use our office as an extension of yours
- Learning resources: Opportunities for seminars, speakers, etc.
- Connections to area business leaders and professionals
- Notification of city and legislative information



## TOURISM

- Advertising the Waconia community with: Explore MN Tourism, Minnesota Travel Guide, Minnesota Bike/Hike Guide, and other local publications



## NETWORKING OPPORTUNITIES

- Monthly luncheons & coffee connections
- Industry specific committees
- Chamber After Hours
- Annual golf tournament
- Chamber Ambassadors
- Holiday social
- Waconia Young Professionals
- Business Education Network



## ADVERTISING OPPORTUNITIES

- Nickle Dickle Day
- Community Expo
- Carver County Fair
- Waconia map
- Co-op Retail Events
- Membership directory
- Direct mail to membership



## COMMUNITY FACING EXPOSURES

- Nickle Dickle Day & Street Dance
- Lake Waconia Fireworks
- Community Tree Lighting
- Waconia Golf Open
- Scarecrow Tour
- Career Exploration Fair & Community Expo (2024)
- Retail Events: Sister Saturday, D.E.A.R., and more!



## INVESTMENT

Number of Employees	Rate
1-3 (includes owner)	\$405
4-9	\$525
10-20	\$685
21-30	\$845
31-40	\$950
41-50	\$1,090
51-99	\$1,200
100-250	\$1,315
251-499	\$1,410
500+	\$1,570

Retail • Service • Industrial • Education  
Entertainment • Real Estate  
Hair and Personal Care  
Financial • Institutions • Hospitality  
Utilities • Hospitals • Healthcare

Please note: Two part-time employees equal one full-time employee.

# of full-time employees \_\_\_\_\_

# of part-time employees \_\_\_\_\_



*"We have been a Waconia Chamber member ever since the beginning. With each and every year, I see our Chamber getting stronger and stronger. Even through these tough years, the Chamber has adapted to help us all."*

**KIM MACKENTHUN**

Owner, Mackenthun's Fine Foods

*"Waconia is an amazing place to work, live, visit, raise a family and be in business. I very much appreciate the leadership of our area Chamber, advocating for our communities and businesses at large."*

**SARAH URTEL**

VP, Ridgeview  
Owner, Waconia Apparel



### Civic Organizations

Churches • Non-Profit/Charity  
City & County Branches

Number of Employees	Rate
Any	\$315

### Individual

(Community Member,  
Retired Business Executive)  
\$140

Online Membership Application: [DestinationWaconia.org](https://DestinationWaconia.org) and click Join Us!