

It's time for the 2021 - 2022 Waconia Chamber of Commerce Official Visitors Map!

The Map is Back...Just in Time for the Carver County Fair!

I want to thank you in advance for your support of the 2019 Waconia Chamber of Commerce Map. We didn't publish this in 2020 due to Covid-19 but we have a community need for more maps. We developed this valuable resource to offer you an efficient way to introduce your business to people who live in the community and people moving into our community.

We have had very positive feedback about the map over the years and want to continue to make it a part of your membership benefit. We do rely on member advertising to support publishing the map, so if you have not reserved your space for advertising, I encourage you to do so this week.

The Benefits to Advertising:

High Readership from your Target Market. The Map is in high demand! We are almost out of the maps that we printed two years ago...people want maps! We distribute the map Free of Charge at the Chamber and at the following locations and activities:

- The Carver County Fair
- They are included in the Welcome Neighbor packets for new residents
- They are distributed from our 24-7 Visitor Kiosk at City Hall
- They are at the AmericInn of Waconia and the Waconia Inn and Suites
- We mail them to people who request Waconia information
- We distribute them at trade shows that we participate in
- We also have them at the wineries, breweries and the distillery and some of the retail shops.
- The school district uses them in their new hire packets
- We are working on getting them into our medical locations – dentists, etc

Your ad will reach over 3,000 area visitors and new residents looking to do business with you. By advertising on the map, this allows you to give a more in-depth look at what makes you an industry leader and get new consumers doing business with you.

2. Cost Effective Marketing Tool. Ads are priced very reasonably with multiple options, all four color ads starting at \$255 for *one year of exposure!* This is an affordable option to add to your Marketing mix, which directly reaches your target audience.

3. Support of the Chamber. A portion of the revenue generated comes back to the Chamber for use towards benefits, programs and to invest in our community. In addition, this map is presented when soliciting new members, to demonstrate the robust community organizations involved in our Chamber.

To reserve your space, please contact Kristine Richter, with Adams Publishing (formerly ECM Publishers), at kristine.richter@ecm-inc.com or 952-846-2047. If you have any questions, please feel free to call the Chamber office. Thank you for making our annual map possible!