

WAUKEE AREA CHAMBER OF COMMERCE

2020 Year in Review

In 2020 the Waukee Area Chamber of Commerce (WACC) saw many successes. In 2020 the WACC added 36 new members. The WACC offered member participation and conducted business virtually for each of our standing committees including Community Development, Membership, Ambassadors, Economic Development, Government Affairs, Scholarship and Waukee YP. The WACC held signature events including the Annual Dinner & Silent Auction, Golf Outing, the Waukee Economic Development Bus Tour and Waukee Restaurant Week- To Go! In addition, the Chamber hosted the annual City Luncheon virtually to welcome our membership to hear from our Mayor and other city leaders about updates affecting the business community. In May, we recognized all Waukee Community School District educators and staff with a business gratitude video during the annual Teacher Appreciation Week. Our business community also thanked Waukee Police, Fire, Sheriff's and EMS with the Waukee First Responders Appreciation video and meal delivery in October. And, we continued Welcome to Waukee, a business resource program encouraging new residents to shop local with Waukee businesses. All of these programs offered the chance to highlight the City of Waukee and our business community and to create opportunities to develop business relationships, promote business and exchange leads. The WACC helped our community celebrate Grand Openings and Anniversaries with Ribbon Cutting Ceremonies prior to the pandemic and video spotlights for new businesses from March forward. We conducted business virtually for Chamber Networking Luncheons, Waukee YP Casual Coffees, Business After Hours, Good Morning Waukee events and Election Year Forums. The WACC also showcased our growing business community on our website to highlight all of the local opportunities to stay connected and promote business.

The Waukee Area Chamber of Commerce 2020 Annual Dinner and Silent Auction was held on Thursday, January 30th at the Sheraton. Our guests enjoyed networking, presentations from Chamber leadership, award recognition and live entertainment with a Roaring 20's theme. The Chamber presented the following awards, recognizing business members making a significant contribution in business and community involvement: 2019 Large Business Member of the Year- Holmes Murphy, 2019 Medium Business Member of the Year- Heartland Co-op, 2019 Small Business Member of the Year- Marco's Pizza, 2019 Ambassador of the Year- Holly Lewis of Stivers Ford Lincoln and outgoing Board recognition including Dr. Paul Kerkhoff of Kerkhoff Chiropractic and Greg Grote of Charter Bank. A gavel plaque was presented to 2019 Board Chair, Ray Meister.

Waukee State Senator Charles Schneider and State Representative Kenan Judge spoke at the Waukee Legislative Coffee, hosted by the Waukee Area Chamber of Commerce on Saturday, February 8. The coffee was held at the Waukee City Council Chambers with 55 guests in attendance. The

legislators provided an update and answered questions from the audience on a range of topics. The coffee provides an opportunity for the Waukee community to stay connected to our local legislators.

In May during National Teacher Appreciation Week, the WACC members sponsored a gratitude video to thank each teacher in the Waukee School District.

In June, the WACC held the 2020 Annual Golf Outing, where each hole sponsor offered a different themed activity. The golf outing brings together business members to network in a fun atmosphere. The outing provides many sponsorship opportunities to provide exposure to our members including tee sign sponsors, beverage and cart sign sponsors and more!

In September, the 2020/2021 Chamber Directory and Community Guide was mailed to every residence and business in the 50263 zip code. We were pleased that for twelve years, the cost of producing the directory was entirely carried by the support of Chamber members who chose to advertise in it.

During September, the Waukee Chamber's Board Chair and President represented the WACC at the Greater Des Moines Partnership DC/DM Virtual Conference. Approximately 200 Central Iowa's business, civic, and community leaders were in attendance. The itinerary underscored a range of advocacy, educational, and networking opportunities for all involved.

The WACC Economic Development Committee worked in cooperation with the City of Waukee to promote economic growth in the Waukee area. This committee organized the eighth annual Waukee Economic Development Bus Tour in September which highlighted the City of Waukee, schools, businesses, trails and current development projects. We are thankful for City of Waukee staff who served on the bus tour committee. Development Services Director Brad Deets and Marketing & Communications Director Summer Evans did a fantastic job highlighting development projects in the City of Waukee through the 2020 Waukee Economic Development Bus Tour video, which has been viewed over 385 times through the event link. We truly appreciate the partnership and support of our members in helping make the tour a success and offering our community and prospective investors the chance to view opportunities within our growing community.

Waukee Restaurant Week- To Go! was held the second week of November, encouraging residents and members to shop local with our restaurant businesses for dine in, take out or gift card options.

In 2020, the Waukee Area Chamber of Commerce continued to develop Waukee Young Professionals (Waukee YP), with the goal to connect and provide growth opportunities for young professionals who work or live in the Waukee area. Waukee YP has welcomed several hundred local young professionals from area businesses and others who live in the community to monthly coffees, after hours socials and committee meetings since their first event in the summer of 2018. This year's philanthropy focus brought members together for the Waukee YP 5K, with proceeds benefitting Can Do Cancer.

The WACC is proud of being a good corporate citizen as well. In 2020 we supported the YMCA Partners with Youth Campaign, the Waukee Betterment Foundation's All-Inclusive Playground, the Waukee Community Schools, the Rotary Club of Waukee, Shop with a Cop and many other Waukee and regional activities, including the Waukee Christmas Drive. For twelve years, we have worked

with the Waukee School to Work program offering a Chamber internship to a graduating senior each year from October through May.

The WACC presented two \$500 scholarships to Class of 2020 Waukee High School graduates. This scholarship fund was established to give Waukee graduating students financial support toward attending an Iowa institution.

The WACC once again was a regional member of the Greater Des Moines Partnership (GDMP), and attended monthly affiliate meetings with the Partnership's 24 Chambers of Commerce Directors and Board Presidents from across the metro. The Waukee Chamber invests \$18 per member to the Partnership so that our members receive benefits of the GDMP, such as having the opportunity to attend regional functions and helping to unite central Iowa through one voice, one region and one mission.

In addition, the WACC is a member of the American Chamber of Commerce and the US Chamber of Commerce to receive professional development, business and non-profit organization management resources to benefit our business community.

The WACC highlighted Waukee businesses and local services through membership spotlight articles and videos throughout the year. The Waukee Chamber Business Report includes information about what is happening in the Waukee business community such as membership spotlight information, upcoming events and event coverage. In addition, members are invited to promote events and job openings within their businesses. Flyers and promotional materials were created for all events and promoted to over 1450 contacts. In addition, the Chamber promoted and covered all functions on our Linked In page and Chamber Facebook page which markets to 3100 contacts. The Chamber has been a great promoter of our members, the activities and events going on in Waukee and all of the great opportunities the City of Waukee offers.