

# 2021 Annual Report



CONNECTING THE BUSINESS COMMUNITY SINCE 1920



Watertown Area Chamber Of Commerce  
519 E Main St.  
920.261.6320  
[info@watertownchamber.com](mailto:info@watertownchamber.com)



## Our Team



- Bonnie Hertel  
Executive Director
- Robin Kaufmann  
Tourism Manager
- Laura Nechkash  
Event & Marketing Coordinator
- Barb Krueger  
Office & Membership Specialist

## Our Board of Directors



**Row 1:** Steve Board, \*Kendall Bocher, Sandi Budewitz, Steve Hunt, Karrisa Hurtgen

**Row 2:** Tommy Kempfer, Judy Kluetzman, Al Larson, Jacob Maas, Laurie Rehm

**Row 3:** Cassandra Schug, Bridget Van Ert, Cassandra Wagner, Tom Warriner,  
Tori Woolley

\*Denotes Committee Chair

*Our Mission is to connect members with one another and provide resources that foster growth and sustainability.*

## Our Committees

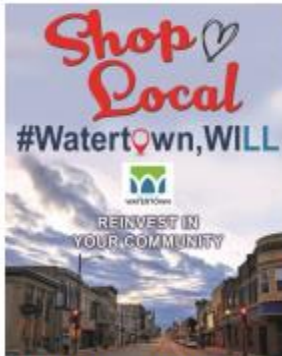
### Chamber Ambassadors

**First Row:** Candy Stramara,  
Toni Flint, Joy Caine, \*Bridget Van Ert  
**Second Row:** Denise Rothschadl,  
Keri Klein, Tom Warriner,  
Eric Iverson, Tina Johnson  
Not pictured: Casey Schuett

### Leadership Watertown

Erin LaCombe, Glenn Mathews,  
Kraig Biefeld, Stephanie Curtis,  
Jacob Maas, Angela Reich,  
\*Randy Johnson  
Not pictured: Kay Nord

\*Denotes Committee Chair



### Collaboration

Branding Commission  
Greater Watertown Community Health Foundation  
Interurban Trail  
Main Street Program  
Redevelopment Authority  
Watertown Area Chamber of Commerce  
Watertown Area YMCA  
Watertown Public Library  
Watertown Tourism  
Watertown Unified School District

### Building Bridges

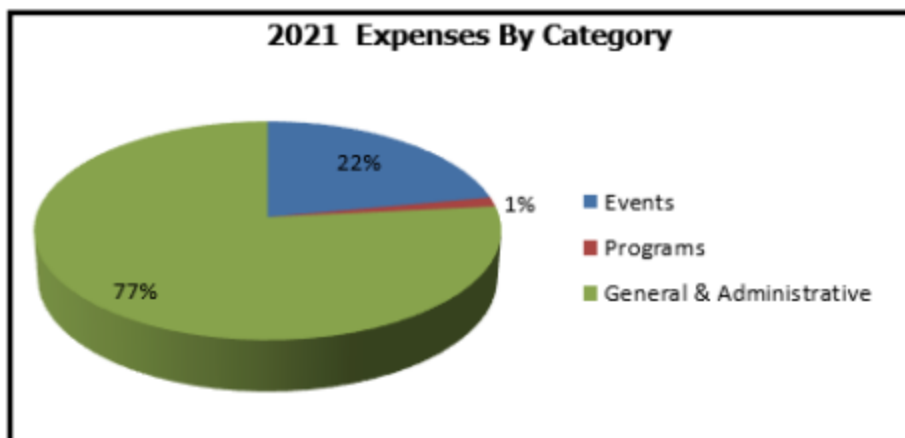
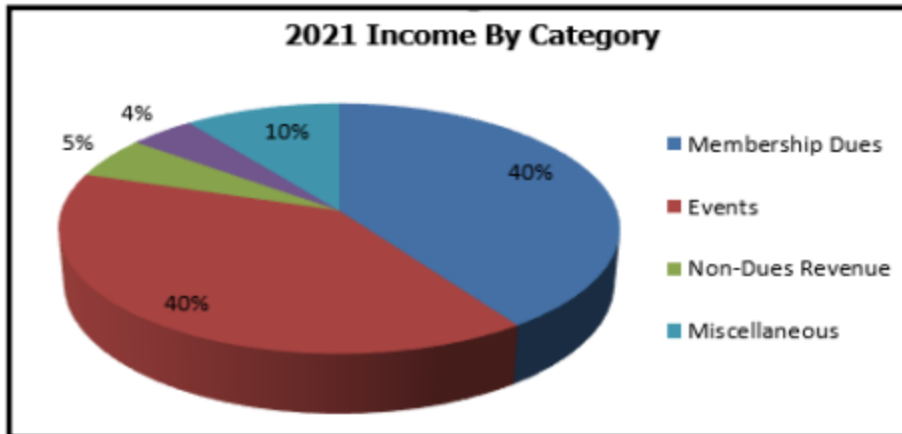
Michael Cunningham, Jesse Domer,  
Emily McFarland, Cassandra Schug,  
Bonnie Hertel, James Falco,  
Ron Roehl, Sarah Tarpey,  
William Loss  
Not pictured: Steve Board,  
Kelly Pokrzywa



Our *Vision* is to be a key partner to our members and community so everyone has the opportunity to succeed.

## 2021 In Review

- End of year membership at 320 members!
- Successful implementation of new Educational Lunch & Learn
- Implemented Covid Relief Grant and Member Referral Program
- Celebration of the Chamber's 100th year with the Community Celebration and Gala Dinner.
- Annual fundraisers
  - Annual Golf Outing net income of \$16,767
  - Annual Wine Walk net income of \$8,694
  - 100th Anniversary Celebration/Dinner \$9,180
- Gift Check sales of \$136,000 (5,117 total gift checks)
- Gift Checks/Certificates redemptions \$140,338



## 2021 By The Numbers

3,580  
Facebook Followers



30 Ribbon Cuttings



2,082 Average  
Member webpage  
views per month

118K  
Website Views



410K People reached  
on Facebook

320 Members

3,300  
Volunteer Hours

36 Networking &  
Educational Events



## 2021 Office Statistics

- 2,775 people attended 36 events
- Certificates of Origin: 656 (up 212%)
- 646 e-newsletter subscribers
- E-newsletter open rate 28.15% (national average 18%)
- Ninety E-blasts sent with an open rate of 28.61%
- 17,224 users to the website
- Facebook followers up 22% from 2020

## Where We've Been

- Virtual Career Fair with Watertown Unified School District
- New Event & Marketing Coordinator hired in April
- Held first annual Whiskey & Wine Walk with Main Street Program
- Hosted 100th Anniversary Community Celebration & Vendor Fair
- Hosted 28th Annual Golf Outing with record attendance
- Welcomed 40 new teachers at New Teacher Breakfast
- Kicked off 27th Leadership Watertown Class
- Successful 5th Annual Wine Walk
- Held 100th Anniversary Gala Dinner
- Held four Women in Business Series
- Hosted four Digital Marketing Series
- Welcomed 30 new members incorporating videos in ribbon cuttings
- Tourism - Watertown featured in Wisconsin Bike Trails Guide
- Tourism - added paddle boards to watercraft rental at Park & Rec.



Be A Member. Be Engaged. Be Noticed.

## Where We're Going

- Creation of new events / programming
  - Community Celebration & Vendor Fair in partnership with the Main Street Program and Watertown Tourism
- Continuation of programming
  - Digital Marketing Series (quarterly)
  - Educational Lunch & Learn Series
  - Women in Business Series (quarterly)
  - 29th Annual Golf Outing
  - Leadership Watertown Class (Fall 2022)
  - 6th Annual Downtown Watertown Wine Walk
  - Wake Up Watertown
  - Business After Hours
  - Career Fair
  - Career Exploration Day
  - Business Tours



## 2022 Key Dates to Remember

- |       |  |
|-------|--|
| 3/16  | <b>Watertown Career Fair</b>                             |
| 5/7   | <b>Whiskey &amp; Wine Walk with Main Street Program</b>  |
| 5/12  | <b>Career Exploration Day at Riverside Middle School</b> |
| 6/25  | <b>Community Celebration &amp; Vendor Fair</b>           |
| 7/28  | <b>29th Annual Chamber Golf Outing</b>                   |
| 8/17  | <b>20th Annual New Teacher Breakfast</b>                 |
| 9/8   | <b>6th Annual Wine Walk</b>                              |
| 10/20 | <b>Annual Awards Dinner</b>                              |

## 2021 New Members

Amado Jr's	Jesse Stone B&B
Biggs Bar & Grill	Local Waters
Body Elements Massage	Merry Maids
Cabintek LLC	Northern Trails Meats
Canna Bloom Farmacy	Pave
Chandler House Bakery	Pine Hill Farms -
Charter Spectrum	Wellness Collective + Market
Computers Nationwide	Remax -Realty Center Lisa Bear
Cornerstone of Grace	Rhyme Business Products
Downtown Nutrition	Richter Heating & AC Inc.
Drafty Cellar	Rock River Chimney & Fireplace
Ez-Promotion	Rod's Overhead Doors
Fiesta Las Margaritas	Roll & Smoke
Glory Global	The Bar
Go Riteway - Watertown	Watertown Family Practice
Heroes for Heroes	Watertown Jewelers



### Charter Members

*The Watertown Area Chamber of Commerce celebrated its 100th Anniversary and recognizes the following businesses that were charter members and still members today.*

Glory Global (formerly Brandt Automatic Cashier Co)  
Charles David's & Sons  
Keck Furniture  
Kusel Equipment  
Watertown Daily Times  
Watertown Memorial Co.  
Wepco Printing