

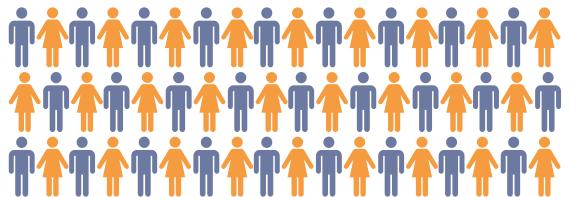


YEAR IN REVIEW 2022

DESTINATIONWACONIA.ORG
#DESTINATIONWACONIA

MEMBERSHIP

280
MEMBERS



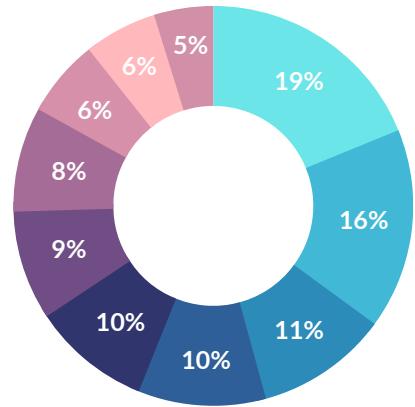
27
NEW MEMBERS
IN 2022

92%
MEMBER
RETENTION RATE
70%
OF MEMBERS ARE 10
OR LESS EMPLOYEES

BUSINESS TYPE

Retail, Dining, Libations
Professional Services
Finance & Insurance
Manufacturing & Trades
Other
Healthcare

Non-profits, Churches &
Civic Organizations
Fitness & Wellness
Government & Education
Real Estate Services



COMMUNITY CONNECTION



14,300 FOLLOWERS
@DESTINATIONWACONIA
@WACONIA EVENTS



536 NEW FOLLOWERS
ON SOCIAL IN 2022



9,100 PAGE VISITS
TO SOCIAL MEDIA PAGES



120,000 PAGE REACH
USERS WHO SAW ANY CHAMBER
SOCIAL CONTENT IN 2022



96,000 PAGE VISITS
DESTINATIONWACONIA.ORG

WACONIA PROSPERITY



30
RIBBON
CUTTINGS

\$75k
WACONIA BUCKS ISSUED

KEEP IT LOCAL!



30
CHAMBER LUNCHEONS
& NETWORKING EVENTS



DESTINATION WACONIA

3,000
WACONIA MAPS
DISTRIBUTED



1,200
TOURISM PACKETS
MAILED / EMAILED

COMMUNICATIONS

52 WEEKLY
EMAILS

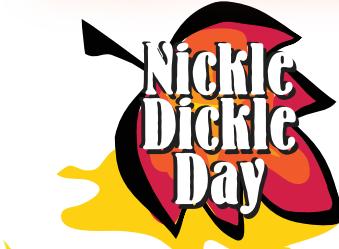


48%
AVERAGE
OPEN RATE

CHAMBER-LED COMMUNITY EVENTS

shop hop
Sister Saturday
16TH ANNUAL
WACONIA
OPEN GOLF
SCRAMBLE

WACONIA
Scarecrow Tour



CAREER EXPLORATION FAIR
WACONIA
COMMUNITY EXPO

WACONIA JULY 4TH FIREWORKS

NICKLE DICKLE EVE
STREET DANCE

TALENT FORWARD



4

STUDENTS
COMMITTED ON
SIGNING DAY



3

\$1,000
SCHOLARSHIPS
AWARDED



81

BUSINESSES
FEATURED AT
EXPO / CAREER
FAIR

PROUD MEMBERS



U.S. Chamber of Commerce