



ANNUAL REPORT

20
24

Be a member. Be engaged. Be noticed.



519 E. Main St. Watertown, WI 53094



920.261.6320



info@watertownchamber.com

Our Team



Linden Peacy
Event & Marketing Coordinator

Barb Krueger
Office & Membership Specialist

Robin Kaufmann
Tourism Director

Bonnie Hertel
Executive Director

Our Board of Directors



First Row (Executive Committee): Bonnie Hertel, Cassandra Wagner-Chairperson, Allen Larson, Bridget Van Ert, Jennifer Johnson,

Back Row: Robert Rehm, Margaret Brady, Jordan Hynum, Steve Hunt, Laurie Rehm, Carl Bednark, Ryan Weyenberg, Sharon Heinzelman, Tori Woolley, Karen Lanser

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, Tiffany Nehls, Jammie Belstner, Eric Iverson, Hannah Dathan

Second Row: Scott Lange, Tina Johnson, Jenny Rogers, Dave Yelk, Bridget Van Ert, DesiRae Bliefernicht, Toni Flint, Charity Chandler, Stephanie Huth



Leadership Watertown Committee

First Row: Casey Schuett,
Tiffany Nehls,
Stephanie Curtis - Chairperson
Stacey Johnson, Linden Peacy

Second Row: Ben Olsen,
Karen Gibbs, Julia Chidley,
Sue Trepte, Kim Schooley,
Sarah Oudenhoven

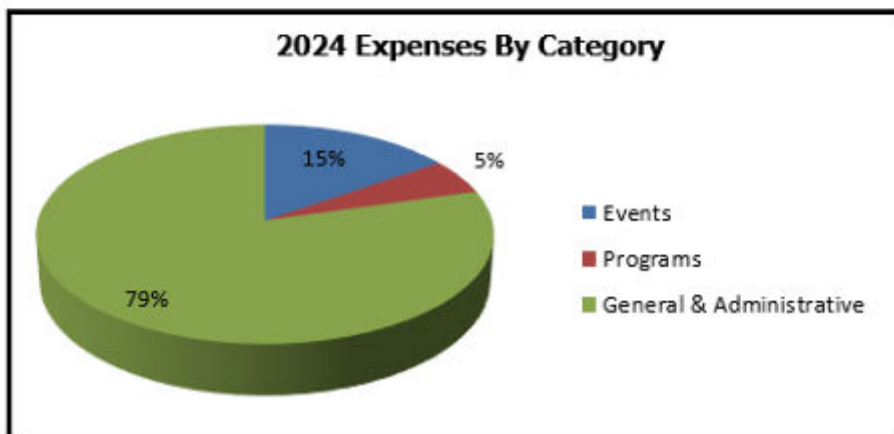
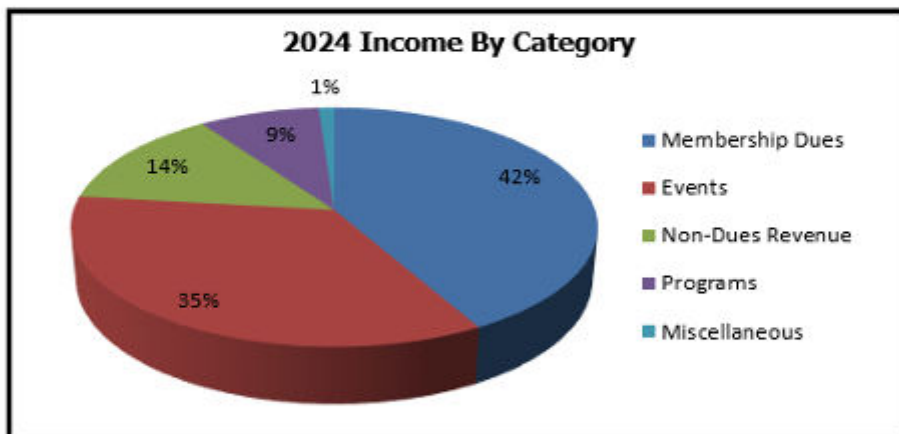
Collaboration Team

Greater Watertown Community Health Foundation,
Redevelopment Authority, Watertown Area Chamber of Commerce
Watertown Area YMCA, Watertown Historical Society, Watertown Main Street
Program, Watertown Park & Rec., Watertown Public Library,
Watertown Tourism, Watertown TV, Watertown Unified School District,
YES! Watertown

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

2024 In Review

- End of year membership at 360 members, 49 new members!
- Continued Community Investment Grant, distributing \$5K to eight Chamber member businesses.
- Relocated Wake Up Watertown to Ready 2 Dance, with annual attendance of just under 800.
- Annual fundraisers
 - Annual Golf Outing net income of \$23,044
 - Annual Wine Walk net income of \$12,507
 - Annual Dinner Celebration net income of \$9,743
 - Whiskey & Wine Walk net income of \$5,064
- Gift Check sales of \$106K (3,850 total gift checks)



2024 By The Numbers

360
Members



204K
Website Views

7,650
Social Media
Followers



640K
Facebook
Reach

74K
Business
Directory Views



47 Ribbon
Cuttings

2,900
Volunteer
Hours



43 Networking
& Educational
Events

2024 Office Statistics

- 468 Certificates of Origin issued
- 873 e-newsletter subscribers
- E-newsletter open rate 42.20% (national average 21.33%)
- 130 E-blasts sent with an open rate of 41.86%
- Member retention rate 90%, national average 88%
- 30,000 users to the website
- Facebook followers up 22% from 2023, current followers at 5,671
- Created marketing pieces in Spanish

Where We've Been

- New website launched in 2024
- Career Fair with Watertown Unified School District
- Hosted Multilingual Resource Fair / Hiring Event
- Hosted Career Exploration Day at Riverside Middle School
- Held 4th Annual Whiskey & Wine Walk with Main Street Program
- Hosted 31st Annual Golf Outing with record attendance
- Welcomed 58 new teachers at New Teacher Breakfast
- Kicked off 27th Leadership Watertown Class with 19 students
- Successful 8th Annual Wine Walk presented by Johnsonville Foods
- Weekly Chamber Member Spotlight continued in 2024
- Business tours with city officials
- Chamber Chat videos in partnership with Watertown TV
- Hosted a total of 38 events with over 5,000 people in attendance
- A total of 47 ribbon cuttings were completed welcoming new members and highlighting business expansions and renovations.
- Leadership Watertown class project; Kayak rentals at Riverside Park and beautification project at the Octagon House.



Where We're Going

2025 Programs & Events

- Building Bridges– Career Readiness
- Career Fair at Watertown High School
- Multilingual Resource Fair
- Whiskey & Wine Walk in partnership with Main Street Program
- 32nd Annual Golf Outing
- 23rd Annual New Teacher Breakfast
- 9th Annual Downtown Watertown Wine Walk
- Hiring Fair
- Career Exploration Day at Riverside Middle School

2025 Networking and Partnerships

- Business After Hours (quarterly)
- Business Tours
- Chamber Member Spotlights (weekly)
- Chat with the Chamber with Watertown TV
- Collaboration Team Meetings
- Community Investment Grant Awards
- Digital Marketing Series (quarterly)
- Leadership Watertown Class (Fall 2025)
- Lunch & Learn sessions
- New Resident Welcome Bags



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2024 New Members

| | |
|------------------------------|------------------------------------|
| 3T Media Group | MLP Gutter Cleaning |
| A&J Restoration | Mead Cleaning |
| ADRC of Jefferson County | Mirrored Image |
| AIM Reusable Packing | Nagel Neighborhood Health |
| B-CAUSE We Care | Natural Carnivore |
| Badger State Hydrate | Northwestern Mutual—Jessica Powers |
| Big Brothers Big Sisters | Orthopedic & Spine Center of WI |
| Breathe Salt & Sauna | Patio Pleasures |
| Camp Buckaroos | Review Genie Pro |
| Crossroads Rental Assistance | River Valley Alliance Church |
| D & J Sports Bar & Grill | Rock River Retreat |
| Dementia Awareness Coalition | Scheeley Consulting |
| EAA Chapter 320 | Scotty's Body Shop |
| Hope Church | Sinnissippi Solar |
| Immanuel Ev. Lutheran Church | Stampin Round the Clock |
| JNI Promotions | St. John;s Lutheran Church |
| James Shaw Law | Strauss Feeds |
| Jay R Cuts LLC | The View at Johnson Creek |
| Jordy's Steakhouse | Thrive in Wellness |
| KD Interactive | Topper's Pizza |
| Koppers Railroad Structures | WWBIC |
| Lake Country Consultants | Watertown Walmart |
| Love Infusion Food | Wisconsin Electronic Payments |
| MSI General | World Finance |
| | Young Auditorium |

2025 Key Dates to Remember

| | |
|-------|--|
| 2/27 | Annual Celebration & Awards Dinner |
| 3/19 | Gosling Career Fair |
| 4/25 | Whiskey & Wine Walk with Watertown Main Street Program |
| 7/24 | 32nd Annual Chamber Golf Outing |
| 8/19 | 23rd Annual New Teacher Breakfast |
| 9/11 | 9th Annual Wine Walk |
| 10/22 | Career Exploration Day at Riverside Middle School |