

## Reflecting on the past and planning for future

As we head into the final month of the year, it's important to reflect and celebrate 2021. I'm proud of our community and what's been accomplished. We're growing with new businesses opening their doors, and existing businesses expanding their footprint. We've seen countless business relationships and partnerships develop, and will continue to promote and support the work you do in the Waconia community. A reflection of 2021:

<b>Advocacy</b>	Communication and advocacy via Local, State, and Federal government; including downtown construction & Hwy 5
<b>Workforce</b>	Growth of Business Education Network, Experience the Trades event, 3 students committed at Waconia Works Signing Day
<b>Networking/Connection</b>	11 Coffee Connections, 30 Ambassador Visits & Ribbon Cuttings, Holiday Social
<b>Education</b>	10 Luncheons, grant info, business resources
<b>Communications</b>	53 Member Spotlight Communication posts, 12 Newsletters & 40 Friday Facts, 13k + social media followers
<b>Tourism</b>	State and Local Advertising/Marketing of Waconia and events: videos, print and digital ads, website
<b>Chamber Community Events</b>	Shop Hop, Sister Saturday, Golf Tournament, Fireworks, Nickle Dickle Street Dance, Nickle Dickle Day, Scarecrow Tour, D.E.A.R, Tree Lighting, Homespun Holiday

As we wrap up the final month of 2021, we've started to plan for what's ahead in 2022.

- Revising and updating chamber website, starting a blog
- Creating new media and videos
- Growing our manufacturing and trades group, and exposing students to jobs
- Planning a Career Exploration Fair & Community Expo at WHS
- Attending the State Session Priorities - advocate and keep you informed
- Enhance our partnership with Grow Minnesota! Program

As we grow, let's continue to be a strong community that supports one another. Encourage your friends and family to shop small all season! Looking forward to celebrating with you at the Holiday Social! -*Christine*