

WACONIA CHAMBER OF COMMERCE & VISITORS BUREAU

2021 MEMBERSHIP



MISSION

The Mission of the Waconia Chamber of Commerce is to promote a positive business environment and to enhance the quality of life in the Waconia community.

HOW WE WORK FOR YOU

- ▶ Advocate for your business on a local, regional, and state level
- ▶ Increase business visibility and customer referrals
- ▶ Provide B2B connections through networking opportunities
- ▶ Create positive public perception

HOW YOUR MEMBERSHIP MAKES AN IMPACT

- ▶ Strengthen our local economy through economic development
- ▶ Represent the interests of business through public policy and government
- ▶ Work to establish Waconia as a visitor destination through tourism promotion

2020 IN REVIEW

260

INVESTED
CHAMBER MEMBERS



17 RIBBON CUTTINGS &
AMBASSADOR VISITS



58K+ MASKS
DISTRIBUTED IN
CARVER COUNTY

39

WEEKLY FRIDAY
FACTS & 12 MONTHLY
NEWSLETTERS

10

COFFEE CONNECTIONS
(TOTAL: VIRTUAL & LIVE)



9 MEMBERSHIP NETWORKING
& EDUCATIONAL LUNCHEONS

5

TEACHER IN THE
WORKPLACE EXTERNSHIPS

Manufacturing & Trades
through Business
Education Network

10K+

FACEBOOK FOLLOWERS

@DestinationWaconia

@WaconiaEvents

Groups: Waconia Take-Out
& Delivery Options, Shop Waconia



OVER \$80K CHAMBER
BUCKS PURCHASED

Gift certificate checks to be
spent exclusively at Waconia
Chamber member businesses

TOP TEN REASONS TO JOIN

1. Visibility
2. Networking
3. Advocacy/Gov't Relations
4. Economic Workforce
5. Education & Professional Development
6. Promotion & Publicity
7. Community Involvement
8. Tourism
9. Information
10. Get Involved!

VISIT

209 South Vine St. Waconia, MN 55387
info@destinationwaconia.org

952.442.5812

DestinationWaconia.org

#DestinationWaconia



MEMBER-ONLY BENEFITS

- Weekly membership communication
- Committee participation
- Additional marketing during events
- Added social media presence
- Postings on the chamber website: Hot Deals, Job Postings, Events, Volunteer Opportunities



ADVOCACY

- Representation through local, state and national channels
- Membership Partners and Affiliations: U.S. Chamber of Commerce, Minnesota Chamber, MN DEED, Minnesota Retailers Association, Explore MN Tourism, SW Transportation Coalition



RESOURCES

- Professional staff: Use our office as an extension of yours
- Learning resources: Opportunities for seminars, speakers, etc.
- Connections to area business leaders and professionals
- Notification of city and legislative information



TOURISM

- Advertising the Waconia community with: Explore MN Tourism, Minnesota Travel Guide, Minnesota Bike/Hike Guide, and other local publications

INVESTMENT

**Retail • Service • Industrial
Entertainment • Real Estate
Hair and Personal Care
Financial Institutions • Hospitality
Utilities • Hospitals • Health Care**

Number of Employees	Rate
1-3 (includes owner)	\$385
4-9	\$500
10-20	\$650
21-30	\$805
31-40	\$905
41-50	\$1,040
51-99	\$1,145
100-250	\$1,250
251-499	\$1,370
500+	\$1,495



NETWORKING OPPORTUNITIES

- Monthly luncheons & coffee connections
- Industry specific committees
- Chamber After Hours
- Annual golf tournament
- Chamber Ambassadors
- Holiday social
- Waconia Young Professionals
- Business Education Network



ADVERTISING OPPORTUNITIES

- Nickle Dickle Day
- Business, Home, & Family Expo
- Carver County Fair
- Community map
- Co-Op Retail Events
- Membership directory
- Direct mail to membership



COMMUNITY FACING EXPOSURES

- Nickle Dickle Day
- Business, Home, & Family Expo
- Community Holiday Tree Lighting
- Autumn Scarecrow Tour
- Retail Events: Sister Saturday, D.E.A.R., and more!



Please note: Two part-time employees equal one full-time employee.

of full-time employees _____

of part-time employees _____

**Educational Institutions • Churches
City Offices • City & County Branches
Agricultural Branches • Non-Profit
Civic Organizations**

Number of Employees	Rate
Any	\$300

Individual
(Community Member,
Retired Business Executive)
\$130



"We have been a Waconia Chamber member ever since the beginning. With each and every year, I see our Chamber getting stronger and stronger. Even through this tough year (2020), the Chamber has adapted to help us all."

KIM MACKENTHUN

Owner, Mackenthun's Fine Foods

"Waconia is an amazing place to work, live, visit, raise a family and be in business. I very much appreciate the leadership of our area Chamber, advocating for our communities and businesses at large."

SARAH URTEL VP, Ridgeview

Owner, Waconia Apparel

MEMBER INFORMATION

Business Name _____

Contact _____

Business Address _____

City/State/Zip _____

Phone _____

Fax _____

Email _____

Website _____

Nature of Business _____

Number of Employees _____

Membership Investment Amount _____

Would you like us to link your website to the Chamber website? Yes _____ No _____

The chamber emails updates each Friday.
Please send my update to: _____

Email _____

Payment by: Check
 Credit Card (please invoice)



U.S. Chamber of Commerce

The Waconia Chamber of Commerce is a proud member of both the Minnesota and U.S. Chamber of Commerce.