



Minnetonka - Plymouth - Wayzata

BIG ENOUGH TO MAKE A DIFFERENCE, SMALL ENOUGH TO CARE

For more than 85 years, it's been our honor to serve the west metro area. We believe in the startups, the dreamers, the hard workers, the do-what-it take-ers. We believe that local businesses are the heart and soul of our communities. The connection between this place and its people inspires us. There's something special here. Come, be a part of it

YOUR WAYZATA WEST METRO CHAMBER TEAM



Becky Pierson
President



Brooke Beyer
Festivals & Marketing
Director



Judy Johnson
Membership Services
Director



Anna Skemp
Communications & Member
Events Manager

Let's Connect!

✉ info@wayzatawestmetrochamber.com
@ WayzataChamber

🌐 WayzataWestMetroChamber.com
☎ 952-473-9595

Connect & Grow Your Network

As your local chamber, the Wayzata West Metro Chamber offers a variety of programs and events all year long to help grow your professional network and get in front of potential customers.

Series

Morning MemberNet | Wayzata American Legion | Monthly - First Tuesday

Enjoy light breakfast fare and start your day strong by meeting other movers and shakers in the Chamber. There is an opportunity for one or two members to promote their businesses at these events.

Leadership Luncheon | Wayzata Country Club | Monthly January-May.

These must-attend programs feature influential leaders throughout our region and state. This series is designed to take up timely topics and impart insights into what makes Minnesota tick, along with discovering something new that impacts your business and community.

EmpowHER Women's Network Luncheon | Atria Corporate Center, Plymouth | Quarterly

This Network of business leaders creates a supportive, empowering space for women to connect and participate in peer-led mentorship, to drive success and growth within the community and beyond.

Minnetonka Business Council | 601 Carlson Tower, Minnetonka | Quarterly

In partnership with the City of Minnetonka, this program strengthens connections between Minnetonka business leaders and the City to support a thriving business community. Attendees will gain insights from City officials and gain valuable information on business resources.

Mixing Cocktails & Business Happy Hour | Various Locations

Network with fellow members while getting an update from the mayor or city manager about news and developments impacting the business community.

Signature Events

Roger Miller Golf Classic in June

Whether you're a competitive golfer, casual player, or new to golf, spend the day on the course while networking with others.

Annual Member Appreciation Picnic in July

Be our guest as we celebrate our members and all that makes the Wayzata West Metro Chamber and our communities so strong.

Person of the Year Luncheon in October

The Chamber celebrates an individual who is an active participant and supporter of Chamber activities and who contributes to the economic, civic, commercial, and educational interests of the west metro area.



Connect & Grow Your Network

Eat, Drink & Be Merry in November

Premier Sponsor, Sears Imported Autos, will offer a delicious hors d'oeuvres buffet, beverages, holiday shopping, and live music!

Annual Holiday Celebration in December

Celebrate the holiday season, salute our Chamber Stars, welcome new board leadership, recap the year's milestones, and enjoy a toast to the year to come!

Get Involved

Welcome Visits & Ribbon Cutting Celebrations

Joining the Ambassador Group is a great way to welcome new members, celebrate Ribbon Cuttings, and grow your network. Ribbon Cuttings are on Tuesdays from 4 - 5 pm. Ambassadors receive calendar invites and reminders for events that fit their schedule.

Chamber Connect

This monthly email introduction program pairs you with a fellow member, offering the chance to build long-term relationships, expand your network, and meet other business leaders at your convenience on a one-to-one basis.

There's something for everyone. View our Event Calendar here!



“Become active in the Chamber and you won't be able to avoid helping make the community a better place to live and work, all while getting to know other local business leaders.” – Chris Pierson, Sanford, Pierson, Thone & Streat



WAYZATA WEST CHAMBER METRO

Marketing Opportunities

Whether you're looking to build your brand, generate leads, gain exposure or highlight your initiatives, allow the Wayzata West Metro Chamber to help share your message to thousands of residents and hundreds of businesses in the greater Lake Minnetonka area.

DIGITAL

WayzataWestMetroChamber.com

You have FREE access to WayzataWestMetroChamber.com and included with your membership is a directory listing, business info, and adding events to the Community Calendar. To update all of these items, access your member profile account. BONUS! If you'd like an enhanced listing (logo featured next to your company info) that option is available for only \$100 annually!

The E-GATEWAY

Our weekly e-newsletter emailed to Chamber Members every Tuesday provides details of upcoming events, community updates, and more.

SHOP. EAT. ENJOY

Market your business in this attractive e-newsletter that promotes the value in shopping, dining, and enjoying the West Metro area. Include your advertisement, promotion, or sale in our weekly e-newsletter to over 4,000+ Lake Minnetonka area subscribers on Wednesdays. Subscribe if you haven't! Did we mention it's FREE?

- Ad content is due by Tuesday at 9 am each week - email the ad to info@wayzatawestmetrochamber.com
- Ad dimensions are 640 pixels width x 290 pixels height, and the ad can run for two weeks in a row

The 511

Not the 411, but sort of! This e-newsletter which drops in member only inboxes the first week of every month contains the 5 top things for the month ahead! *Advertisement for this newsletter is a member sponsor package exclusive benefit.*



Marketing Opportunities

PRINT

WAYZATA WELCOME CENTER BROCHURE RACK

Swing by and visit our Chamber office located in the beautiful historic Wayzata Train Depot. Thousands of tourists, visitors, residents, and members stop by each year to get in the know! As a member, this is a FREE benefit. Please drop-off your business brochures, coupons, or promotions during office hours.



DOWNTOWN WAYZATA STREET BANNERS

Promote your business, support the community, and add to the esthetic appeal of the downtown area. Summer/Winter banners offer different seasonal graphics and are posted for six months, for a two-year period.

Details are as follows:

- Current price per banner is \$475 Business
- name (no logo) printed at the bottom

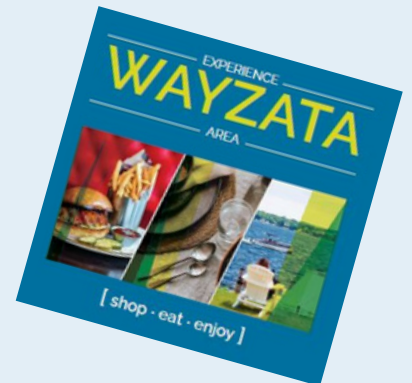
SHOPPING & DINING GUIDE

The official visitors' map to the best of the West Metro Area. Member restaurants and retail members automatically get a FREE listing in the brochure. Members may enhance their visibility by buying a display ad (space is limited).

- 12,000 copies of this four-color fold out reference piece are printed
- Online version as well

Guides are distributed at visitors' centers around the state, hotels, member retailers, City Hall, Chamber offices and other locations throughout the year

- Printed annually and distributed January - March
- Price range is \$199-299 for a display advertisement (2024 rate). If interested, please contact Robbie Shoemaker at Robbie.shoemaker@apgecm.com



“The Chamber continually supports us through events, social media, and personal connections. The staff are friendly and genuinely interested in supporting and promoting its members. Being a member has been an asset to me personally and to my busienss.” - Terri Huml, Giannis Seafood and Steakhouse



Festival Marketing Opportunities

Support Community. Gain Exposure. Make an Impact. Elevate Your Business! Sponsorships are available for all four major festivals. If interested, contact Brooke Beyer, Festivals & Marketing Director, at brooke@wayzatawestmetrochamber.com



The largest, most well-known and unusual golf tournament held on a frozen lake

February 7-8, 2025

Pre Par-Tee

- Live music, food trucks, beer + wine
- Ticketed

Chilly Open Golf Tournament

- 9-hole courses, three tee times, Snowga (yoga on the ice) in the morning, Chili Cook-off (over 15 restaurants), live music
- 2023 attendance = 2,000 golfers | 500 spectators

wayzata
art
EXPERIENCE

Come for the art...stay for the fun

June 20 & 21, 2025

2-day art festival, 100-120 fine art artists, 10-15 sponsors, islands of music, random acts of art, demonstrations, steamboat Minnehaha tours, garden endcaps, beer + wine garden, gourmet food trucks, sailboat rides, community art.

- FREE to attend
- 2024 attendance = 20,000



Lake Minnetonka's largest 3-day festival

September 5-7, 2025

Activities include: Carnival, Street Market, Rails & Ales Beer Festival, Log Rolling, Dachshund Races, Eat Street, Street Dance, Fireworks, and Parade.

- Primarily FREE to attend
- Voted "Best Festival" around Lake Minnetonka
- 2024 attendance = 80,000



A Halloween spooktacular time

October 25, 2025

- Activities include: 5k, 10k and a 1-mile Competitive Run & Fun
- Run. Join us at the finish line celebration! Costumes
- Encouraged for the race of your choice 2024 attendance = 600 Runners



WAYZATA WEST CHAMBER METRO

BRONZE - \$1,000

Valued at \$1,275

- Enhanced Directory Listing with Logo on Chamber's online directory
- Business name linked and sponsorship level listed on Chamber's sponsorship page
- (1) Street Banner (winter or summer) with business name
- (1) Leadership Luncheon Series Pass (five luncheons January - May)
- \$350 Flex Dollars to be used 1 year from paid invoice date (dues/equipment exempt)

SILVER - \$2,500

Valued at \$4,000

- Enhanced Directory Listing with Logo on Chamber's online directory
- Business name linked and sponsorship level listed on Chamber's sponsorship page
- (2) Street banners (1 summer & 1 winter) with business name
- (1) Leadership Series Pass (five luncheons January - May)
- Business name on sponsor recognition at every breakfast or luncheon, when available
- (1) Blog post on wayzatachamber.com (text + photo or video) with recognition as a contributor and shared on social
- (1) Ad in "The 511" digital monthly newsletter (provided by sponsor)
- Business name linked and sponsorship level listed on footer in "The 511" monthly member e-newsletter
- \$750 Flex Dollars to be used 1 year from paid invoice date (dues/equipment exempt)

GOLD - \$5,000

Valued at \$7,900

- Enhanced Directory Listing with Logo on Chamber's online directory
- Business logo linked and sponsorship level listed on Chamber's homepage and sponsorship page
- (3) Street banners (2 summer & 1 winter) with business name
- (1) Leadership Series Pass (five luncheons January - May)
- (2) tickets to Person of the Year (October) and the Holiday Celebration (December)
- Business name on sponsor recognition at every breakfast or luncheon, when available
- (1) Blog posts on wayzatachamber.com (text + photo or video) with recognition as a contributor, shared in the "The 511" digital monthly newsletter, and shared on social
- (2) Ads in "The 511" digital monthly newsletter (provided by sponsor)
- Business name linked and sponsorship level listed on footer in "The 511" monthly member e-newsletter
- \$2,000 Flex dollars to be used 1 year from paid invoice date (dues/equipment exempt)

PLATINUM - \$10,000

Valued at \$14,750

- Annual membership dues based on employee count
- Enhanced Directory Listing with Logo on Chamber's online directory
- Business logo linked and sponsorship level listed on Chamber's home page and sponsorship page
- Business logo linked and listed on every E-Gateway (900+ subscribers)
- Business logo linked and sponsorship level listed on every footer in "The 511" monthly member e-newsletter
- (4) Street banners (2 summer & 2 winter) with business name
- (4) Leadership Series Passes (five luncheons January through May)
- (4) tickets to Person of the Year (October) and the Holiday Celebration (December)
- Exclusive opportunity to host one special event
- Premium placement of business logo recognition at every breakfast or luncheon, when available
- Short business introduction and promotional items at tables at every luncheon, when available
- (2) Blog posts on wayzatachamber.com (text + photo or video) with recognition as contributor, shared in the "The 511" digital monthly newsletter
- (2) Ads in "The 511" digital monthly newsletter (provided by sponsor)
- (1) Double ad in the Wayzata West Metro Shopping & Dining Guide
- Business social media followed and amplified
- \$3,000 Flex dollars to be used 1 year from paid invoice date (dues/equipment exempt)

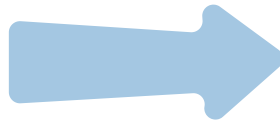
Membership Investment

Becoming a Chamber member showcases your commitment to the community while strengthening customer relationships and driving success. Membership enhances your reputation and credibility across the region, giving your business a competitive edge. Plus, you'll gain access to the Chamber's expertise to maximize your engagement and fully utilize your member benefits. Ready to join? .

1. Go to WayzataWestMetroChamber.com
2. Click "JOIN": in the Navigation
3. Fill out the Member Application

This information will be used to create your member profile in our directory listing, and can be updated easily at your convenience!

JOIN TODAY!



EMPLOYEE - BASED INVESTMENT LEVELS

Pricing for businesses is based on the number of full-time employees and equivalents. Example: 2 Part-time employees equal one full time employee.

Please note there is a one-time \$25 processing fee for new members.

Membership dues are automatically renewed annually from the day you join.

- Sole Proprietor | \$345
- 2-5 full time employees | \$425
- 6-15 full time employees | \$525
- 16-30 full time employees | \$670
- 31-50 full time employees | \$788
- 51+ full time employees | \$890
- Non-Profit with 1-15 full time employees | \$285
- Non-Profit with 16+ full time employees | \$540

Enhanced Listing with Logo on Member Directory | \$100

Associate Membership | \$175 | For an individual employee of a business, that carries a corporate membership, who wants separate recognition and benefits

Seasonal Business | \$240 | A business that is seasonal and operates 6 months of the year or less

Community Membership | \$150 | Does not have a business affiliation with the membership

Schools | \$575

Utilities | \$750



WAYZATA WEST CHAMBER METRO