

Welcome to the new DestinationWaconia.org

We're thrilled to announce that DestinationWaconia.org has a new look! In partnership with Creature Works, the new website creation has been in-the-works since the start of the year. The time spent has been well worth it. The new website offers a contemporary style with updated content, fresh photos, added event pages, and a Waconia adventure section.

The site combines the Waconia Chamber of Commerce with our Convention Visitors Bureau (CVB). It's broken down into 4 sections: Visit, Living in Waconia, Events, and Chamber. Each section highlights different areas of our community and member businesses, and provides an abundance of local and state resources. Listed below are areas that have been recently added or changed.

Video Content

On the home page, a vibrant video banner highlighting Destination Waconia is displayed. Produced by Rassman Media Group, the video has been recently updated and can also be found with audio in the 'Media Library' section of the Chamber tab.

Also, check out the 'Live in Waconia' section to view another recent video (also created by Rassman Media Group) with a collaboration of interviews from local residents on why they live in Waconia.

Last, watch for another video coming soon of an interview with Paul Melchert where he discusses the history of the chamber and Nickle Dickle Day, and describes what makes Waconia special.

Adventures

As part of the website launch, an 'Adventure' section has been added. In collaboration with a Minnesota-based marketing company called Shrpa, we've incorporated authentic user-based content formed by regional creators. This section will continue to grow and we extend an invitation to our members and community to create their own authentic adventures to be added.

Explore

The Visit > 'Explore' section is broken down into 4 parts: Arts & Entertainment, Parks & Outdoors, Museums & History, and Sports & Recreation. Each section contains a wide variety of photos, videos, content, and more.

Events

Chamber and community events can be found on the 'Events' tab of the website, on the homepage, and also within 'Explore' sections. Visit the website often to see the latest upcoming events. Businesses and organizations interested in obtaining instructions on adding events to the calendar can reach out to the chamber office for assistance.

Chamber

The chamber section tells the story of what we do and why the chamber exists; to promote a positive business environment and enhance the quality of life in the Waconia community. In this section, information on membership, committees, programming, and resources can be found.

Finally, if there's something that was inadvertently missed, please know that it was not intentional so please reach out. Also note that the team at Creature Works has extensive knowledge of our chamber software and has worked diligently to integrate it into the new site. DestinationWaconia.org will always be evolving and we'll continue to tweak and enhance the site, so I encourage you to visit it often.

Have fun exploring!

Christine