

2024 ANNUAL REPORT



www.waverlychamber.com

319-352-4526

waverly@waverlychamber.com

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.

A SUMMARY OF 2024

Chamber Members and Main Street Businesses:

The Waverly Chamber of Commerce navigated a year of both challenges and growth in 2024, demonstrating resilience and adaptability in the face of change. A significant focus throughout the year was the impact of the Bremer Avenue Bridge closure, which required strategic collaboration with local businesses, city officials, and community members to maintain accessibility and support economic vitality in downtown Waverly. The Chamber played a crucial role in promoting alternative routes, increasing visibility for affected businesses, and encouraging community engagement through new and expanded events to mitigate disruptions.

Amid these logistical challenges, the Chamber also experienced an exciting leadership transition with the hiring of Chelsea Petersen as the new Executive Director. Under her leadership, the organization embraced fresh initiatives, strengthened partnerships, and continued its mission of fostering a thriving business community. Chelsea's vision and commitment to Waverly brought renewed energy to Chamber programming, events, and advocacy efforts.

Local businesses remained at the heart of the Chamber's mission, with efforts focused on supporting existing members and welcoming new enterprises to the Waverly community. Through adaptability, strong leadership, and a commitment to local businesses, the Waverly Chamber of Commerce ended 2024 with momentum, poised for an even stronger year ahead.



OUTREACH & SUPPORT

239



members currently
invested in the chamber



27

new members

(94% retention rate)

16k



membership directories
printed and distributed

\$4k



invested in façade
improvement grants annually



534

subscribers to
our e-newsletter



31

ribbon cuttings and
ambassador visits

TOP 3 BUSINESS CHALLENGES OF 2024:

1. ADEQUATE WORKFORCE 2. BREMER AVE BRIDGE CLOSURE 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



SIGNATURE PROGRAMS & EVENTS

139 NUMBER OF EVENT SPONSORS

798.4K FACEBOOK CONTENT VIEWS IN 2024

54.1K INSTAGRAM CONTENT VIEWS IN 2024

44 EVENTS HOSTED IN 2024

2 FUNDRAISING EVENTS **7** RETAIL EVENTS **15** MEMBERSHIP AND NETWORKING EVENTS **20** COMMUNITY EVENTS

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



ART WALK

featuring local artists, kids activities and food trucks with over 30 vendors from the tri-state area



CONCERTS IN KOHLMANN

weekly summer concert series in June & July with over 500 people in attendance



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, hot cocoa stops and shuttle this past year due to bridge closure



MAIN STREET FAST FACTS

SINCE 1989:

WAVERLY HAS BEEN A
MAIN STREET IOWA COMMUNITY

WAVERLY HAS BEEN
NATIONALLY ACCREDITED
BY MAIN STREET AMERICA

\$48.7 MILLION
PRIVATE DOLLARS INVESTED IN DOWNTOWN PROJECTS

115 BUILDINGS SOLD

96,000+ VOLUNTEER HOURS

IN 2024:


111 BUSINESSES
CALL THE WAVERLY MAIN STREET DISTRICT **"HOME"**
254 FULL-TIME JOBS + 310 PART-TIME JOBS =
564 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


BREMER AVENUE BRIDGE CLOSURE INITIATIVES:

 **PROGRESS VIEWING AREA** The progress viewing area was installed in Kohlmann Park and provides a safe space to watch construction crews and machines at work. This helps get people downtown and provides them with exposure and information about the project. This was also utilized to host construction story times in partnership with the Waverly Public Library.

 **SOCIAL MEDIA CAMPAIGN** Created a campaign telling people the bridge may be out, but downtown is still open. This included print, social and additional marketing collateral that both the Chamber and Businesses could use throughout the project. We are also doing Business features each week highlighting our local downtown businesses. We see this as a great way to lift spirits and engage in some additional marketing. We've also sent out marketing campaign graphics that we have been utilizing to our businesses as well so they are putting out a consistent message. The bridge may be closed, but downtown is still open!

 **CONSTRUCTION UPDATES** We've taken photos from the same point and then posted them along with an update on what has been happening to our Social Media. To do this we've worked with the construction crews along with the DOT to ensure we are providing the most accurate up to date information. These have gotten good traction and we feel create just another avenue that we are communicating with the public.

 **MAPS & BROCHURES** These were created and taken around to downtown businesses, along with businesses outside of downtown to help people navigate our community. At this time we've handed out over 5,000 brochures. Again these list downtown businesses and tell people how to get around using detours along with drive time. We also have posters scattered around town with the detour routes noted.

 **SIGNAGE** We have worked with the City and DOT to advocate for signage and put up what we can where allowed to help direct traffic. This includes the large white detour signs at every entry point coming into the community, along with orange signage saying downtown is still open where allowed.

ADDITIONAL INITIATIVES: Walmart Drawings Monthly, Holiday Pickle Hunt, Cocoa & Carriage Rides, Downtown Story Stroll, Community Christmas Tree, Santa Shuttle during CGOM, Tractors at Fall Fest, Downtown Scavenger Hunt, Santa House Redesign

COMMUNITY SUPPORT

4 STAFF



5 COMMITTEES



80+ VOLUNTEERS

30+ of which are committee members

15 of which are board members

2024 BOARD OF DIRECTORS & STAFF:

BOARD OFFICERS:

Board Chair: Bob Buckingham, Individual Investor

Chair Elect: Jodi Geerts, Waverly Health Center

Past Chair: Kristin Vowell, Fidelity Bank & Trust

Treasurer: Chris Miller, First Bank

COMMITTEE CHAIRS:

Business Development Chair:

Mark Hanawalt, United Equipment Accessories

Design & Beautification Chair:

Cyndi Canney, First Bank

Membership & Marketing Chair:

Brittney Diercks, Fidelity Bank & Trust

Retail Promotions Co-Chairs:

Heather Bruess, Moe & Arrow Boutique

Tonya Derner, Moe & Arrow Boutique

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:

Chelsea Petersen, *Executive Director*

Tiffany Schrage, *Special Events Director*

Todd Kuethe, *Administrative Assistant*

Grace Chambers, *Marketing & Communications Assistant*

\$36k+
in volunteer value

1,216
volunteer hours

5,621

Facebook page followers

619



Instagram followers

334



LinkedIn followers

Most liked social media posts of 2024:



♥ 480 Reactions



👍 157 Reactions