



# 2025 ANNUAL REPORT



Be a member. Be engaged. Be noticed.

519 E. Main St. Watertown, WI 53094

info@watertownchamber.com | 920.261.6320

## **Chamber Team**

Barb Krueger — Membership & Engagement Specialist

barb@watertownchamber.com

Julia Quintana Cruz — Event & Marketing Coordinator

julia@watertownchamber.com

Linden Peacy — Executive Director

linden@watertownchamber.com

Robin Kaufmann — Tourism Director

robin@watertownchamber.com



## **Board of Directors**



**First Row:** Allen Larson (Vice Chair), Jennifer Johnson, Linden Peacy (Executive Director), Cassandra Wagner (Chairperson), Bridget Van Er

**Back Row:** Karen Lanser, Ryan Weyenberg, Laurie Rehm, Carl Bednark, Tori Wolley, Bob Rehm, Sharon Heinzelman, and Steve Hunt

**Not Pictured:** Jordan Hyumm, Margaret Brady, and Bonnie Hertel (Retired in April)

## **Our Committees**

### **Chamber Ambassadors**

**First Row:** Bridget Van Er, Dave Yelk, Jonathan Sheeley, Casey Schuett, Andres Morales, Tina Johnson

**Second Row:** Toni Flint, Charity Chandler, Julie Janowak, Jammie Belstner

**Not Pictured:** Anna Rousseau, Hannah Dathan, Scott Lange



### **Leadership Watertown Committee**

**First Row:** Kris Meloy, Sarah Oudenhoven, Kim Schooley, Tiffany Nehls, and Stephanie Curtis

**Second Row:** Casey Schuett, Julia Chidley, Mikey Holmes, and Ben Olson

### **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



# 2025 In Review

End-of-year membership at 374 members, with 46 new members!

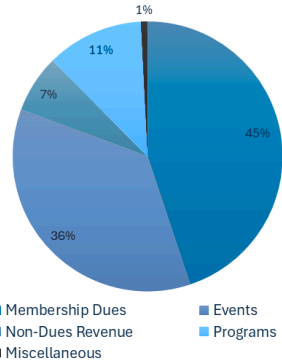
Continued Community Investment Grant, distributing \$5K to 8 Chamber Member Businesses  
Wake Up Watertown had an annual attendance of just over 800.

## Annual Fundraisers

- Annual Golf Outing net income of \$24,770
- The Annual Wine Walk net income of \$11,049
- Annual Celebration net income of \$8,894
- Whiskey & Wine Walk's net income of \$4,477

Gift Check Sales of \$98,000 (3439 total gift checks)

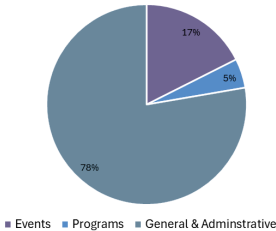
## 2025 Income by Category



## 2026 Networking & Educational Opportunities

- 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 2026)
- Lunch & Learn Sessions
- Wake Up Watertown (Monthly)
- Women Inspiring Success & Empowerment(Quarterly)

## 2025 Expenses by Category



## Where We're Headed

- Building Bridges - Career Readiness
- Career Fair at Watertown High School
- Multilingual Resource Fair
- Whiskey & Wine Walk partnership with Main Street Program
- 33<sup>rd</sup> Annual Golf Outing
- 24<sup>th</sup> Annual New Teacher Breakfast
- 10<sup>th</sup> Annual Wine Walk
- Hiring Fair
- Career Exploration Day at Riverside Middle School

## Where We've Been

- Annual Career Fair held at Watertown Unified School District
- Hosted Hiring Event with 26 Employers and over 150 job seekers
- Held the 5<sup>th</sup> Annual Whiskey & Wine Walk with the Main Street Program
- Hosted the 32<sup>nd</sup> Annual Golf Outing with 73 local businesses participating
- Welcomed 50 New Teachers at the New Teacher Breakfast
- Kicked off the 28<sup>th</sup> Leadership Watertown Class with 13 students
- Lite Up the Night with the 9<sup>th</sup> Annual Wine Walk sponsored by Johnsonville Foods
- Hosted Career Explorations Day at Riverside Middle School for 200 7<sup>th</sup> graders
- Weekly Chamber Member Spotlights on social media
- Hosted a total of 46 events with over 8754 people in attendance
- A total of 64 ribbon cuttings were completed, welcoming the new member and highlighting business expansions and renovations
- Leadership Watertown class project: 1<sup>st</sup> Street Alleyway Beautification

Created a  
Membership  
Success Guide  
& Sponsorship  
Opportunities Packet



Member Retention Rate

91%

National Average 86%



479

Certificates of  
Origin Issued



177

E blasts sent  
with an open  
rate of 39.2%

76,354

users to  
the  
website



3050

Volunteer Hours



44

Networking &  
Educational  
Events



7655

Social  
Media  
Followers



64

Ribbon Cuttings



The Chamber's efforts are guided by  
six key Associations and Programs.

- Chamber Ambassadors
- Leadership Watertown
- The City of Watertown
- Watertown Main Street Program
- Watertown Tourism
- Watertown Unified School District



- Over 875K Facebook post reach in 2025
- 6.4K Facebook followers up 11%
- Instagram followers up 3%
- LinkedIn followers up 3%
- 3,262 views on YouTube



390K

WEBSITE VIEWS

Over 20K views of Member  
Directory and over 75K new  
website users.



Our Chamber is  
one of the largest  
in the region with  
374 members.



98K In Gift Check Sales

Our gift check program generated  
sales of \$98,000 in 2025 and is our  
way to help Watertown shop local!