

GREATER WAYZATA AREA CHAMBER OF COMMERCE

2023 ANNUAL REPORT

PRESIDENT'S NOTE

We're into 2024, but taking a moment to share the highlights of 2023, It was a terrific year and we are grateful for our members and this community! Our community events were successful from all perspectives. They provided highlights to the year, bringing business and community together to celebrate. Membership was strengthened with new programming and engagement, and more is underway this year. Your small but mighty Chamber Staff is humming on all cylinders, tackling 2024 as it comes, and excited to make it a year to remember. We celebrate the bumps, the new opportunities, and the rich history we have had together. Come, connect, and let's be a positive force together!

BECKY PIERSON

VISION

WHERE BUSINESS
AND COMMUNITY
THRIVE TOGETHER

MISSION

TO BE A POSITIVE
FORCE IN OUR
COMMUNITIES:
CONNECTING,
PROMOTING, AND
SUPPORTING OUR
MEMBERS.

2023 ANNUAL REPORT SNAPSHOT

81 New Chamber Members

1.6 Tons of Recycling From Community Events



309 Volunteers at Community Events

76,190
Total Visitors to
WayzataChamber.com



21 Roger Miller Golf Classic Sponsors

4,500 Shop.Eat.Enjoy Subscribers

100,000 + Attendance at Community Events



623 Tickets sold at Rails & Ales



1 Person of the Year

398 Chamber Members

60 Members Networking through Chamber Connect



2 Exceptional Service Award Winners



49%

Average Open Rate on E-Gateway Member Newsletters

Grateful for **26** Member Sponsors

150 Fine Art Artists at Wayzata Art Experience



1 Expanded Chilly Open Weekend with a Pre Par-Tee

24,367



Total Social Media Followers

2 Neighboring Cities Became Chamber Members

500 Boo Bash Dash Runners

76,727 Visits to Our Community Events' Websites

Members In Wayzata vs. Wayzata Area

46% Greater Wayzata Area
53.3 % Wayzata



1 New Program: Leadership Luncheon Series

39% Average Open Rate on Shop.Eat.Enjoy

44 Member Programming Events



22 Ribbon Cutting Celebrations

\$516K

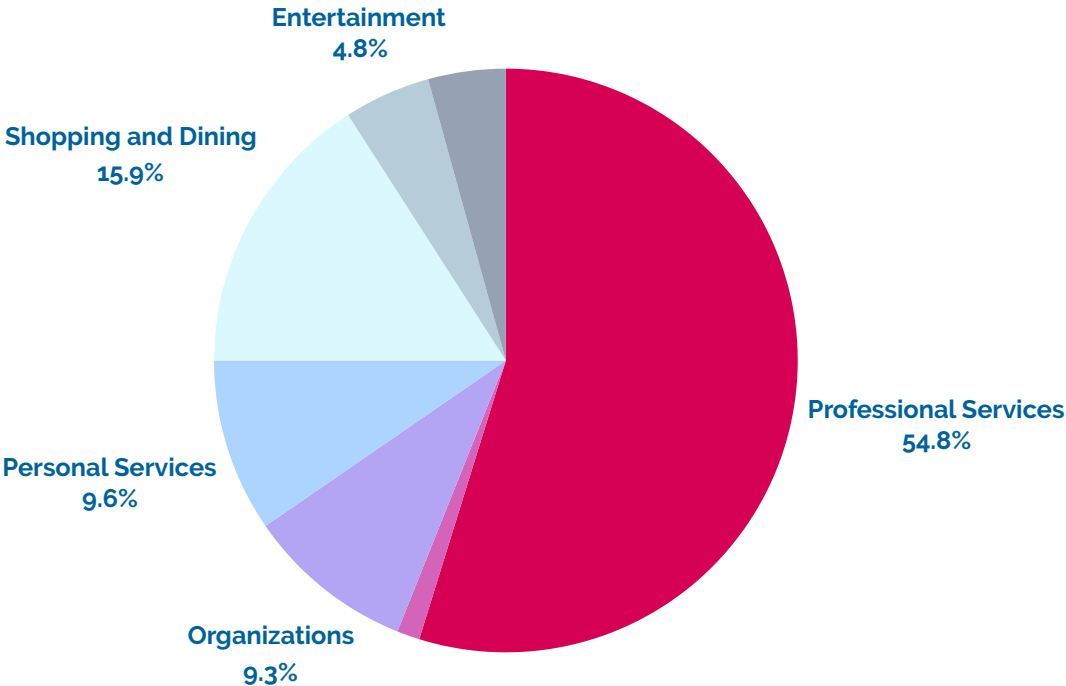
Operating Budget

55% Community Events

45% Membership

2023 Member Statistics

Members by Industry



Number of Years as a Member

