

Skip the New Year's resolutions; focus on goals

4 key Waconia Chamber initiatives and goals for 2023

Did you know that 39-41% of people make a New Year's Resolution? Surprisingly, only 8-9% of people actually achieve their resolutions. Following those stats, I've also been guilty of making personal New Year's resolutions that don't work out as planned. A *resolution* is a firm decision to do or not do something; whereas a *goal* is an objective that you are trying to achieve. It's time to skip the resolutions and set goals for 2023.

In preparation for a reset in the calendar, the Chamber Board of Directors and chamber team has established 4 key Waconia Chamber initiatives and goals for 2023.

1. **Community Connection:** *Promoting, expanding, and contributing to meaningful partnerships and collaboration.* In 2022, we welcomed 26 new members to the Chamber for a total of 280+ invested members. We continue to provide membership visibility via DestinationWaconia.org, provide weekly member spotlights to a 21k+ social media reach, and communicate weekly Friday Facts emails.

- **2023 Growth Goals:**

- (1) Enhance onboarding experience and member retention processes.
 - (2) Seek leadership volunteers within our organization to lead/co-lead in committees and enhance committee member involvement.

2. **Waconia Prosperity:** *Contributing to shared community and economic prosperity* by hosting and promoting 21 networking & educational events; 30 ribbon cuttings & ambassador visits, and 10 community-wide events including the 61st Nickle Dinkle Day.

- **2023 Growth Goals:**

- (1) Revitalize the Young Professionals Group (WYP), starting again in February - watch the calendar for details.
 - (2) Evaluate tasks that do not fully align with mission and/or resources available.

3. **Talent Forward:** *Driving Workforce and Economic Development for the betterment of the area* by being heard through government relations and advocacy work via the Minnesota Chamber of Commerce and U.S. Chamber of

Commerce. We continue to make an impact in our future workforce development by enhancing partnerships with our local school district through the Business Education Network by featuring 81 businesses during the Career Exploration Fair & Community Expo, providing 3- \$1,000 WHS scholarships, and highlighting 4 graduates committed to the workforce at the Waconia Works Signing Day.

- **2023 Growth Goals:**

- (1) Address workforce challenges and best practices at a Workforce Summit - luncheon scheduled for March.
- (2) Continued advocacy and collaboration at City, County, and State levels. Partnering with downtown construction projects and promoting resources available. Attend Sessions Priorities in January and Chamber Day at the Capitol in April.

4. **Destination Waconia:** *Showcasing the Waconia area as a destination to live, work, and play* by responding to a rapidly growing number of prospective future visitor and resident inquiries. Celebrating 61 years of the chamber & 23 years of the tourism bureau, we continue to expand and develop additional marketing and promotions, including the new destination-enhanced website.

- **2023 Growth Goals:**

- (1) Continue to attract visitors by creating promotional ads for Destination Waconia via print, digital, social, and website; and expand the email reach for special Chamber-led community events.
- (2) We're Hiring! Watch for a job description for additional chamber support in Tourism & Member Services coming soon.

As our 2022 board chair, Todd Hann, recently reminded me: there's value in writing down your personal and/or business strategy goals. The chamber is filled with experts to help us. Fully utilize the resources of the chamber by reaching out to book an appointment and stay connected.

We look forward to continued partnership with you in the new year. It's our membership that brings our organization together as a strong unified group of professionals that support the businesses and community at large.

Wishing you much success and prosperity in 2023,

Christine