



# YEAR IN REVIEW 2022

DESTINATIONWACONIA.ORG

#DESTINATIONWACONIA

## MEMBERSHIP

**280**  
MEMBERS



**27**  
NEW MEMBERS  
IN 2022

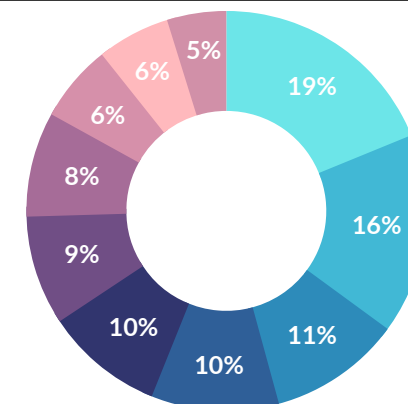
**92%**  
MEMBER  
RETENTION RATE

**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

## 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**

CAREER EXPLORATION FAIR  
**WACONIA**  
COMMUNITY EXPO

WACONIA  
**JULY 4<sup>TH</sup>**  
FIREWORKS

16<sup>TH</sup> ANNUAL  
**WACONIA**  
OPEN GOLF  
SCRAMBLE

NICKLE DICKLE EVE  
STREET DANCE

WACONIA  
**Scarecrow Tour**

**Nickle Dickle Day**



SAT  
26  
NOV  
SHOP LOCAL  
**Homespun HOLIDAY**  
WACONIA

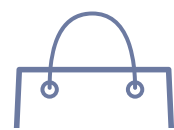
## WACONIA PROSPERITY



**30**  
RIBBON  
CUTTINGS

**\$75k**

WACONIA BUCKS ISSUED



**30**



CHAMBER LUNCHEONS  
& NETWORKING EVENTS

## TALENT FORWARD



**4**  
STUDENTS  
COMMITTED ON  
SIGNING DAY



**3**  
\$1,000  
SCHOLARSHIPS  
AWARDED

**81**

BUSINESSES  
FEATURED AT  
EXPO / CAREER  
FAIR

## PROUD MEMBERS

MINNESOTA  
CHAMBER of  
COMMERCE



U.S. Chamber of Commerce