

2022

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.

A Summary of 2022

Chamber Members and Main Street Businesses:

Your Waverly Chamber of Commerce and Main Street Program began the year with a focus of looking forward to normal rather than back to normal. With the uncertainty of the last few years, our board of directors chose to take this opportunity to create a three-to-five-year strategic plan which helps our organization have a new, inspiring vision for our future where we will rise above the economic turbulence, ensure our organization's sustainability for years to come, and help lead our businesses through the upcoming temporary Bremer Ave. bridge closure. This plan took months of diligent work from the board and all committees that culminated with three goals (outlined within this report), each with several objectives and tactics for all levels of our organization to accomplish, to see that these goals are met within the expected timeframe.

In addition, our organization's efforts, through the many events and programs we facilitate, have once again helped to generate more revenue and awareness for Waverly businesses and retailers in 2022. We couldn't do this work without the support of our members and assistance from our 80+ volunteers. Our strong partnership with the City of Waverly and its many staff members who sit on our board and committees make our combined efforts unique in the way we champion our city.

Finally, we want to thank all of our businesses and individual investors for supporting and trusting in our organization through your membership and sponsorship investments. We look forward to our continued work as a chamber of commerce, a main street program, and tourism bureau for our community, as we realize our new vision: **"Together, we champion and amplify the unique qualities of Waverly to become a destination of choice". Onward, Waverly!**



Travis Toliver, IOM
Executive Director



Chris Knudson
2022 Board Chair

2022 ACCOMPLISHMENTS

Wayfinding Signage Continues

The Wayfinding Signage Committee, in partnership with MSA, completed its work of identifying locations throughout the community and sign designing. The results were handed off and approved by City staff and the Waverly City Council in 2022. The project has been divided into three stages, the first of which will be installed throughout the community in 2023.



Design Guidelines for Historic Downtown Completed

Our Design Committee completed an extensive and resourceful Design Guidelines document to assist building and business owners in our historic downtown retail district. This informational resource has been reviewed and approved by the Chamber/Main Street board and Main Street Iowa design staff. Since its completion, it has been available on our website and distributed as needed.



Strategic Plan Created

The organization's board of directors embarked on creating a strategic plan based on the Main Street Four-Point Approach at the beginning of 2022. The plan will guide the organization's staff and committees for the next 3-5 years. The process began with a board retreat facilitated by former Wartburg professor and community leader Bill Withers, who assisted the board with thoughts about how to approach the process, identify the organization's priorities, and forecast the results on both members and our community. The final product is a document housed on a shared online platform, so it can be reviewed and edited with accomplishments and changes if needed. The three goals of the plan are as follows:

1. To **enhance awareness of the importance of the Chamber/Main Street program** by telling the story of the organization, Waverly, and its businesses.
2. To **ensure the long-term financial stability of the organization.**
3. To be a **catalyst for the creativity and innovation in preparing businesses** for the 2023 Bremer Avenue Bridge closure.

Under these goals are objectives and tactics assigned to one or multiple committees, board, and staff. The board and its committees will continue to treat the plan as a living document until all three goals have been achieved.

Project Lead Program

The organization was excited to bring back its leadership education program, Project Lead for 2021-2022. This program takes participants through a rigorous and in-depth look into Waverly's many business industries including health care, banking, education, service organizations, manufacturing, local government, and more. Throughout the course, Dr. Celina Peerman of The Peerman Group facilitated leadership coaching/training to all participants. Attendees enjoyed panel discussions and tours of Waverly businesses. Ten participants completed the course, several of which now volunteer within our organization.

OUTREACH & SUPPORT

273

members currently
invested in the chamber



25

new members
[90% retention rate]

14k

membership directories
printed and distributed

\$4k

invested in façade
improvement grants annually



529

subscribers to
our e-newsletter

31

ribbon cuttings and
ambassador visits

TOP 3 BUSINESS CHALLENGES OF 2022:

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

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





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



My experience with the Waverly Chamber of Commerce has been overwhelmingly positive and I continue to see the ways this organization promotes our local businesses, Main Street and community as a whole. From networking opportunities and educational seminars to community events I can enjoy with my family, we are lucky to have an organization working to make Waverly a great place to live, work and play!

– Kristin Vowell, Fidelity Bank & Trust

LOOKING FORWARD TO 2023

1. **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.
2. 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.
3. **Ensure increased financial stability** by reviewing and upgrading financial policies and procedures.

EVENTS & TOURISM

OVER **1.9 MILLION** AD REACH



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

528

VISITOR RELOCATION PACKETS

sent out annually to people interested in visiting or relocating to the area (44 on average sent out per month)

130 NUMBER OF EVENT SPONSORS

163k FACEBOOK EVENT REACH IN 2022



26k



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

Over 1.9 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 253 direct requests for information from our annual Visitor Guide ads, along with other marketing publications.

40 EVENTS HOSTED IN 2022

2 FUNDRAISING EVENTS

7 RETAIL EVENTS

13 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



MAIN STREET FAST FACTS

SINCE 1989:

WAVERLY HAS BEEN A
MAIN STREET IOWA COMMUNITY

WAVERLY HAS BEEN
NATIONALLY ACCREDITED
BY MAIN STREET AMERICA

\$46.5 MILLION
PRIVATE DOLLARS INVESTED IN DOWNTOWN PROJECTS

101 BUILDINGS SOLD AND **\$12.2 MILLION**
PRIVATE DOLLARS INVESTED IN DOWNTOWN ACQUISITIONS

94,000 VOLUNTEER HOURS

IN 2022:

105 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

	2018	2019	2021	2022
Main Street Expense	14,800	16,100	16,900	17,500
Tourism Expense	6,700	8,000	8,600	10,400
5% of Office Overhead and payroll staff/benefits	9,500	9,800	10,100	10,600
Total Cost to promote Waverly	\$31,000	\$33,900	\$35,600	\$38,500

TOURISM BREAKDOWN

Advertising Promotion & Events	\$10,400
Salary Allocation	\$2,000
Total	\$12,400



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

2022 BOARD OF DIRECTORS & STAFF:

BOARD OFFICERS:

Board Chair: Chris Knudson, Wartburg College
Chair Elect: Kristin Vowell, Fidelity Bank & Trust
Past Chair: Don Meyer, W-SR Comm. Schools Foundation
Treasurer: Chris Miller, First Bank

COMMITTEE CHAIRS:

Business Development Chair:
Bob Buckingham, Individual Investor
Design and Beautification Chair:
Cyndi Canney, First Bank
Membership & Marketing Chair:
Jordan Shanks, Locknet
Retail Promotions Chair:
Darrin Siefken, CrawDaddy Outdoors
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*
Angela Gidley, *Communications & Marketing Assistant*
Todd Kuethe, *Administrative Assistant*

\$29k

in volunteer value

935
volunteer hours

4,534



Facebook
page followers

424



Instagram followers

89



LinkedIn followers

Most liked Instagram post of 2022:



33 LIKES