



2023

WATERTOWN
Area Chamber of Commerce

Annual Report

“CONNECTING THE
BUSINESS COMMUNITY
SINCE 1920”

519 E. Main St.

920.261.6320

info@watertownchamber.com

Our Team



Robin Kaufmann, Tourism Director
Barb Krueger, Office & Membership Specialist
Bonnie Hertel, Executive Director
Linden Peacy, Event & Marketing Coordinator
Laura Nechkash, Event & Marketing Coordinator

*We would like to thank Laura for providing great service to our members during her time with the Chamber team.

Our Board of Directors



Row 1: Steve Board - Chair, Allen Larson -Vice Chair, Bonnie Hertel –Executive Director, Bridget Van Ert -Secretary, Cassandra Wagner –Vice Chair

Row 2: Tommy Kempfer, Karen Lanser, Sharon Heinzelman, Jennifer Johnson, Tori Woolley, Steve Hunt, Margaret Brady, Laurie Rehm,

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

Our Committees



Chamber Ambassadors

First Row: Casey Schuett, Maureen Moreno, Joy Caine, Katy Wagoner, Eric Iverson

Second Row: Jammie Belstner, Tiffany Nehls– Chairperson, Jenny Rogers, Bridget Van Ert, Stephanie Huth, Toni Flint, DesiRae Bliefert, Tina Johnson

Not pictured: Charity Chandler



Leadership Watertown

Julia Chidley,
Stephanie Curtis -Chairperson,
Karen Gibbs, Stacey Johnson,
Ben Olsen, Kim Schooley,
Casey Schuett, Sue Trepte



Collaboration

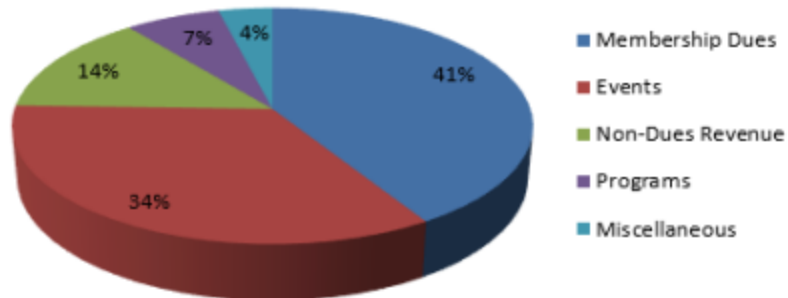
Greater Watertown Community
Health Foundation
Interurban Trail
Watertown Main Street Program
Redevelopment Authority
Watertown Area Chamber of Commerce
Watertown Area YMCA
Watertown Public Library
Watertown Tourism

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

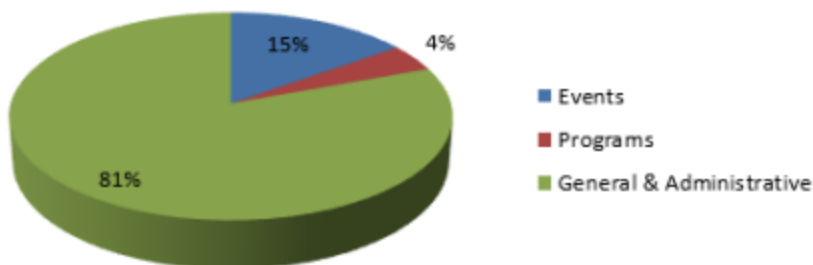
2023 In Review

- End of year membership at 353 members, 46 new members!
- Implemented Community Investment Grant distributing \$5K to eight Chamber member businesses
- Hosted third annual Vendor Fair & Community Celebration in partnership with Watertown Tourism and Main Street Program
- Annual fundraisers
 - Annual Golf Outing net income of \$22,400
 - Annual Wine Walk net income of \$12,935
 - Annual Dinner Celebration net income of \$9,798
 - Whiskey & Wine Walk net income of \$4,990
- Gift Check sales of \$95K (3616 total gift checks)

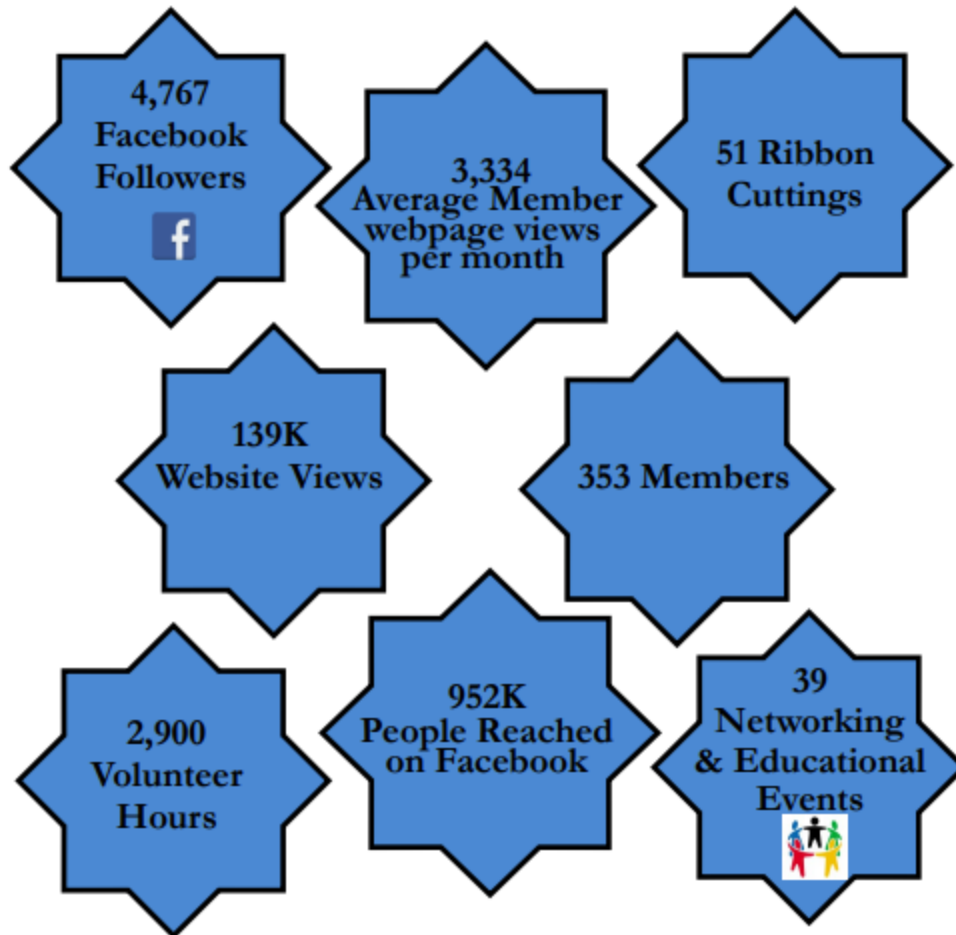
2023 Income By Category



2023 Expenses By Category



2023 By The Numbers



2023 Office Statistics

- Over 8K people attended 39 events
- 392 Certificates of Origin issued
- 712 e-newsletter subscribers
- E-newsletter open rate 36.07% (national average 21.33%)
- 117 E-blasts sent with an open rate of 40.06%
- Member retention rate 93%, national average 88%
- 29,692 users to the website
- Facebook followers up 15% from 2022

Where We've Been

- Hosted Stay Warm, Love Local Scavenger Hunt
- Career Fair with Watertown Unified School District
- Hosted Career Explorations Day at Riverside Middle School
- Held 3rd Annual Whiskey & Wine Walk with Main Street Program
- Hosted 3rd Annual Community Celebration & Vendor Fair
- Hosted 30th Annual Golf Outing with record attendance
- Welcomed 63 new teachers at New Teacher Breakfast
- Kicked off 29th Leadership Watertown Class
- Successful 7th Annual Wine Walk
- Hosted 2nd Annual Latino Career Fair in partnership with Latino Academy & Thrive Economic Development
- Weekly Chamber Member Spotlight continued in 2023
- Business tours with city officials
- Chamber Chat videos in partnership with Watertown TV
- Hosted a total of 39 events with over 8,000 people in attendance
- Welcomed 46 new members incorporating videos in ribbon cuttings
- Leadership Watertown class project—Bike rentals at Interurban Trail



Where We're Going

2024 Programs & Events 2024

- 31th Annual Golf Outing
- 8th Annual Downtown Watertown Wine Walk
- Business After Hours (quarterly)
- Business Tours
- Career Exploration Day at Riverside Middle School
- Career Fair at Watertown High School
- Chamber Member Spotlights (weekly)
- Chat with the Chamber
- Collaboration Team Meetings
- Community Investment Grant Awards
- Digital Marketing Series (quarterly)
- Latino Career Fair
- Leadership Watertown Class (Fall 2024)
- New Resident Welcome Bags
- New Teacher Breakfast
- New website launch in quarter one of 2024
- Robust Chamber Gift Check Program
- Wake Up Watertown (monthly)
- Whiskey & Wine Walk in partnership with Main Street Program
- Women In Business (quarterly)



Be A Member. Be Engaged. Be Noticed.

2023 New Members

AbleLight Thrift Shop	Live Well Integrative Coaching
Aflac - Katy Wagoner	Locks and Unlocks
American Legion Post 189	Mick Fisher Trophy
Black Rose Esthetics	Osaka Hibachi Ramen Thai
Brisce Plumbing	Pine Hill Insurance
Concord House	Polished Smiles
Craig Hometown Handyman Services	R & L Golf Farm
E.C. Plumbing	Ready 2 Dance
Edward Jones - Jenny Rogers	Riverview Chiropractic
Entrust Title Group	Rosati's Pizza
eXp Realty - Jennifer Thorman	Satya Studio
First Weber Realtor - Julie Janowok	Schuett's on East Main
Forever Independent Ambassador	Silgan Containers
Foundational Technologies	TDS Telecom
Gingerbread Childcare & Preschool	The Brown Insurance Group
Good Shepherd Lutheran	The Collective
Greco Tax & Accounting	The Score Sports Bar
Greg Schwartz - Farmer's Insurance	Watertown Citizens Police Academy
H. Claire Photography	Watertown Municipal Band
Jefferson County Cancer Coalition	Watertown Riverfest Inc.
Mercadito La Rosita of Watertown	WBD Inc.
Lange Insurance Consulting	Weight In Gold
Lead the Way Social	Wendy Ward Seller - Realty Exec. SE

2024 Key Dates to Remember

2/29	Annual Celebration & Awards Dinner
3/20	Gosling Career Fair
4/27	Whiskey & Wine Walk with Watertown Main Street Program
5/21	Latino Career Fair
7/25	31st Annual Chamber Golf Outing
8/20	22nd Annual New Teacher Breakfast
9/5	8th Annual Wine Walk
10/23	Career Exploration Day at Riverside Middle School