

2023

ANNUAL REPORT

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The Waverly Chamber of Commerce and Main Street Program develops and sustains dynamic, progressive programs supporting the economic and business environment to provide a quality experience for residents and visitors to our community and historic downtown district.

Together, we champion and amplify the unique qualities of Waverly to become a destination of choice.

2023 ACCOMPLISHMENTS

New Events & Programming

The organization showcased its commitment to enhancing awareness of the importance of the Chamber with the addition of three new events held in 2023. From New Member Orientation, held to better inform Chamber Members of the full benefits that the Chamber has to offer and how to get more involved with the organization, to our active involvement in the Job Fair & Skilled Trades Career Expo, where we showcased our commitment to fostering career growth and opportunity in our community. Additionally, we facilitated meaningful dialogue and engagement through the platform of Coffee with the Candidates, providing a forum for informed discussions and connections between our members and aspiring city leaders. These ventures not only expanded our reach but also fortified our dedication to inclusivity, professional development, and community involvement.

Formation of the Bridge Committee

In response to the impending closure of the Bremer Bridge in 2024, our organization has taken proactive steps to address downtown businesses concerns regarding foot traffic during the closure. Spearheading this effort is the newly formed Bridge Closure Committee, under leadership of former Fire Chief and City Council member, Dan McKenzie. With a focus on fostering collaboration and innovation, the committee has been diligently working to devise comprehensive and creative solutions to mitigate the impact of the bridge closure on downtown businesses. As we navigate this pivotal moment, the Bridge Committee remains committed to forging a path forward that preserves the accessibility of our downtown district.

Waverly Chamber Foundation Established

Recognizing the importance of financial stability and sustained community growth, the organization recently established its own foundation. This significant milestone was born out of a collective vision to ensure the long-term viability of the organization and its commitment to fostering growth and economic success in our community. Through strategic planning and collaboration, the foundation will serve as a vehicle for its donors to invest in impactful, sustainable initiatives that align with the core values and aspirations of Waverly's business environment.





Our goals are built on the solid foundation of the Waverly Chamber of Commerce's six committees, which are:

- Ambassadors
- Retail Promotions
- Design & Beautification
- Membership Development
- Business Development
- Tourism



As a community bank, we want Waverly to succeed! The Chamber shares this same vision and we are proud to be part of the many events, networking and collaboration to make Waverly a great community to work, play and raise a family! We are very lucky to have an active Chamber in our community to prosper growth, connecting like-minded citizens and providing opportunities for personal and professional development.

– Brittney Diercks, Fidelity Bank & Trust

LOOKING FORWARD TO 2024

1. Telling our **organization's story** better to grow deeper understanding within the community of the Chamber/Main Street Program and engage a variety of audiences to increase economic vitality in Waverly. We will continue to strengthen marketing efforts through varied platforms and industry-specific audiences.
2. **Helping businesses to be prepared** for the 2023-24 Bremer Bridge closure includes marketing, summer event planning, business education programs, and detour signage. We fully expect these efforts to attract commerce to Waverly's downtown during the bridge reconstruction. The Chamber/Main Street Program has chosen to set aside reserve funds to help support these efforts.
3. **Ensure increased financial stability** by reviewing and upgrading financial policies and procedures, and through new programs and initiatives such as the Chamber Foundation.

OUTREACH & SUPPORT

252

members currently
invested in the chamber



19

new members

[90% retention rate]

16k



membership directories
printed and distributed

\$4k

invested in façade
improvement grants annually



534

subscribers to
our e-newsletter



29

ribbon cuttings and
ambassador visits



TOP 3 BUSINESS CHALLENGES OF 2023:

1. ADEQUATE WORKFORCE
2. AFFORDABLE HOUSING & CHILDCARE
3. PRODUCT MANUFACTURING/SUPPLY CHAIN LOGISTICS

The Waverly Chamber of Commerce and Main Street Program is a tremendous resource to the Waverly area as it provides a network of resources to our businesses and a wide array of social events for our community.

Chris Miller, First Bank



DOWNTOWN WAVERLY

2023 DOWNTOWN WAVERLY EVENTS:

SEASONAL RETAIL EVENTS / SMALL BUSINESS SATURDAY
events focused on local business deals

ART WALK
featuring local artists, kids activities and food trucks

CONCERTS IN KOHLMANN
weekly summer concert series in June & July



JACK-O-LANTERN NIGHT
over 2,000 pieces of candy handed out during this downtown trick-or-treat event

CHRISTMAS GREETINGS ON MAIN
the kickoff to the holiday season with downtown business window displays and hot cocoa stops



EVENTS & TOURISM

OVER **2 MILLION AD REACH**



INCLUDING SOCIAL MEDIA, RADIO, WAVERLY WELCOME CENTER, TRAVEL IOWA, VISITOR GUIDES, AND OTHER PRINT PUBLICATIONS



562


VISITOR, WELCOME & RELOCATION PACKETS

sent out annually to people interested in visiting or relocating to the area (46 on average given out per month)

133 NUMBER OF EVENT SPONSORS

↑ 45.4% FACEBOOK ACCOUNT REACH IN 2023

↑ 64.5% INSTAGRAM ACCOUNT REACH IN 2023

33k 

VISITOR GUIDES, MEMBERSHIP DIRECTORIES AND OTHER BROCHURES DISTRIBUTED TO PROMOTE WAVERLY AND BREMER COUNTY

Over 2 million people had the opportunity to hear or view our advertisements and consider visiting Waverly to shop, dine, recreate and stimulate the economy. On average, we receive 287 direct requests for information from our annual Visitor Guide ads, along with other marketing publications.

48 EVENTS HOSTED IN 2023

2 FUNDRAISING EVENTS

7 RETAIL EVENTS

21 MEMBERSHIP AND NETWORKING EVENTS

18 COMMUNITY EVENTS



These events increase quality of life and bring people into Waverly. Some of our major community events include:



Art Walk



Concerts in Kohlmann



Jack-O-Lantern Night



Moonlight Movie Night



Christmas Greetings on Main



Santa Visits to Wavlerly



MAIN STREET FAST FACTS

SINCE 1989:

WAVERLY HAS BEEN A
MAIN STREET IOWA COMMUNITY

WAVERLY HAS BEEN
NATIONALLY ACCREDITED
BY MAIN STREET AMERICA

\$47.8 MILLION
PRIVATE DOLLARS INVESTED IN DOWNTOWN PROJECTS

105 BUILDINGS SOLD

95,000+ VOLUNTEER HOURS

IN 2023:

110 BUSINESSES

CALL THE WAVERLY MAIN STREET DISTRICT **"HOME"**

255 FULL-TIME JOBS + 310 PART-TIME JOBS =
565 JOBS

MAKING WAVERLY'S MAIN STREET DISTRICT ONE OF THE
COMMUNITY'S LARGEST EMPLOYERS

400+ PEOPLE
LIVE IN THE MAIN STREET DISTRICT

\$41.2 MILLION:
FULL ASSESSED VALUE OF DOWNTOWN PROPERTIES

4 YEAR HISTORY OF MAIN STREET IOWA & TOURISM COSTS

	2019	2021	2022	2023
Main Street Expense	16,100	16,900	17,500	18,000
Tourism Expense	8,000	8,600	10,400	11,000
5% of Office Overhead and payroll staff/benefits	9,800	10,100	10,600	11,400
Total Cost to promote Waverly	\$33,900	\$35,600	\$38,500	\$40,400



MAIN STREET EXPENSES

Ad Placements, Community and Retail Events, Façade Improvement Grants, Workshops and Conferences Attended

TOURISM EXPENSES

Community Events, Regional Ad Placements, Santa Visits, Streetscape Décor, Visitor Center Operation Supplies, Workshops and Conferences Attended



COMMUNITY SUPPORT

4 STAFF


6 COMMITTEES


80+ VOLUNTEERS

30+ of which are committee members
15 of which are board members

2023 BOARD OF DIRECTORS & STAFF:

BOARD OFFICERS:

Board Chair: Kristin Vowell, Fidelity Bank & Trust

Chair Elect: Bob Buckingham, Individual Investor

Past Chair: Chris Knudson, Wartburg College

Treasurer: Chris Miller, First Bank

COMMITTEE CHAIRS:

Business Development Chair:

Bob Buckingham, Individual Investor

Design & Beautification Chair:

Cyndi Canney, First Bank

Membership & Marketing Chair:

Jordan Shanks, Locknet

Retail Promotions Co-Chairs:

Darrin Siefken, CrawDaddy Outdoors

Dave Thompson, Get Roasted Coffee Co.

Tourism Chair: Bethany Nelson, Waverly Public Library

AT-LARGE MEMBERS:

Andrew Bell, Align Architecture & Planning, PLC

Dwane Waterbury, Edward Jones Financial

EX OFFICIO MEMBERS:

Jen Bloker, Waverly Utilities

James Bronner, City of Waverly

Connie Tolan, Waverly Economic Development

Ken Kammeyer, Bremer County

STAFF:

Travis Toliver, IOM, *Executive Director*

Tiffany Schrage, *Special Events & Tourism Director*

Todd Kuethe, *Administrative Assistant*

Anglea Gidley, *Communications & Marketing Assistant*

Grace Chambers, *Communications & Marketing Assistant*

\$36k+
in volunteer value

1,216
volunteer hours

4,866  Facebook page followers

549  Instagram followers

275  LinkedIn followers

Most liked social media posts of 2023:



Christmas Greetings on Main



Facade Grant Recipient



Jack-O-Lantern Night