

# WACONIA CHAMBER OF COMMERCE & VISITORS BUREAU

2021 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

## TOP TEN REASONS TO JOIN

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!

## 2020 IN REVIEW

260

INVESTED  
CHAMBER MEMBERS



58K+ MASKS  
DISTRIBUTED IN  
CARVER COUNTY

39

WEEKLY FRIDAY  
FACTS & 12 MONTHLY  
NEWSLETTERS



17 RIBBON CUTTINGS &  
AMBASSADOR VISITS

10

COFFEE CONNECTIONS  
(TOTAL: VIRTUAL & LIVE)



9 MEMBERSHIP NETWORKING  
& EDUCATIONAL LUNCHEONS

5

TEACHER IN THE  
WORKPLACE EXTERNSHIPS  
Manufacturing & Trades  
through Business  
Education Network

10K+

FACEBOOK FOLLOWERS  
@DestinationWaconia  
@WaconiaEvents  
Groups: Waconia Take-Out  
& Delivery Options, Shop Waconia



OVER \$80K CHAMBER  
BUCKS PURCHASED  
Gift certificate checks to be  
spent exclusively at Waconia  
Chamber member businesses

## VISIT

209 South Vine St. Waconia, MN 55387  
info@destinationwaconia.org

952.442.5812

[DestinationWaconia.org](http://DestinationWaconia.org)



#DestinationWaconia



## MEMBER-ONLY BENEFITS

- Weekly membership communication
- Committee participation
- Additional marketing during events
- Added social media presence
- Postings on the chamber website: Hot Deals, 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
- Business, Home, & Family Expo
- Carver County Fair
- Community map
- Co-Op Retail Events
- Membership directory
- Direct mail to membership



## COMMUNITY FACING EXPOSURES

- Nickle Dickle Day
- Business, Home, & Family Expo
- Community Holiday Tree Lighting
- Autumn Scarecrow Tour
- Retail Events: Sister Saturday, D.E.A.R, and more!



## INVESTMENT

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

Number of Employees	Rate
1-3 (includes owner)	\$385
4-9	\$500
10-20	\$650
21-30	\$805
31-40	\$905
41-50	\$1,040
51-99	\$1,145
100-250	\$1,250
251-499	\$1,370
500+	\$1,495

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

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

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

**Educational Institutions • Churches  
City Offices • City & County Branches  
Agricultural Branches • Non-Profit  
Civic Organizations**

Number of Employees	Rate
Any	\$300

**Individual**  
(Community Member,  
Retired Business Executive)  
\$130



## MEMBER INFORMATION

Business Name \_\_\_\_\_

Contact \_\_\_\_\_

Business Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Nature of Business \_\_\_\_\_

Number of Employees \_\_\_\_\_

Membership Investment Amount \_\_\_\_\_

Would you like us to link your website to the Chamber website? Yes \_\_\_\_\_ No \_\_\_\_\_

The chamber emails updates each Friday. Please send my update to:

Email \_\_\_\_\_

Payment by:  Check  
 Credit Card (please invoice)



U.S. Chamber of Commerce

The Waconia Chamber of Commerce is a proud member of both the Minnesota and U.S. Chamber of Commerce.