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Waconia Named Retail Community of the Year

St. Paul, MN (October 1, 2025) – Minnesota Retailers is proud to announce the community of Waconia as the recipient of the Retail Community of the Year award, part of the 2025-2026 Minnesota's Retail Champions program. This award celebrates Waconia's extraordinary collaboration and innovative spirit in creating a vibrant, thriving retail landscape that serves as a model for communities across Minnesota.

"Waconia has demonstrated a remarkable commitment to its local businesses, residents, and visitors," said Bruce Nustad, President of Minnesota Retailers. "Through strategic partnerships between the Chamber of Commerce, the City, community organizations and entrepreneurs, Waconia has cultivated a flourishing retail environment that attracts visitors and provides a strong sense of community. Their success is a shining example of how a collaborative vision can lead to a dynamic and prosperous retail ecosystem."



Waconia's efforts have focused on a blend of revitalizing its business district, supporting small business growth, and hosting multiple community events each year that drive foot traffic and create a memorable experience for shoppers. By actively working to enhance its retail offerings and foster a supportive environment, Waconia has become a destination for both unique shopping experiences and community engagement.

"We are incredibly honored to be named Retail Community of the Year," said Christine Fenner, President of the Waconia Chamber of Commerce. "This award is a testament to the hard work and shared vision of our business owners, community leaders, and residents. We are dedicated to ensuring Waconia remains a welcoming and prosperous place to live, work, and shop, and we are proud of what we have accomplished together."

Fenner and the Waconia Chamber of Commerce, along with community members, will accept the award at Retail Rally on Wednesday, October 8, 2025, starting at 2:00 p.m. The event—held at Brookview in Golden Valley—will feature an insightful keynote presentation from Business Growth Advisor Tamara Prato, titled “Driving Retail Growth: People, Planning, and Your Best Customers.” For more event details, visit www.retailrally.com.

About Minnesota Retailers: Minnesota Retailers is a non-profit association formed to improve communities through a holistic investment in retail, representing small, regional, and national retailers. Our mission is to ensure collective success across Minnesota by advancing retail for businesses, employees, consumers, and policymakers. Our vision is to be the driving force in the evolution of the state's retail landscape through advocacy, valuable insights, and championing innovation. More at www.mnretail.org.

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