

WACONIA CHAMBER OF COMMERCE & VISITORS BUREAU

2022 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

2021 IN REVIEW

275

INVESTED
CHAMBER MEMBERS



30 RIBBON CUTTINGS
& AMBASSADOR
VISITS

52

WEEKLY COMMUNICATIONS
40 Friday Facts
12 Monthly Newsletters

53

MEMBER SPOTLIGHT
SOCIAL MEDIA POSTS



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



11 COFFEE CONNECTIONS
& 10 NETWORKING
EDUCATIONAL LUNCHEONS

3

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

13K+

SOCIAL MEDIA
FOLLOWERS
@DestinationWaconia
@Waconia Events



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



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!

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



"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



INVESTMENT

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

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 _____

Civic Organizations
Churches • Non-Profit/Charity
City & County Branches

Number of Employees	Rate
Any	\$300

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

Online Membership Application: DestinationWaconia.org and click Join Us!