

Shawnee
Chamber of
Commerce

Shawnee
Economic
Development

Visit
Shawnee

2021

Annual Report

ORGANIZATION



Ann Smith-Tate

President & CEO

The last year has brought both many challenges and opportunities to the Shawnee Chamber, as we experienced the endless effects of the COVID pandemic. However, our team was quick to adjust operations and our programming as the community opened back up but still worked to maintain it's health and safety. In 2021 we celebrated our 75th Anniversary as an organization and I am proud of the work we did to continue offering high level programming, benefits, and engagement to our members. This Annual Report showcases many key aspects of what our organization provides and highlights important metrics we use to report on our progress.



John Wills

2022 Board Chair

In 2022, I see signs of the final phasing into what is our "new normal" of how we do business in our community and how the economy is being affected. I have no doubt that our Shawnee Chamber, EDC and Visit Shawnee team and will meet the challenges that face us this year and beyond. To be honest they already have excelled at make these changes.

COVID's effect has created many challenges but also new opportunities for the chamber team. In all facets they have had to rethink how to enhance and serve members in this business climate. I am very excited and honored to be this year's Board Chairman. I look forward to serving in an advisory role in helping our chamber achieve its goals for 2022. I encourage you to stay tuned into what the Chamber will doing for you this coming year. Your involvement and feedback is very important to the success of your Chamber and community.



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



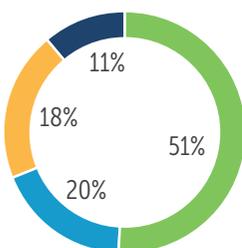
Marlene Shirley

Operations Manager



Amy Niemann

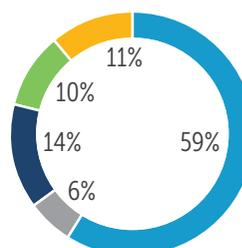
Programs Manager



Operating Revenue

\$1,339,963

- Contracts
- Programs & Events
- Membership
- Other



Operating Expenses

\$1,140,962

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

ORGANIZATION

2021 Chamber Board

EXECUTIVE COMMITTEE

Parker Amos

Chairman of the Board
Amos Family Funeral Home

John Wills

Chair-Elect
State Farm

Heidi Thummel

Past Chair
GBA

Chad Spoor

Treasurer
Complete Construction Services

Rusty Mudgett

SEDC Advisory Committee Chair
Complete Property Solutions

Mickey Sandifer

VS Advisory Committee Chair

Ann Smith-Tate

President | CEO
Shawnee Chamber

DIRECTORS

Jake Akehurst

Johnson County
Community College

Don Chew

PBI-Gordon Co.

Mayor Michelle Distler

City of Shawnee

Nate Fiser

Fiser Group

Dr. Mike Fulton

Shawnee Mission School District

Dr. Frank Harwood

USD #232

Mike Kellam

McClure Engineering

Mike McVey

Transport Brewery

Mairillise Pothin Owen

AdventHealth

Dawn Rattan

Everfit

Kristen Shelley-Chapin

KS Estate & Elder Law

Kevin Tubbesing

The Land Source



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

CELEBRATING 75 YEARS OF GROWTH

In 2021, Shawnee celebrated a significant milestone in its **75th Anniversary**. Founded in 1946, our organization has served our community through multiple generations of business leaders, many of whom we acknowledged throughout the year. To commemorate the history of our organization we also produced a documentary style video that dove into our storied past and included interviews with several pivotal figures to the Chamber's growth. This video can be viewed today via the Shawnee Chamber of Commerce's YouTube channel and features comments, stories, and remarks from figures past and present within the Chamber.

In addition to a video release, the Shawnee Chamber also debuted a special logo that highlighted our founding date and the 75th Anniversary date, while also connecting our current branding's "Good Starts Here" to our history.

And with the desire to celebrate our history, we hosted an anniversary party like none other at our very own Shawnee Town 1929 that featured a display of historical items, acknowledging remarks, local food and drink, and much more. It was a diamond anniversary celebration that shined bright in the heart of our community!



Finally, the Shawnee Chamber thanks the local businesses who have maintained their membership through so many of our years. **Thank you to the following for supporting our organization for more than 50 years, including some who were founding members:**

Amos Family Funeral Home and Crematory

Joined 1946

Commerce Bank

Joined 1946

Calkins Electric Supply Company, Inc.

Joined 1946

Zarda/Rieke Development Corp

Joined 1956

TriRx Pharmaceutical Services (formerly known as Bayer)

Joined 1966

Max Rieke & Brothers, Inc.

Joined 1966

McAnany Construction, Inc.

Joined 1966

Old Shawnee Pizza & Italian Kitchen

Joined 1967

Bridges & Yallaly CPAs, P.A.

Joined 1967

Bob Garrett Insurance Agency

Joined 1968

Shawnee Mission Ford

Joined 1968

Evergy (formerly Kansas City Power & Light)

Joined 1968

Kansas Gas Service

Joined 1968

WaterOne

Joined 1968

National Education Association - Shawnee Mission

Joined 1968

Capitol Federal Savings Bank

Joined 1968

Lawrence Glass & Mirror, Inc.

Joined 1969

Family Tree Nursery

Joined 1970

CHAMBER 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.

We also thank our Investor Guild members who maintained their high level of commitment to our organization through 2021, which allowed us to continue offering our popular programming and events.

2021 Investor Guild



Amos Family Funeral Home & Crematory

Country Club Bank

Complete Construction Service

Evergy

GBA

Overland Park Regional Medical Center

Shawnee Mission Ford

Zarda/Rieke Development Corp

87%

MEMBER RETENTION RATE

1,450+

MEMBER REPS

58

NEW MEMBERS

9,240

MEMBER ASSISTS



CHAMBER PROGRAMS & MARKETING

Throughout the year, the Shawnee Chamber provided its members with a variety of networking, educational, and advocacy opportunities via its programs and events.

While the year began solely virtual with all programming happening via webinar and Zoom meetings, we did transition to in person events once again as our community opened up safely during the COVID pandemic.

These included by weren't limited to:

- 75th Anniversary Celebration
- 42nd Annual Golf Tournament
- 4th Annual Trivia Night – Night at the Movies
- Chamber Cookout Luncheon
- Jingle Mingle Holiday Party
- Women Inspiring Women Affinity Group Meetings
- Nonprofit Alliance Affinity Group Meetings
- State of the City Webinar
- State of the County Webinar
- Leadership Luncheon and STL Graduation Ceremony
- Tourism Celebration Luncheon
- Over the Fence Luncheon
- Various COVID Webinars
- Virtual and In-Person A.M. Connects
- Eggs and Issues with City and State Elected Leaders
- Shawnee Tomorrow Leadership
- Ribbon Cuttings
- Groundbreakings
- FLEX Axes and Taxes
- FLEX Downtown Dash
- FLEX A Seat at the Table
- Business After Hours
- Government Affairs Meetings
- SEDC Good Business Awards Luncheon
- SEDC Day at the K
- SEDC SIOR After Party
- SEDC Sporting Clay 5 Stand and Tournament Shootout
- And more!

3,000+

EVENT ATTENDEES

6 million

MARKETING IMPRESSIONS

85

NET PROMOTER SCORE



SHAWNEE EDC



The Shawnee EDC continued growing the economy of our community in 2021 by supporting our established local businesses and by assisting new businesses looking to invest in our city. Throughout the year we saw significant growth in Shawnee with heavy focuses in two industries: housing and industrial.

In housing we saw several developments announce their plans or even break ground in all regions of our city including Blume Shawnee, the Cosmopolitan, Pflumm Woods, Shawnee Senior Villas and more. Industrial growth was seen in a variety of new announcements and current businesses as Heartland Logistics Park finished construction on its first building, Netrality announced their major data center, a new industrial park K-7 Logistics Centre was approved for construction, and longtime Shawnee businesses like Hans Rudolph, Kraft Tool, and American Box all saw expansion.

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. Plus, they once again hosted their signature SEDC events like the Good Business Awards and the Sporting Clay Tournament Shootout.

318

NEW JOBS

\$241mil

CAPITAL INVESTMENT

79

PROJECTS OPENED



VISIT SHAWNEE



Visit Shawnee continued its core operation of supporting tourism in our community throughout 2021, and worked directly with its hotels throughout they year as they rapidly adjusted from a shutdown tourism industry to a booming one. Visit Shawnee specifically assisted a variety of sports tournaments, including the major regional and national drawing USSSA Elite Select Fastpitch Champion that was hosted at both Stump Park and Mid-America West complexes.

Additionally, Visit Shawnee maintained its key involvement in regional and state tourism organizations offering it knowledge sharing and cooperative marketing opportunities. And it held its popular Tourism Celebration Luncheon, this time hosted at Pavilion at the Theatre in the Park. Lt. Governor and Secretary of Commerce David Toland was the presenting speaker and at it Visit Shawnee announced the annual Shawnee Tourism awards, including its Good Starts Here Award and Shawnee Friendly Service Award.

101%

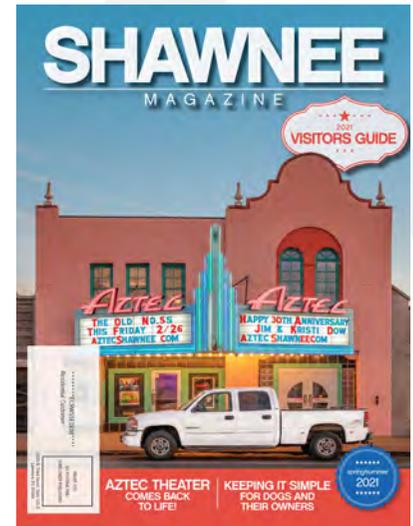
YOY TOURISM GROWTH IN SHAWNEE

95,500+

VISITORS TO KEY AREAS,
INCLUDING SPORTS FACILITIES,
SHAWNEE TOWN 1929 AND
DOWNTOWN SHAWNEE

10,000+

TOURISM INFO REQUESTS SERVICED

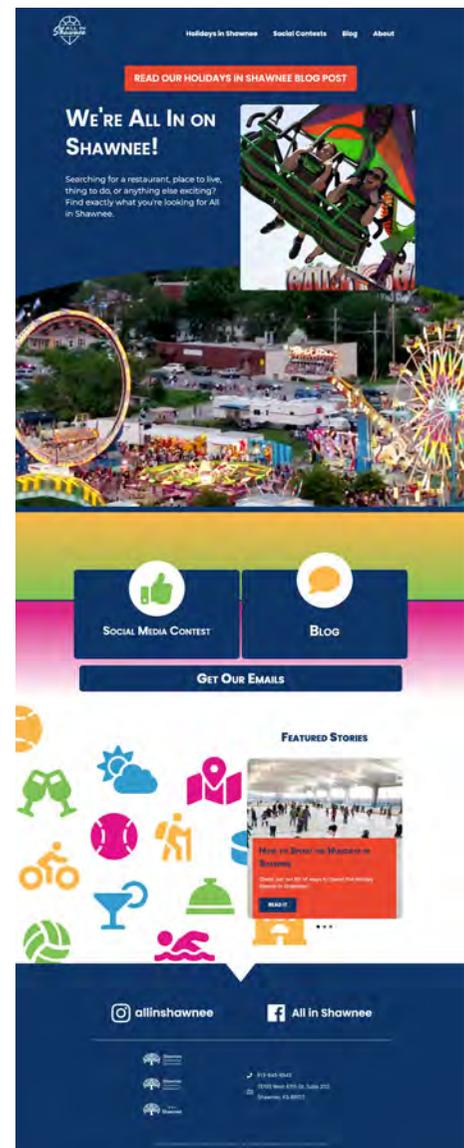


NEW BRANDING INITIATIVES

In addition, to its Chamber, Economic Development and Tourism marketing, The Shawnee Chamber also assisted in launching two new brands in 2021 including one for Downtown Shawnee and one for the entire community.

Early in 2021, the Chamber launched its new lifestyle and excitement generating brand All in Shawnee that focuses on all things happening within our entire city limits. This brand showcases events, retail, dining, attractions, small businesses, and much more and has led to the creation of various seasonal, video and social media content!

The Downtown Shawnee logo and brand creation was initiated through the Downtown Shawnee Partnership and involved many local stakeholders. The new brand honors Downtown Shawnee's history and showcases how its Past shapes its Future. It also focuses heavily on the crafters, makers, doers, and businesses that have helped reinvigorate this core district in our city.





Shawnee Chamber of Commerce
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913-631-6545

www.ShawneeKSChamber.com

www.Shawnee-EDC.com

www.VisitShawneeKS.com