

# 2025

# 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.



### **2025: A Year of Investment, Momentum, and Community Impact**

The Waverly Chamber of Commerce & Main Street Program experienced a year of measurable progress in 2025, marked by continued investment, strategic partnerships, and strong community engagement. In 2025, our businesses showed incredible resilience — but they also faced real pressure. Workforce challenges, rising costs, and the impact of major infrastructure projects required adaptability at every level. And yet, through it all, our business community continued to show up, invest, and move Waverly forward. Following a period of significant disruption, the reopening of the Bremer Avenue Bridge helped restore connectivity and access to the downtown district. Combined with key private and public investments, this milestone contributed to renewed business activity and growing confidence in Waverly's future.

### **Investment and Impact**

In 2025, the Main Street district saw \$2.23 million in private investment, reflecting continued reinvestment in buildings, businesses, and infrastructure. These improvements strengthen the long-term vitality and competitiveness of downtown Waverly. Waverly businesses also demonstrated success in securing external funding through Main Street Iowa programs. Z's Pizza & Diner was selected as a runner-up in the Open 4 Business Grant program, receiving a \$20,000 award. Downtown Dreamers was awarded a \$100,000 Challenge Grant to support upper-story housing development — a key priority for increasing residential density and sustaining downtown growth.

A significant milestone for the district was the reopening of the Palace Theatre. As a destination anchor, the Palace contributes to increased foot traffic, extended evening activity, and broader economic impact for surrounding businesses. Investments of this scale play an important role in strengthening the overall downtown experience and positioning Waverly as a regional destination.

### **Business Environment and Looking Ahead**

The Chamber maintained strong membership engagement in 2025, with continued retention and new member growth across multiple sectors. Business support efforts included educational speaker programming and Learn Over Lunch sessions focused on relevant economic and operational topics, creating opportunities for connection, collaboration, and shared learning. The progress achieved in 2025 reflects a shared commitment to Waverly's future. Continued focus will be placed on supporting small businesses, encouraging investment, expanding housing opportunities, and strengthening workforce connections.



The Chamber and Main Street program will continue to work collaboratively with local partners to ensure Waverly remains a vibrant, competitive, and welcoming community. We extend our sincere appreciation to our investors, partners, and community members whose continued support makes this work possible.

# OUTREACH & SUPPORT


**254** 

members currently  
invested in the chamber



**15**

new members  
[94% retention rate]

**\$4k** 

invested in façade  
improvement grants annually



**534**

subscribers to  
our e-newsletter

 **32**

ribbon cuttings and  
ambassador visits

*As a community bank, we want Waverly to succeed!  
The Chamber shares this same vision and we are proud  
to be part of the many events, networking and  
collaboration to make Waverly a great community to  
work, play and raise a family! We are very lucky to  
have an active Chamber in our community to prosper  
growth, connecting like-minded citizens and providing  
opportunities for personal and professional development.*

*— Brittney Diercks, Fidelity Bank & Trust*



# SIGNATURE PROGRAMS & EVENTS

**134** NUMBER OF EVENT SPONSORS

**1.8m** FACEBOOK POST VIEWS IN 2025

**73k** INSTAGRAM POST VIEWS IN 2025



**42** EVENTS HOSTED IN 2025

**2** FUNDRAISING EVENTS

**8** RETAIL EVENTS

**13** MEMBERSHIP AND NETWORKING EVENTS

**19** COMMUNITY EVENTS

These events increase quality of life and bring people to Waverly. Some of our major community events include:



## ART WALK

featuring local artists, kids activities and food trucks



## CONCERTS IN KOHLMANN

weekly summer concert series in June & July



## JACK-O-LANTERN NIGHT

over 2,000 pieces of candy handed out during this downtown trick-or-treat event



## CHRISTMAS GREETINGS ON MAIN

the kickoff to the holiday season with downtown business live window displays and hot cocoa stops



# MAIN STREET FAST FACTS

## *SINCE 1989:*

WAVERLY HAS BEEN A  
**MAIN STREET IOWA**  
COMMUNITY

WAVERLY HAS BEEN  
NATIONALLY ACCREDITED BY  
**MAIN STREET AMERICA**

**\$51 MILLION**  
PRIVATE DOLLARS INVESTED IN DOWNTOWN PROJECTS

**105 BUILDINGS** SOLD

**98,000+** VOLUNTEER HOURS

## *IN 2025:*

**110 BUSINESSES**  
CALL THE WAVERLY MAIN STREET DISTRICT **"HOME"**

**\$2.23 MILLION**  
PRIVATE DOLLARS INVESTED IN DOWNTOWN PROJECTS

**18 NET NEW JOBS**  
IN THE MAIN STREET DISTRICT

**22 BUILDING PROJECTS**  
INITIATED OR COMPLETED

**\$41.2 MILLION**  
FULL ASSESSED VALUE OF DOWNTOWN PROPERTIES

## *TURNING VISION INTO ACTION*

The work of the Chamber of Commerce & Main Street Program is not done by staff alone. It is powered by engaged volunteers and business leaders who help move Waverly forward every day.

In 2026, our priorities are clear—strengthening connections, increasing visibility for our businesses, activating downtown, and continuing to grow a strong membership base.

That work comes to life through five focused committees:

### **AMBASSADORS**

Building relationships and strengthening connections between businesses, members, and the broader community.

### **RETAIL PROMOTIONS**

Driving foot traffic and increasing visibility for local businesses through coordinated promotions, events, and seasonal campaigns.

### **BUSINESS DEVELOPMENT**

Supporting business success, expansion, and long-term economic vitality in Waverly.

### **DESIGN & BEAUTIFICATION**

Enhancing the downtown experience through improvements that support a vibrant, welcoming, and active district.

### **MEMBERSHIP DEVELOPMENT**

Growing and retaining a strong network of investors who believe in and support the work of the Chamber & Main Street.

Together, these committees extend the reach of our work—turning priorities into action and ideas into measurable impact.

# COMMUNITY SUPPORT

**3** STAFF  


**5** COMMITTEES  


**80+** VOLUNTEERS

**30+** of which are committee members

**15** of which are board members

## 2025 BOARD OF DIRECTORS & STAFF:

### BOARD OFFICERS:

**Board Chair:** Jodi Geerts, Waverly Health Center  
**Chair Elect:** Brittney Diercks, Fidelity Bank & Trust  
**Past Chair:** Bob Buckingham, Individual Investor  
**Treasurer:** Chris Miller, First Bank

### COMMITTEE CHAIRS:

**Business Development Chair:**  
Mark Hanawalt, United Equipment Accessories  
**Design & Beautification Chair:**  
Cyndi Canney, First Bank  
**Membership & Marketing Chair:**  
Lynne Fruehling, Individual Investor  
**Retail Promotions Co-Chairs:**  
Heather Bruess, Moe & Arrow Boutique  
Tonya Derner, Moe & Arrow Boutique

### AT LARGE MEMBERS:

Andrew Bell, Plunkett Raysich Architects

### EX OFFICIO MEMBERS:

Jen Bloker, Waverly Utilities  
Connie Tolan, Waverly Economic Development  
Mayor Mark Anderson, City of Waverly  
Bob Brunkhorst, Bremer County

### STAFF:

Chelsea Petersen, *Executive Director*  
Tiffany Schrage, *Special Events Director*  
Grace Chambers, *Marketing & Communications Assistant*

**\$37k+**  
in volunteer value

**1,265**  
volunteer hours  


**6,422** 

Facebook page followers

**672**  Instagram followers

**339**  LinkedIn followers

Top social media posts of 2025:



 1,397 Reactions

 302 Reactions