

**Wamego Chamber of Commerce/Mainstreet**

2010

*Annual Report*



**Dwight Faulkner - President**

**Jody Price- Vice-President**

**Mary Lyn Barnett – Executive  
Director**

## President's Message to the Membership ...

Wow! That is the first word that comes to mind due to the efforts and support by you our members and the Chamber Board of Directors. The obstacles and opportunities facing the chamber were similar to those of your businesses coming out of the recession. Budget tightening, reduced staff, and prioritizing our goals and activities were a must. Thanks to our new director, Mary Lyn, and the support of the Wamego community we were able to survive and thrive during 2010. Due to input from our membership and community members were able to make changes that helped us be successful. They included adjusting our monthly meetings to less business meeting to a more informational meeting which added value to the membership. Additional business afterhours added more networking opportunities and traffic through our local businesses. The return of the Wamego Ambassadors provided a much needed welcome to our new businesses. More organized events and planning led to better results at our events as well (Mother Nature also helped in this area). This success would not have been possible without your support both financially and through the giving of your time. Please remember our success as a community is a journey that takes continued effort and we cannot thank you enough for your support. Thank you again for allowing me the opportunity to be your Chamber Board President and a member of this great community.

Sincerely, Dwight Faulkner, 2010 President



From left back row: At our Annual Meeting presented with the 2010 Impact awards were Lance White and the Wamego Pyro Crew – Chris Hupe and Lanny Bosse. Front row: 2010 Citizen of the year, David Karnowski and Business of the Year, Pott. County Economic Development – Julie Roller and Bob Cole.

## 2010 Chamber of Commerce/Mainstreet Board of Directors

President: Dwight Faulkner - 1<sup>st</sup>

National Bank

Vice-President: Jody Price – Kaw Valley

State Bank

Treasurer: Heidi Rice – Civic Member

Doug Conwell – USD 320

Chris Hupe – RW Milling

Scott Kohl – Highland Community  
College

Kim Kohler - Landmark National Bank

Mike Morton – Bluestem Electrical  
Cooperative

Mark Portell – The Wamego Times

Bart Stewart – Stewart Funeral Home

Barbara Torrey – ERA The Conderman  
Group

Becky Wassom – Civic Member

Lance White – 1<sup>st</sup> National Bank

Executive Director – Mary Lyn Barnett

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## ***Mission Statement***

The Wamego Chamber of Commerce/Mainstreet's Mission is to promote the business community of Wamego through: Networking, Promotions, and Economic Development; to benefit our members and to strengthen our community by creating a pool of resources from which ideas, energy, and finances can be drawn.

## **WAMEGO CHAMBER OF COMMERCE BOARD OF DIRECTORS GOALS, 2010**

The year 2010 began with significant challenges for the leadership team. There was no Executive Director, membership was down significantly; the accounting books were in need of improvement; the financial situation was dire; and there were six new Board members. Operating under this scenario, the Board of Directors met to develop goals that would be significant to the revival of the Chamber, both financially and socially. Using information gleaned from a survey sent to all Chamber members and from a special meeting with past leaders of the Chamber in the fall of 2009, a set of seven goals were established.



- ✓ Hire a highly qualified person to serve as the Executive Director – In early February, a small committee of the Board hired Mrs. Mary Lyn Barnett to serve as the Executive Director of the Chamber of Commerce. Mrs. Barnett brought with her a wealth of knowledge and experience growing up in a family that owned a small business; managing and owning a small business herself; and having worked many jobs in customer service. The compensation package was structured to fit the fiscal constraints facing the Board in January with incentives for helping the Board meet many of the goals for the year. This has turned out to be one of the best decisions of the year for the Chamber of Commerce.
- ✓ Restructure monthly meetings for content versus reporting from all groups and organizations, with the goal to increase attendance at monthly luncheons. – Throughout the 2010 year, meetings have been designed around having a signature speaker for each of the Chambers 11 lunches and the Annual Meeting with the chairs reporting on committee work. Starting with Frank Martin at the January's Annual Meeting, the list of speakers included Bob Cole, Duane Goossen, Thomas Hintz, Colin Hansen, Kansas Sampler Festival, Dr. Ron Trewyn, Ty Warner, Dave Dreiling, Joseph Hutt, and Merl Page.
- ✓ Members of the membership committee, as well as the Ambassadors and Mrs. Barnett made the goal to contact members personally each month to invite them back to the monthly luncheon meetings. The number of members attending the monthly luncheons increased from around 50 in February to a high of 100 at the December meeting.

- A realistic budget was built using three years of revenue and expenditure information. Through group discussion, expenses were trimmed in order to meet the budget constraints which resulted from a low membership count from the 2009 year.
- A significant effort was made by the membership committee (Lance White, Chris Hupe, Mark Portell, Dwight Faulkner, Jody Price, Barb Torrey, and Mary Lyn Barnett) to increase the number of members and the levels of membership. The following shows the results of the work of this committee:

<u>Membership</u>	<u>2009</u>	<u>2010</u>
<b>Bronze</b>	72	66
<b>Non-Profit/Civic</b>	19	27
<b>Silver</b>	16	24
<b>Gold</b>	11	21
<b>Diamond</b>	<u>6</u>	<u>10</u>
<b>Total Members</b>	124	148

- ✓ Implement work plans to better budget and be more organized for upcoming events – This process was started by the Executive Director putting work plans together with detailed tasks/budgets after each of the events which have been updated in order to help plan for these events in 2011.
- ✓ Have the ED get out and visit the Chamber membership – This in fact was a monthly goal written into the expectations for the Executive Director upon employment. Throughout the 2010 year, Mrs. Barnett visited 55 local businesses both formally and informally.
- ✓ Have fun with the work we do – As part of the overall goal to bring laughter to the Board of Directors and Chamber in general, an emphasis was placed on scheduling more after hours sessions for members to attend and to socialize. Throughout the 2010 year, there were eight after hours events held. Special thanks to the following businesses for sponsoring an after hours event:
  - Three Rivers with Construction, Inc.
  - Wamego Dental
  - Wamego Country Club
  - Calvin's RV Camping
  - PRN with:
    - *Advocate Home Specialty Care*
    - *Electrical Concepts, Inc.*
    - *Fox Chiropractic*
    - *Kansas Rural Communities Foundation*
    - *Pottawatomie County Economic Development Corporation*
    - *PRN Home Health and Hospice*
    - *R-Tech Tool and Machine, Inc.*
    - *Spirits of '76*
    - *Wamego Community Foundation*
  - Vintage Park at Wamego
  - Wamego Telecommunication
  - OZ Museum

## **Wamego Chamber of Commerce/Mainstreet Ambassadors**

Also, the Chamber re-established the Ambassadors as an active group of representatives who meet and greet new businesses in our community. Members of the Ambassadors include 19 business people and past Presidents of the Chamber. Mike Rice served as the chairperson for the group. This year the Ambassadors held seven ribbon cutting ceremonies and also attended several meet and greet events. The following is a list of their work in 2010.

- TC Liquor (new ownership, Lynn Pugh)
- Salon Generation (new business, Dyan Simmer)
- Three Rivers (new location, Audrey Schremmer-Phillip, Director)
- Wamego Dental (new location, Steve Bates & Tim Woods)
- Juli's on Lincoln (new ownership, Juli Cuthbertson)
- Calvin's RV Camping (new business, Dave Karnowski and Ed Klimek)
- Flower Mill (new ownership, Trena and Shane Manor)
- KSU Extension group meeting at Presbyterian Church (meet & greet)
- Steam Car Tour visit to the Historical Museum (meet & greet)
- Ride for the Red Motorcycle Rally (meet & greet)
- GFWC bus tour group visit (meet & greet)
- After hours (several this year at which Ambassadors made their presence known)



**Members of the Ambassadors celebrate the opening of the new 3 Rivers facility in Wamego during an after hours.**

Wamego has been part of the Kansas Main Street program as a designated community since 1989. According to their principles, the Main Street program uses a common-sense approach to tackle the complex issues of revitalization, capitalizing on the downtown's history and identifying the resources of the community itself. Wamego is in a unique position as we are the only combination chamber and main street community with one board overseeing both in the State of Kansas. We have utilized the main street's "four point" approach in all of our work to integrate the concepts that make it possible to do both as part of our organization. For the first time we used the four points in our membership luncheons each month to emphasize the importance of these principles and the committee's chairs reported under each of these areas. The way we stay on track with the four points is by using the work plans that are advocated – a detailed plan with goals, budget and itemized tasks for each part of the event/activity. This enables continuity from year to year and when work plans are followed, reviewed and updated for the coming year, ideas aren't lost and work needlessly repeated.

As a Kansas Main Street community, Wamego is entitled to attend training in a different main street city each quarter at no charge where nationally known speakers give presentations to train and inform those in attendance. Some topics covered this year included: promotion, fundraising, social media, design, and branding. Being part of Kansas Main Street has been a great way to see how things work in a practical manner within communities and throughout the state.

The following is synopsis of the four points and how they have been applied this year:



**Organization** means getting everyone to work toward the same goal: building consensus, doing volunteer development, and raising money.

The focus of this committee was the membership drive. Memberships had lagged and the group went over the list of past members and visited those that were not renewing their memberships and invited them to our meetings and after-hours.

**Design** means getting Main Street into top physical shape: anything that is visual – buildings, display windows, public spaces, and signs.

The design committee worked on finishing up the boat ramp access, the signage for the Miller Nature Park, the viability of increasing the speakers in downtown and access to the Chrysler Visitors Center.

**Economic Restructuring** means finding a new purpose for Main Street's enterprises: helping existing businesses expand, recruiting new businesses and turning unused space into productivity.

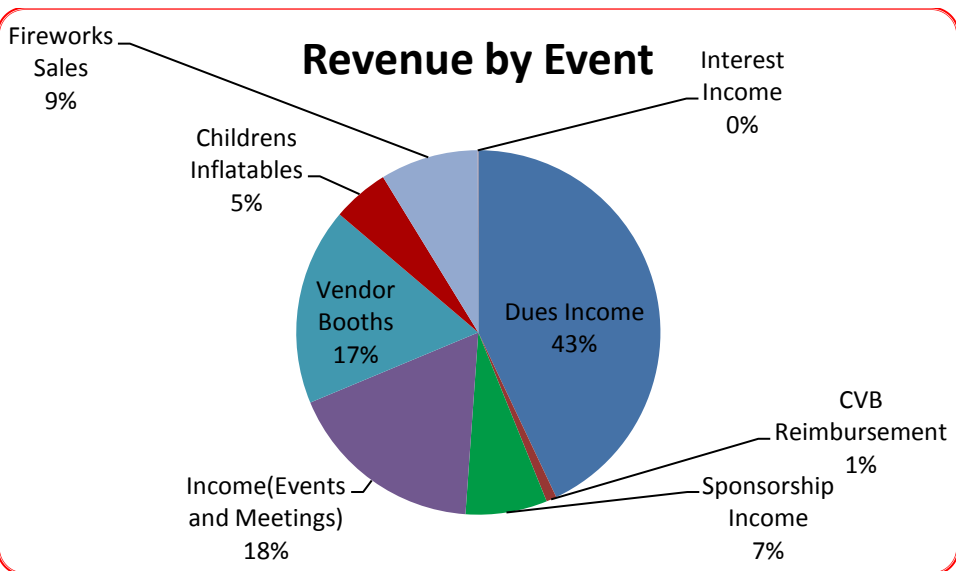
The committee focused on VisionWamego and the community desires that came out of it. The committee spent time identifying the tasks from that study that they could accomplish in the future and also growing their committee.

**Promotion** means selling the image and promise of Main Street: uses three methods – special events, image building, and cash register ringer promotions.

Special events are what Wamego Chamber/Mainstreet does best. Our Tulip Festival had 25,000 people in attendance this year and was better organized and a committee put in place that can go forward in the following year. The Tulip Festival is that it is also a tremendous image builder for Wamego, and got us national press coverage. All of our other special events/promotions were successful this year as well.

# Total Revenues for 2010

	General	Annual meeting	Ruby Slipper Run	Fourth of July	Golf Tournament	Monthly Meeting	OZtober Fest	Tulip Festival	Total General
<b>Dues Income</b>	46,847.26								46,847.26
<b>CVB Reimbursement</b>				500.00				500.00	1,000.00
<b>Sponsorship Income</b>		700.00	1,250.00	5,000.00	700.00			250.00	7,900.00
<b>Income (Events and Meetings)</b>	566.00	3,190.00	1,880.00		8,267.00	5,252.00		15.00	19,170.00
<b>Vendor Booths</b>							1,613.75	17,480.00	19,093.75
<b>Childrens Inflatables</b>								5,479.25	5,479.25
<b>Fireworks Sales</b>				9,491.37					9,491.37
<b>Interest Income</b>	56.09								56.09
<b>Total Income</b>	<b>\$ 47,469.35</b>	<b>\$ 3,890.00</b>	<b>\$ 3,130.00</b>	<b>\$ 14,991.37</b>	<b>\$ 8,967.00</b>	<b>\$ 5,252.00</b>	<b>\$ 1,613.75</b>	<b>\$ 23,724.25</b>	<b>\$ 109,037.72</b>
<b>Gross Profit</b>	<b>\$ 47,469.35</b>	<b>\$ 3,890.00</b>	<b>\$ 3,130.00</b>	<b>\$ 14,991.37</b>	<b>\$ 8,967.00</b>	<b>\$ 5,252.00</b>	<b>\$ 1,613.75</b>	<b>\$ 23,724.25</b>	<b>\$ 109,037.72</b>



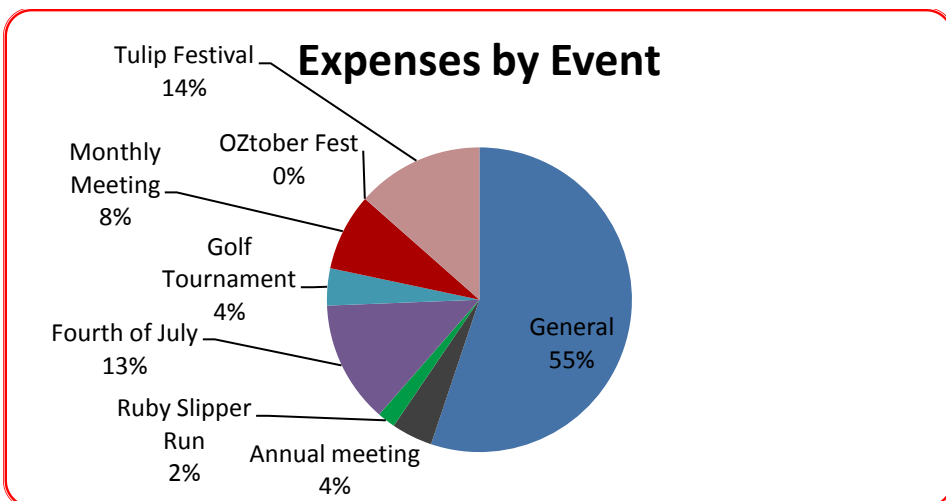
Over 50% of the revenue used to operate the Chamber of Commerce is derived from the special events that are put on or assisted by the Chamber each year. These events include the Tulip Festival, Cinco de Mayo Golf Tournament, 4<sup>th</sup> of July parade/Fireworks stand, Ruby Slipper Run, and OZtoberFest.

# Total Expenses for 2010

	General	Annual meeting	Ruby Slipper Run	Fourth of July	Golf Tournament	Monthly Meeting	OZtober Fest	Tulip Festival	Total General
Accounting Fees	4,382.00								4,382.00
Ambassadors	412.94								412.94
Advertising									0.00
Newspaper	350.13		131.40	853.90	173.90			1,455.46	2,964.79
Print				400.00				75.00	475.00
Radio				1,804.90				930.00	2,734.90
Bank Charges	210.65			122.58				5.00	338.23
Children's Inflatables								1,490.00	1,490.00
Conferences/Education	711.10								711.10
Quarterly Training	825.68								825.68
National Mainstreet	1,054.22								1,054.22
Leadership Conference	310.00								310.00
Depreciation-Fixed Assets	116.00								116.00
Donations			250.00						250.00
Dues & Subscriptions	281.65								281.65
Engraving, Plaques, and Awards		113.85	115.08						228.93
Entertainment				600.00				150.00	750.00
Event Material	143.27	193.10	148.38	7.16				1,690.04	2,181.95
Event Material-Teacher's Breakfast	319.72								319.72
Green Fees					2,913.27				2,913.27
Fireworks				6,364.09					6,364.09
Insurance	855.00								855.00
Meals	465.24	3,105.09				5,048.04			8,618.37
General Meetings	500.00					1,364.00			1,864.00

# Total Expenses for 2010, Continued

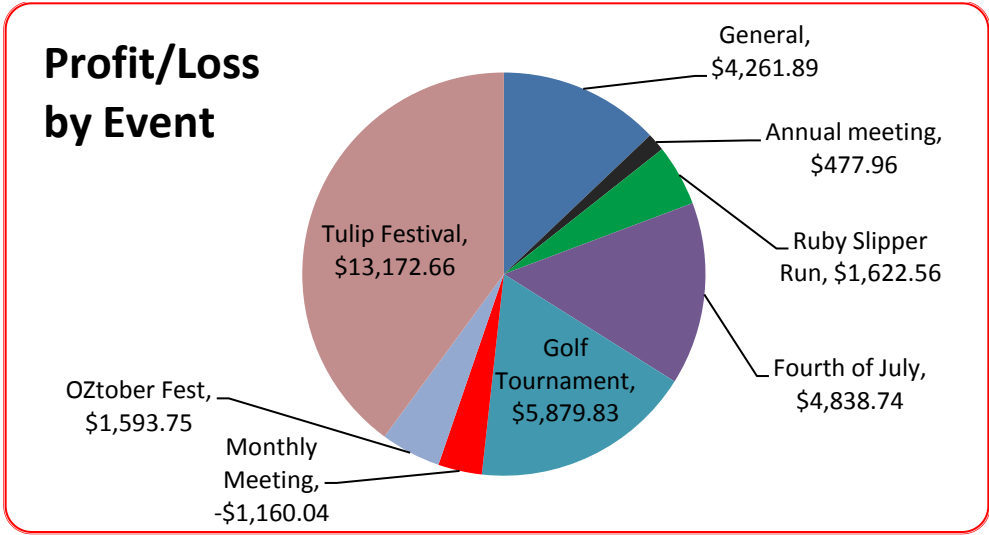
	General	Annual meeting	Ruby Slipper Run	Fourth of July	Golf Tournament	Monthly Meeting	OZtober Fest	Tulip Festival	Total General
Misc Expense	14.81								14.81
Office Supplies	1,017.69								1,017.69
Office Equipment Rental	1,925.17								1,925.17
Salaries(ED)	25,200.00								25,200.00
Payroll Taxes	1,631.95								1,631.95
Porta Potty								1,596.03	1,596.03
Postage	275.00							88.00	363.00
Refunds							20.00		20.00
T Shirts			862.58						862.58
Security								600.00	600.00
Taxes	40.00								40.00
Telephone	1,169.78								1,169.78
Tent Rental								2,472.06	2,472.06
Trash Removal	108.00								108.00
Storage	600.00								600.00
Web Page	287.46								287.46
<b>Total Expenses</b>	<b>\$ 43,207.46</b>	<b>\$ 3,412.04</b>	<b>\$ 1,507.44</b>	<b>\$ 10,152.63</b>	<b>\$ 3,087.17</b>	<b>\$ 6,412.04</b>	<b>\$ 20.00</b>	<b>\$ 10,551.59</b>	<b>\$ 78,350.37</b>



The Chamber set a tight budget for the 2010 year including cutting back on many general expenses from prior years. Included in those significant cutbacks were the expenses for Annual Meeting and Tulip Festival which still were able to maintain overall positive revenue.

# Revenue/Expense Balances

	General	Annual meeting	Ruby Slipper Run	Fourth of July	Golf Tournament	Monthly Meeting	OZtober Fest	Tulip Festival	Total General
Net Operating Income	\$4,261.89	\$477.96	\$1,622.56	\$4,838.74	\$5,879.83	(\$1,160.04)	\$1,593.75	\$13,172.66	\$30,687.35
Carry Over Funds	\$5,326.75								\$5,326.75
Total Other Income	\$5,326.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,326.75
Net Other Income	\$5,326.75	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,326.75
Net Income	\$9,588.64	\$477.96	\$1,622.56	\$4,838.74	\$5,879.83	(\$1,160.04)	\$1,593.75	\$13,172.66	\$36,014.10



**Monthly Meeting - The loss shown in the monthly meeting category has been discussed for the past two years. The combination of costs for food and use of the Columbian is more than what the Chamber Board wishes to charge members on a monthly basis. We continue to focus on recruiting members to come to the monthly meetings as the solution to this loss.**

The Chamber started the year with approximately \$22,934 in revenues, most of this dues for 2010 paid early. It was imperative that the Board not only substantially increase membership (see goals information above) but to also establish a conservative operating budget and complete the task of getting all prior year's financial information in order. To this end, a team of Board members set their sights on completing the task of establishing uniform accounting practices; getting prior years' financial books in order; accounting for all MainStreet loans and ensuring that paperwork exists to verify that loans have been repaid; accounting for all Chamber Buck activity and establish rules governing the use of Chamber Bucks; and establishing a financially sound budget based on the prior two years revenue and expense data. All of these financial goals were accomplished thanks to Board members Jody Price, Dwight Faulkner, Scott Kohl, Doug Conwell, and Executive Director Mary Lyn Barnett.