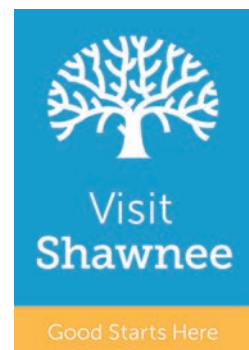




**75 YEARS OF
GROWTH**

2020 Annual Report



Organization



Ann Smith-Tate

President & CEO



Parker Amos

2021 Board Chair
Amos Family Funeral Home & Crematory

2020 was a year like none other. While the year started strong for the Shawnee Chamber with our Annual Dinner, just a few short weeks after that our world was turned upside down by the stresses and challenges of COVID-19. However, the Shawnee Chamber adapted and faced these challenges head on by enhancing our customer service, reinventing the way we connect our members, and working to uplift our community in a variety of ways. I hope your business or organization was boosted by the initiatives we took on to support you. Throughout this Annual Report you'll find evidence of just exactly what they were and what impact they had on our members and community.

As we look toward our post-COVID normal, I am confident in Shawnee's potential for growth and excellence! The Shawnee Chamber, Shawnee EDC, and Visit Shawnee staff have all done an amazing job positioning our organization and community for the future. While COVID has been a challenge, I know the work they do has led to strong results and great outcomes. This coming year I am excited about what we'll be offering to members in the form of events, content, connection opportunities, exposure, and much more. To add to that I am honored to serve as the Shawnee Chamber Board Chair during such a momentous year. 2021 marks the 75th Anniversary of our organization, and my family's business has played a special role in our history. I hope you'll follow along with the Shawnee Chamber this year to find out just exactly what our organization's legacy is.



Kevin Fern

Executive Director of Visit Shawnee



Eric Ely

Director of Business Development & Retention



Brandon Wilcox

Director of Investor Services



Dustin Wolfe

Director of Marketing & Events



Marlene Shirley

Operations Manager



Amy Niemann

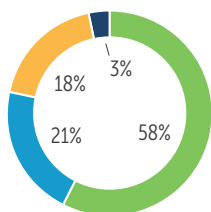
Programs Manager



Mary Taylor

Chief Operating Officer
(recently retired)

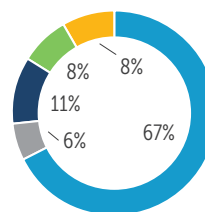
Thank you Mary for 17 wonderful years!



Operating Revenue

\$1,195,800

- Contracts
- Programs & Events
- Dues
- Other



Operating Expenses

\$1,058,300

- Professional Services
- Office Operations
- Programs & Events
- Membership
- Professional Support

Organization

2020 Chamber Board

Michelle Herman

Board Chair
Sunflower House

Parker Amos

Chair-Elect
Amos Family Funeral Home & Crematory

John Wills

Treasurer
State Farm Insurance

Heidi Thummel

Past Chair
GBA

Carol Lehman

SEDC Chair
Johnson County Community College

Rusty Mudgett

SEDC Vice Chair
Complete Property Solutions

Neal Sawyer

Visit Shawnee Chair
Rebuilding Together Shawnee

Jake Akehurst

Small Business Committee Chair
Johnson County Community College

Mayor Michelle Distler

City of Shawnee

Nathan Fiser

Fiser Group P.A.

Todd Fitzpatrick

First Business Bank

Dr. Michael Fulton

Shawnee Mission School District

Dr. Frank Harwood

Unified School District #232

Kent Luther

Elanco US Inc.

Kristen Shelley-Chapin

Shelley-Chapin Law

Ann Smith-Tate

Shawnee Chamber of Commerce

Chad Spoor

Complete Construction Service

Kevin Tubbesing

The Land Source

Scott Woods

AdventHealth



The Shawnee Chamber of Commerce

The Shawnee Chamber of Commerce is a membership based organization, representing over 600 businesses and organizations with cutting edge products and services designed to connect and engage its members all to foster a strong business community.
www.shawneeschamber.com



The Shawnee Chamber is proud to be a 5-Star Accredited Chamber, designated by the U.S. Chamber. This designation places the Shawnee Chamber within the top 2% of all active Chambers in the United States.



The Shawnee Economic Development Council

The Shawnee Economic Development Council is a public/private partnership between the Shawnee Chamber, City of Shawnee and investor businesses. It's goal is attraction, retention, and growth of business in Shawnee.
www.shawnee-edc.com



Visit Shawnee

Visit Shawnee is the Destination Marketing Organization for the City of Shawnee. It provides information to visitors to Shawnee, works with sports tournaments and events, and serves as a voice for Shawnee tourism in the region.
www.visitshawneeks.com

Coronavirus Response

Support Shawnee

The disruption of COVID-19 was felt far and wide within our community. As we hunkered down to prioritize safety and health, the Chamber also worked to support our members, adjust our operations as needed, and communicate important information to all area businesses. Virtually, we facilitated connections with our area leaders in healthcare, insurance, human resources, marketing, our local governmental leaders, and many more to continue serving our member businesses and organizations.



Various COVID related communications.



As restaurants, retailers, and many other businesses temporarily closed, we launched innovative marketing campaigns to support our members. Our **Stay Safe and Reopening emails** communicated important action happening at the local, county, state and federal levels related to both relief and restrictions. Our **Support Shawnee campaign** specifically promoted the takeout and deliver offerings from local restaurants. Our **Shawnee Shout-Outs** let members of various industries share their words of support to the community. Our **We're Open posters** showcased that businesses were following all the best COVID-safe practices. And as we began to resume our "new normal" we also provided all members with our **Reopening Toolkits**.



Shawnee
Chamber of
Commerce

Good Starts Here

Membership

The Shawnee Chamber attracts a vast variety of members. From individual contractors and small businesses to non-profits and large corporations, nearly any business person can benefit by getting involved with the Shawnee Chamber. With 600+ active members, our organization offers a strong community with ripe opportunity for referrals and connections.

In 2020, we continued to see our membership grow through strong recruitment and retention efforts, even in spite of COVID. We maintained a high level of investment in our programs and events through our annual and individual sponsors, including our ever important annual **Investors Guild**.

Thank you to every member who has invested in our organization for the growth of not only your business or organization but our community.

88%
Renewal Rate

**2020
Investors Guild**

1,400+
Member Reps



41

New Members

Amos Family Funeral Home & Crematory

Country Club Bank Complete Construction Service

Evergry GBA Overland Park Regional Medical Center

Shawnee Mission Ford Zarda/Rieke Development Corp



Shawnee
Chamber of
Commerce

Good Starts Here

Events & Programs

3,500+

Event Attendees

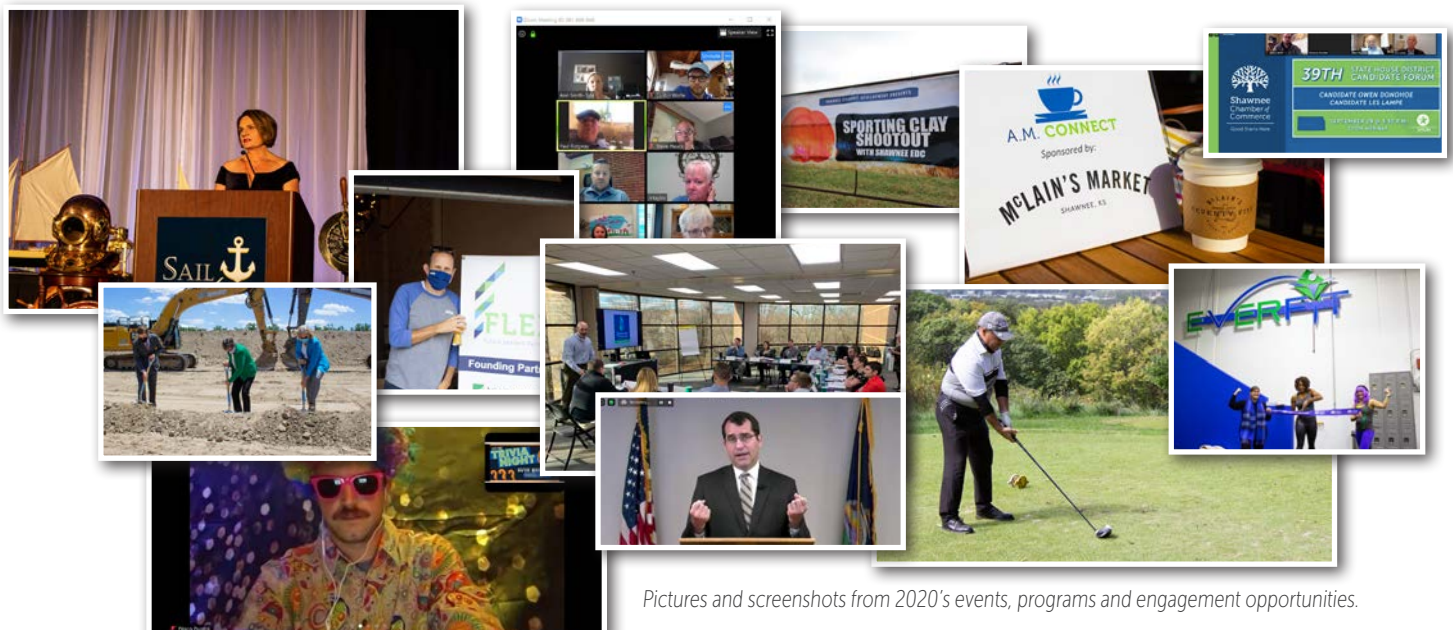
Troughout the year, the Shawnee Chamber provided its members with a variety of networking, educational, and advocacy opportunities via its programs and events. When the year dramatically transitioned into COVID lockdown, we didn't stop offering one of the most important aspects of organization.

These included but weren't limited to:

81

Programs & Events

- "Sail Away" Annual Dinner
- 41st Annual Golf Tournament
- 3rd Annual Trivia Night
- State of the City Luncheon
- State of the County Webinar
- Over the Fence Virtual Luncheon
- Various COVID Webinars
- Virtual and In-Person A.M. Connects
- Local and State Candidate Forums
- Virtual Eggs and Issues
- Shawnee Tomorrow Leadership
- Ribbon Cuttings
- Groundbreakings
- FLEX Axes and Taxes
- FLEX Downtown Dash
- FLEX A Seat at the Table
- Business After Hours
- Tourism Update Webinar
- Government Affairs Meetings
- Shawnee EDC Programming
- and more!



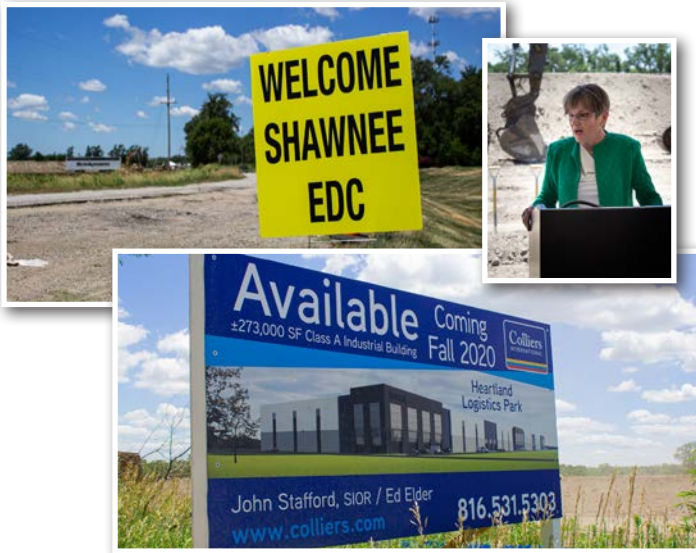
Pictures and screenshots from 2020's events, programs and engagement opportunities.



Shawnee
Economic
Development

Good Starts Here

Shawnee EDC



Heartland Logistics Park Groundbreaking.

Canaan Stone Works new headquarters at Perimeter Park.



Blume Shawnee rendering.

Old Shawnee Pizza new patio rendering.

The Shawnee Economic Development Council continued living into its mission in 2020. While the economy nearly halted due to COVID, our the SEDC team kept at it, assisting prospective and current Shawnee businesses. They capitilized on the boom in the industrial market with the **Groundbreaking for the Heartland Logistics Park**, which was attended by local and state leaders including Governor Laura Kelly. New businesses also joined our community, including Hoss and Brown Engineers, Schier Products, Informa, Amanda Blu, Caenan Stone and several current businesses grew their operations, including the major expansion of the Amazon distribution facility.

Additionally, the Shawnee EDC provided its investors with a variety of tailored networking and educational opportunities. From their **quarterly meetings to their Simply Socials**, the development community was able to connect and learn right here in our backyard. They also launched the new **Industrial Alliance**, which offers warehousing, manufacturing and logistics businesses networking and knowledge sharing.

580

New Jobs

\$60m

Cap Ex

41

New Projects

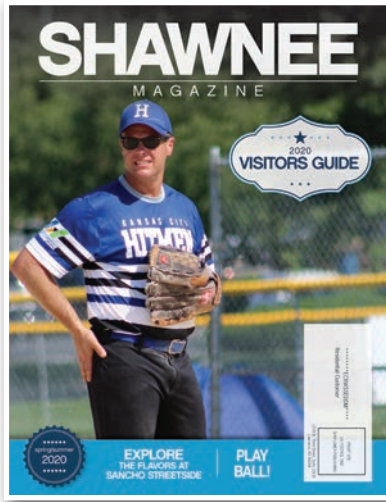


Visit Shawnee

Good Starts Here

Visit Shawnee

2020 Visitor's Guide Edition of the Shawnee Magazine



Of all the industries negatively affected by COVID, tourism and hospitality was certainly hit the hardest. Throughout the year, Visit Shawnee supported our local hoteliers and restaurants by communicating important relief information. They also responded to their needs by advocating for them to local and state government partners and working with them in their closing and reopening phases.

Visit Shawnee also maintained its participation within regional organizations, including Travel Industry Association of Kansas (**TIAK**) and Kansas City Regional Destination Alliance (**KCRDA**), by assisting and organizing cooperative marketing campaigns, advocacy plans, and more.

Two major Visit Shawnee achievements came in different forms! Each year, Visit Shawnee produces a Visitor's Guide Edition of the Shawnee Magazine in partnership with a local publisher. This year the Visitor's Guide Edition received a **TIAK Marketing Award** for its excellence in promoting Shawnee as a tourism and sports destination.

Additionally, an anchor of the Valley of Champions district also received a significant investment. Construction began on the **Mid-America Sports Complex**, transitioning it from a nice facility to a state-of-the-art facility with modern amenities. The construction beginning 2020 is part of a multi-year plan to totally renovate the entire complex.



Mid-America Sports Complex renderings.

Amber Yonts receives the Shawnee Friendly Service Award.



Visit Shawnee held its annual recognizing the National Travel and Tourism Industry in September. It featured Sec. Brad Loveless of the KS Department of Wildlife, Parks and Tourism, who spoke on the status of the tourism industry. Visit Shawnee also announced its 12th Annual recipient of the **Good Starts Here Award** as William Walker, owner-operator of Old Shawnee Pizza and the second annual **Shawnee Friendly Service Award** recipient as Amber Yonts, Courtyard Marriott Shawnee.