# **2023** ANNUAL REPORT









### GREATER BROOKFIELD CHAMBER OF COMMERCE





# DISCOVER BROOKFIELD





## 2023 Numbers In Review

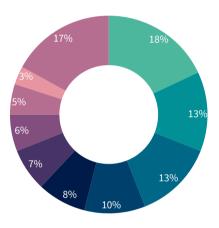
### Membership

### 80+ New Investors

# \*\*\*\*

### Top Industry Sectors

Business & Professional Services Financial Services Health & Wellness Nonprofit & Community Real Estate - Commercial/Residential Contractors - Commercial/Residential Dining & Food Retail Arts, Culture & Entertainment Other



#### Communications

| 52 |
|----|
|    |

Weekly Newsletters Distributed

- **4,264** Newsletters Subscribers
- **40**%
- ▶ 94%
- Click Rate On Desktop

Newsletter Open Rate

Ambassador/Engagement Partner Touchpoints

### Social Media

- 1.6K Followers
- **3** 499 Followers
- in

71

- 618 Followers
- 49 Subscribers
  - 33,887 Home Page Views

### Events







# MESSAGE FROM CAROL WHITE

In our industry we have a saying, "if you've seen one chamber, you've seen one chamber." That is so very true, as having served in this industry for almost 20 years, and having served on the Wisconsin Chamber of Commerce Executives (WCCE) board of directors, and currently serving on the Mid-America Chamber Executives (MACE) board of directors, I can say I have seen all types of Chambers.

This is why we try to remember to start every conversation with someone interested in the Brookfield chamber by asking "Have you been a part of another chamber in the past?" And if the answer is yes, to delve in with a few more questions – can you share your experience, what did you like, what would have liked to have been done differently. If this is their first experience with a Chamber, we know we have a blank canvas to work with AND we know that we need to be our very best to represent this industry.

At the Brookfield Chamber we often talk about our "culture," and I think that's because to us, it isn't just about joining or investing in the Chamber and your business, it's about the people, and the relationships we form. If we aren't willing to step out and meet new people and develop new relationships and nurture our existing relationships, we miss out on so many things – things we will never even know we missed out on.

This culture theme is in our tag line – "your business connection," how can we help connect you to others – other business owners, potential strategic partners, new clients, services you need for your business or for you personally. Please remember us the next time you have a problem to solve (others have been there, others are experiencing the same issues), are looking for an introduction, or just want to talk business. We want to be that trusted resource for you and your business.



### **Carol White**

Carol White is the President/CEO at The Greater Brookfield Chamber of Commerce. Carol has been in her position since 2003 and continuously works to improve and strengthen our Chamber and opportunities available to our business Investors. Carol is a women of many talents. Even with a busy schedule, she finds time to enjoy her hobbies of gardening, cooking, enjoying nature, and making jewelry.

# MEET THE TEAM

**Carol White**, IOM, President and CEO, continuously works to improve and strengthen The Brookfield Chamber and provide opportunities to the Chamber's business Investors. Carol does this by regularly attending national and regional Chamber conferences. Carol currently serves on the Mid-America Chamber Executives Board of Directors and is a past board member of the WI State Chamber of Commerce Executives.

**Miranda Boerger**, Programs & Marketing Manager, focuses her efforts on promoting and assisting with Town of Brookfield events and Brookfield Chamber programs. Miranda distributes marketing communication and social media posts to keep Chamber businesses updated on what is happening within the Chamber as well as connecting with the Town of Brookfield community to keep the public aware of what is happening in the Town.

**Karen Price**, Investor Services, works hand in hand with Chamber Investor businesses. As the Investor Services representative, Karen's primary responsibility is to assist, support, and communicate with participating businesses and the community.

Anna Antoine, Town of Brookfield Tourism Director, spearheads the tourism department for the Town of Brookfield; Discover Brookfield. Anna works with the Town hotels to help promote overnight stays in the Town of Brookfield, in addition to creating and hosting social gatherings in the Town for the community to enjoy. Discover Brookfield's mission is to promote the hotels and businesses in the Town as well as the unique and exciting features you can only find in the Town of Brookfield.



CAROL WHITE President/CEO



**MIRANDA BOERGER** Programs & Marketing Manager



KAREN PRICE



**ANNA ANTOINE** Town of Brookfield Tourism Director

# 2023 Signature Programs

#### Leadership Academy

The Leadership Academy consists of eight sessions, dedicated to supporting and advancing the effectiveness of those identified in leadership roles as well as those on the leadership fast track.



### **Golf Outing**

Each year, the Brookfield Chamber hosts our Annual Golf Open. A day of golf, networking, and fun. Whether a business is participating through sponsorship, golf, or attending the cocktail hour, this annual event brings together 250+ business professionals for a day full of fun and new connections.



#### Nonprofit Showcase

In 2024 we will host our second annual Nonprofit Showcase. The 2023 event highlighted 20+ GBCC nonprofit investors and provided other GBCC investors and the community as a whole the opportunity to meet and learn about local nonprofits, their mission, what they do and why, and opportunities to engage in our community.



#### **Annual Meeting**

Held annually in January, our Annual Meeting is our opportunity to thank our outgoing board members for their contributions and hard work over the past year, and recognize & celebrate our accomplishments. It is an evening of networking, inspiration, and collaboration, where leaders from various sectors come together.



### Women in Business Luncheon

October is National Women's Small Business Month. To celebrate, The Brookfield Chamber hosts a Celebrating Women in Business Luncheon. In 2023 we were joined by a panel of women who have found their success in typically male dominated industries.



# Non-Profit Impact Report

| Make A-Wish.   | ELMBROOK EDUCATION<br>FOUNDATION   |   |
|--|--|---|
| 382  | 7,951  | 12,349  |
| Life-Changing<br>Wishes Granted  | Students Supported   | Rides to 272 Seniors<br>and Disabled Adults   |
| Shepherds College<br>FINITIAN HOTE - TRUFFILLING DIFFANCE<br>Braduates Impacting the<br>World After<br>Shepherds College | <b>Example 2 Example 2 Examp</b> | UNITEDPERFORMINGARTSFUND<br>1.28M<br>Patrons and 150K<br>Students Reached   |
| Friends with<br>Detected to Feeding the Future<br>1M+<br>Pounds of Food<br>Distributed in 2023                           | TheStoriesProject<br>9<br>Interviews Taped, Edited,<br>and Delivered to Families   | Construction of the Nonprofit Network has opened many doors for both local nonprofit and for profit members to learn and grow in the areas of philanthropy, networking and business growth. It led to the development of the first annual nonprofit showcase and has facilitated a stronger greater Brookfield community. As a nonprofit organization, we are grateful for all that the Greater Brookfield Chamber of Commerce does in and for our community. Forrest Doolen, Senior Director of Marketing & Communications, Make-A-Wish® Wisconsin |
| Finals for Life.<br><b>1,803</b><br>Youth Served In Humane<br>Education Programs   | DISCOVER<br>Brookfield<br>65,000 +<br>Event Guests   |   |
| <b>People Touched By</b><br>Encompass Christian Business<br>Network AM Coffee Meetup                                     | <b>EXAMPLE</b><br><b>1,000</b><br>Waukesha County Children<br>Provided With Mental<br>Health Workshops   |   |

### EDUCATIONAL WORKSHOPS

### **INVESTOR PLUGIN**

This workshop was created to recap all the benefits, opportunities, and resources available with your GBCC Investment, such as advertising, networking, sponsorships/hosting, and much more. While this workshop is geared towards new investors of the Brookfield Chamber, the

Chamber is continually improving and adding new opportunities, which is why long-term investors are also encouraged to attend.

### QUARTERLY SPEAKERS FORUM

The Quarterly Speakers Forum was created to engage and inform businesses and the community on various topics of interest. Each program features a different expert speaker who provides valuable information and knowledge relating to the specific program topic. All programs include time for Q & A. 2023 program topics were: 2023 Economic Forecast; Economic Development Update; Challenges in Higher Education and Impacts to the Business Community; New Leadership At The MMAC.

I have been an investor with the Brookfield Chamber for five years, and I still regularly attend the New Investor PlugIn. I learn something new EVERY TIME. The New Investor PlugIn is a great refresher and way to meet other new "investors."

- Stephanie Fong/Primerica

# TAKING IT TO THE STREETS 'E TS 'TUESDAY

### TAKING IT TO THE STREETS TUESDAY

"Taking It To The Streets Tuesday" highlights economic development and business growth in our region. The Chamber has made it a priority to visit new and growing businesses and capture their stories. These stories are initially shared on Facebook with the entire "series" hosted on our YouTube channel.

Check Out Our Taking It To The Streets Tuesday Playlist on YouTube

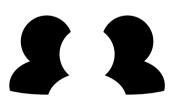


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# BROOKFIELD CHAMBER BUSINESS CONNECTIONS



Early AM Brookfield Chamber Business Connections<sup>™</sup> (BCBC) is held every other Wednesday morning. This structured networking program offers attendees the opportunity to present their 30second pitch. This expands their lead referral base to enhance the success of their business through professional relationships, lead development, problem-solving, and the exchange of ideas from diverse business representatives. This event regularly draws 50 - 70 business leaders who find value in true strategic partnerships.



2023 Attendees

1,000



1:1 Meetings

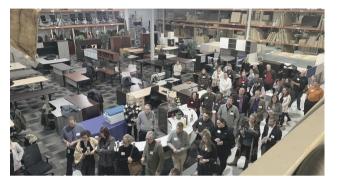
1.185+



Leads, Referrals, Business 1,675+

# **CONNECT AFTER 5**

Held monthly, this social networking activity is one of the Chamber's signature programs, and reputed to be one of the best networking opportunities in the area. A Who's Who of the area's business leaders attend these monthly events to socialize with one another, casually discuss business and related opportunities, and forge valuable professional relationships with other members and guests of the Greater Brookfield Chamber of Commerce. A typical Connect After 5 event has attendance of 70-90 members and guests.







Attendees

350+

**Door Prizes** 

### Thank you to our 2023 hosts!

- Camo Crew Junk Removal
- EWH Small Business Accounting
- Floor Coverings International
- Nonn's
- Office Furniture Warehouse

- Shabahang Rug Gallery
- Silver Lake Auto & Tire Center
- Urban Slopes, LLC.
- Whirlyball



www.brookfieldchamber.com

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# 2023 GOLF OUTING

### JUNE 14, 2023

I have been a part of the GBCC golf outing for 20 years. While my game has not gotten much better, this event is better than any other outing I have done. It is so well organized and focused on networking with the best and most fun people! It's like a family reunion but with folks that you actually want to see and spend time with.

I can't wait to see all my cousins again this year!

-Spence Mather/Waukesha State Bank

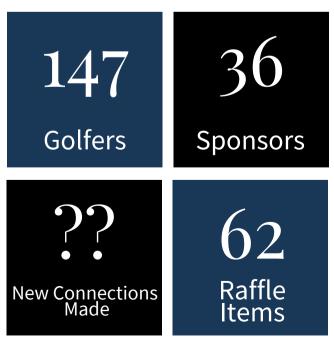
The Annual Golf Outing is a day of business networking, golf, and fun!

Held annually in June, this event provides Brookfield Chamber Investors with the opportunity to grow awareness of their business through an array of sponsorships. Sponsor a hole, sponsor a table at our unique "Experience The Turn," and more.

The day wraps up with our "19th Hole" – a celebration of golf, raffle prizes, and cocktail hour.

Again, in 2023, this event sold out - both in sponsorship opportunities and golf!

Be sure to "Save The Date" for Wednesday, June 12, 2024, and be sure to secure your spot early.



# 2023 GOLF OUTING



### **Thank you Sponsors!**

**SCHRAMKA** FUNERALS · CREMATIONS



- Ampersand
- Camo Crew Junk Removal
- Centec Security & Fire Alarm Systems
- Culligan Water of Waukesha
- Gerald Nell. Inc.
  - Gordon J. Maier & Company

#### Additional Sponsors

- Azura Memory Care & Assisted Living
- BSI/Smart Spaces
- Discover Brookfield
- Elmbrook Education Foundation, Inc.
- Embassy Suites by Hilton Our Redeemer Lutheran Milwaukee Brookfield

- Herzing University Brookfield
   Naf Naf Grill
- ISG ٠
- Keystone Click ٠
- LAK Group
- Luminate Home Loans
- Minuteman Press Brookfield
  - EWH Small Business Accounting
  - First Look Family Law, SC • Floor Coverings
  - International
  - Innovative Signs, Inc.
  - Church & School

- Network Health
- Silver Lake Auto & Tire Center
- Transition Health Benefits
- Waukesha State Bank
- Wingspan Development Group
- Robert J Feest Insurance Agency
- Rumble Boxing Brookfield
- Spectrum Reach
- Tri City National Bank
- Trihve LLC
- Whirlyball

### Sponsor in 2024!







# ANNUAL MEETING

Our Annual Meeting is our opportunity to thank our outgoing board members for their contributions and hard work over the past year, and recognize & celebrate our accomplishments.

2023 wraps up 66 years of serving our business community. We are pleased to be celebrating with our "Chamber family."





*#66!* 

### Thank you to our Presenting Sponsor



Thank you to our Gold Sponsor



#### **Thank you to our Silver Sponsors** -Citizens Bank; Vrakas CPAs + Advisors

**Thank you to our Supporting Partner Sponsors** - A/E Graphics, Inc.; Innovative Signs, Inc.; Layerly; Office Furniture Warehouse

Additional Sponsors: Spectrum Reach









### WOMEN IN BUSINESS LUNCHEON

October is National Women's Small Business Month, and we take this opportunity to celebrate Women in Business.

At this annual luncheon, we hear from women professionals as they share their successes, challenges, and wisdom gained. Specific topics for discussion vary each year.

Our 2023 panel consisted of four women who have found their success in typically male dominated industries. Panelist included Jessie Cannizzaro – Milestone Plumbing; Lori Choinski – Gerald Nell Inc.; Melody Narr – LandWorks Inc.; Trish Rasberry - Lake Country Dockhounds. Panel was moderated by Judie Taylor - DUECO Safecurity LLC.

Thank you to our Presenting Sponsor: Equitable Advisors

Thank you to our Gold Sponsor: TDS Telecom

### LEADERSHIP ACADEMY



Our Leadership Academy is for those seeking to be better leaders themselves or to grow their team members into stronger leaders. This course fosters innovative thinking and creative problem-solving. Furthermore, the Academy promotes greater freedom in the selection of themes, and embraces individual differences and perspectives of the participants. A unique characteristic of this Leadership Academy is in its ability to challenge the status quo and inspire participants to make significant contributions as leaders.

The Leadership Academy is offered twice per year - a winter/spring session beginning in January and a fall session beginning in September.



The Leadership Academy is an amazing program. As a financial service executive for 30 years, I have participated in numerous training and development initiatives. None of them had the impact of this training. Joe Weitzer built content that is easily and quickly operationalized. Joe is an excellent instructor who leads authentically and passionately. The Leadership Academy is a transformational program. - Marty Griffin: Executive at Griffin Executive Group

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### THANK YOU!









### 2023 Board Members

- Chad Schultz/Board Chair Innovative Signs, Inc.
- Sandy McGee/Chair Elect Vrakas CPAs + Advisors
- Tom Taubenheim/Vice Chair A/E Graphics, Inc.
- Dave Carter/Treasurer LandWorks Inc.
- Judi Murphy Murphy Associates
- Pat Walters Office Furniture Warehouse
- Carol White Greater Brookfield Chamber of Commerce

### **Chamber Champions**

- Sarah Bauer
- Michael Creed
- Beth Dobrzynski
- Robert Feest
- Stephanie Fong
- Mary Irish
- Maren Seidl
- Cheryl Litvin
- Melisa Maroo
- Toomas Mitt
- Whitney Rekowski
- Jennifer Rundell
- Taylor Scot
- Shelley Stewart
- Emily Trochlell
- Kimberly Wortman

### Volunteers

Thank you to our many volunteers who support our organization and mission.

# NEW LOGO & WEBSITE



In 2023, it was time for a new look! Our previous logo served us well for 65 years, and it was now time for a change.

We thought hard as to what we wanted our logo to portray. Within our organization, we refer to ourselves as GBCC, so it made sense to capture that. Then, colors that portraved energy, optimism, success, trust, and stability. Logos today are the name of the organization. Because our investor base is not just Brookfield, we felt it important to place focus on business - the chamber of commerce. With that, the new logo was born. We hope you enjoy it as much as we do.

With our new logo came a new website. Our redesign focuses on creativity. It embraces white space while projecting our new and vibrant colors. Consisting of the same content, our new website has allowed us to share more statistical information in an engaging way.

In 2023, we said, "Out with the old and in with the new." We are proud to say this work was completed in-house and launched the weekend of December 1st, 2023.

# MESSAGE FROM ANNA ANTOINE

Discover Brookfield, as a part of the Greater Brookfield Chamber of Commerce, serves as the tourism entity for the Town of Brookfield.

As the year draws to a close, Discover Brookfield reflects on a dynamic and memorable 2023, filled with exciting developments and notable achievements.

This year, Discover Brookfield placed a strong emphasis on community engagement, fostering a sense of unity among residents and visitors. From our Town Food Truck Festival to our Brooktoberfest, Discover Brookfield makes experiences for everyone to enjoy.

Discover Brookfield actively promoted our wonderful hotels, local shops, and the Town restaurants, encouraging visitors to explore the diverse offerings of the community. These partnerships not only enhanced the visitor experience but also contributed to the overall prosperity of the region.

As we bid farewell to 2023, Discover Brookfield looks ahead with optimism and enthusiasm. The organization remains committed to showcasing the beauty and vibrancy of the Town of Brookfield, inviting travelers from near and far to discover the magic that our community has to offer. With a successful year behind us, we eagerly anticipate the opportunities and adventures that the coming year will bring.

Thank you for being part of Discover Brookfield's journey in 2023!



### Anna Antoine

Anna Antoine is the Tourism Director for the Town of Brookfield. Anna works with the Town hotels to help promote overnight stays in the Town of Brookfield, in addition to creating and hosting social gatherings in the Town for both visitors and the community to enjoy.

## A YEAR IN REVIEW



#### Arts, Crafts & Drafts

This was the second year of our Arts, Crafts & Drafts Festival. We partnered with The Corners of Brookfield and Amdur Productions for this event. The festival highlighted over 75 local artists. Makers and artisans showcased and sold clothes, candles, home décor, jewelry, works of art and more.

#### **Town Food Truck Festival**

Our Town Food Truck Festival season kicked off on May 17th. Discover Brookfield partnered with the Corners of Brookfield on this community favorite event. Guests enjoyed live music, local food vendors, craft beer and kid friendly activities. The Brookfield Chamber of Commerce served beer from Gathering Place. The festival was held May - September on the third Wednesday of each month.





#### **Town Holiday Tree Lighting**

This is our take on the classic tree lighting. We partnered with The Corners of Brookfield and the Town of Brookfield to bring back this fan favorite. We had local vendors, live music and, of course, a visit from the man himself, Santa.

#### **Brooktoberfest**

We celebrated our second annual Brooktoberfest. We partnered with Stefans Soccer to bring this community event to the Town. This year we brought back the car show and a kid zone. We also added a cornhole tournament. There was live music, Oktoberfest contests and local vendors. This was the perfect way to start autumn in the Town.





discoverbrookfield.com



### 2023 BOARD MEMBERS

- Chad Shultz/Board Chair
- Sandy McGee/Chair Elect
- Dave Carter/Treasurer
- Tom Hagie/Town Representative
- Carol White/Greater Brookfield Chamber of Commerce

### FOOD TRUCK VOLUNTEERS

- Miranda Boerger
- Lori Choinski
- Robert Feest
- Alan Fischer
- Maren Seidl
- Mike MangoldMelisa Maroo
- Melisa MarooRyan Piraino
- Brent Snow
- Shelley Stewart
- Emily Trochlell
- Carol White

The Town of Brookfield has found a great partner in The Greater Brookfield Chamber of Commerce and Discover Brookfield to provide its tourism and promotional services. It has been a pleasure for me serving on both the Discover Brookfield Board of Directors and the Tourism Commission. Under the leadership of the Board, Anna and the Tourism Commission do a fantastic job promoting Town destinations as well as creating fun and exciting events for both visitors and residents alike.

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- Tom Hagie, Town of Brookfield Administrator



16 Volunteers

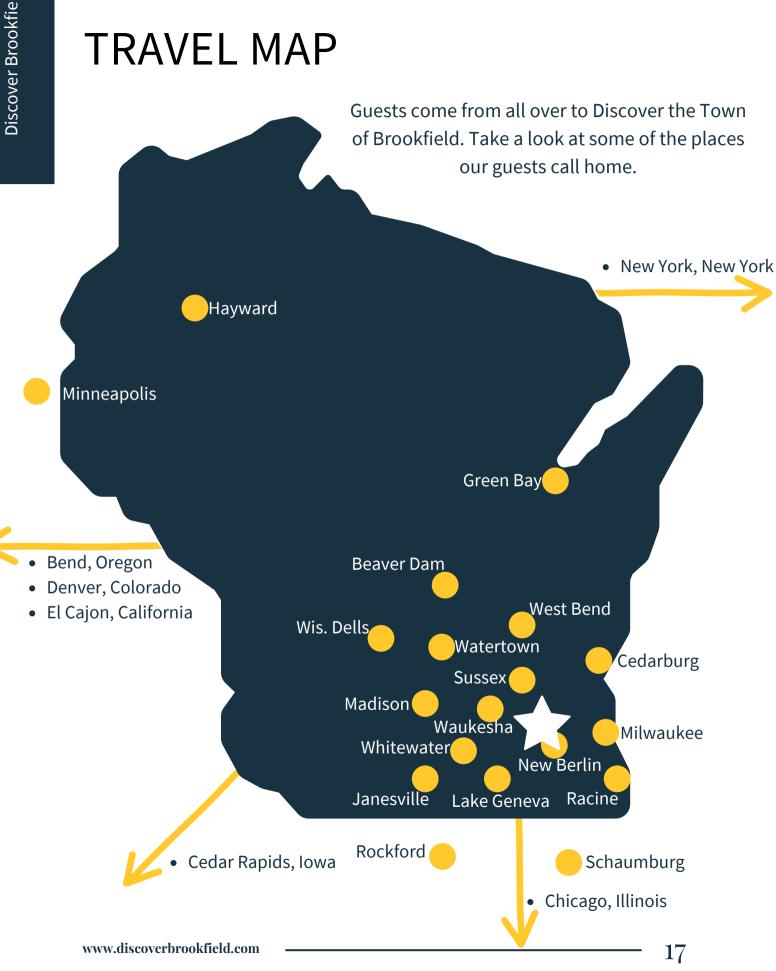


60+ Event Hours

500+ Photos Taken



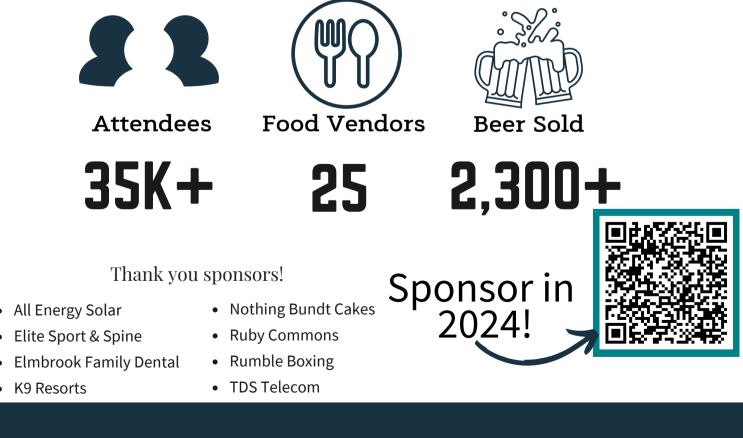
Unlimited Laughs and Memories



# TOWN FOOD TRUCK FESTIVAL



The Town Food Truck Festival event was held the third Wednesday of the month May – September. Guests joined in on the fun from 4:30pm – 8:00pm. There was live music, local food vendors, craft beer and kid friendly activities. The Brookfield Chamber of Commerce served beer from Gathering Place. This event was a huge hit and we can't wait to hold it again in 2024!



# ARTS, CRAFTS & DRAFTS June 10 & 11, 2023



Discover Brookfield and The Corners of Brookfield held the town's second art festival, "Arts, Crafts & Drafts," on Saturday, June 10 and Sunday, June 11.

We welcomed over 75 local artists who showcased clothes, candles, home décor, jewelry, works of art and much more. There truly was something for everyone at this festival.

Attendees enjoyed live music, food and beverage vendors. We also highlighted local craft breweries! Families were welcome as we had a kids craft station to make a father's day gift for dad. As always, pets were welcome too.

Whether you were looking for a new piece of art work to hang in your living room or a fine piece of jewelry for that special someone, you were sure to find it at the festival. "There is so much talent in the Town of Brookfield and beyond. It was great to see the local artists' and makers' masterpieces. This was a fantastic weekend !" - Anna Antoine



# BROOKTOBERFEST

### September 30, 2023

Oktoberfest is held in Munich, Germany. The festival runs over a two-week period, middle of September to the first weekend in October. The Town of Brookfield celebrates this tradition in our own way - Brooktoberfest! On September 30, Discover Brookfield held our third annual Brooktoberfest at Stefans Soccer. We had live polka music throughout the day, local vendors, and much more.







### Cornhole Tournament

Our first-ever Brooktoberfest Cornhole Tournament added a dynamic twist to this year's festivities. Participants of all skill levels competed, creating an atmosphere filled with laughter, cheers, and friendly competition. The tournament not only brought a new level of excitement to Brooktoberfest but also strengthened community bonds.

### Kid Zone & Car Show

Back by popular demand was our Kid Zone and Classic Car Show! From inflatable bounce houses to engaging activities, the Kid Zone provided a safe and joyful space for our youngest festivalgoers to make lasting memories. While motor enthusiasts and nostalgia seekers alike reveled in the timeless charm of the Classic Car Show

### **Contests & Local Vendors**

In keeping with tradition, Brooktoberfest saw the return of Oktoberfest contests. We had a best dressed competition, wiener dog races, a beer stein holding contest and Hammerschlagen. These contests happened throughout the day and encouraged guests to stay and enjoy the whole day with us. We also brought back local food vendors for guests to enjoy.

"We love Brooktoberfest! The car show was great this year. It was so nice to get out and enjoy the beautiful weather at a festival close to home." - Bill R.











### **LOOKING AHEAD...**

### 2024 KEY EVENTS

#### **Annual Meeting**

In January 2024, we will be hosting our 66th annual meeting to look back & reflect on 2023. The keynote speaker for our 66th Annual Meeting will be Brewers President of Business Operations, Rick Schlesinger.



#### Town Food Truck Festival

Back by popular demand, the Town Food Truck Festival is back in 2024! The event will be on the third Wednesday of each month, starting May 15th. We will be welcoming guests to The Corners of Brookfield, 4:30pm -8:00pm.

#### Dog, Dash, Discover 5K

Our Dog, Dash, Discover 5K is back at a new location, The Corners of Brookfield. Guests will be able to participate with their pups and are encouraged to stay after for an "After Paw-ty!"



#### Brooktoberfest

Welcome to Autumn here in the Town! The fourth annual Brooktoberfest will return to Stefans Soccer. We will have new contests, music choices and more local vendors!



#### Women In Business Luncheon

October is National Women's Small Business Month, and the GBCC takes this opportunity to celebrate Women in Business. Join us for our fourth annual luncheon, & hear from women business professionals as they share their successes, challenges, and wisdom gained. Specific topics for discussion vary each year.



#### Nonprofit Showcase

In March 2024, we will be hosting our second annual Nonprofit Showcase. The event will highlight nonprofit organizations and provide GBCC investors and the community as a whole the opportunity to meet and learn about local nonprofits, their mission, what they do and why, and opportunities to engage in our community.





#### Golf Outing

Join us for our Annual Golf Outing! Held annually in June. The GBCC Golf Open is a day of business networking, golf, and fun!



#### Chili Cook Off

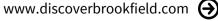
ОСТ

Discover Brookfield is excited to announce a brand new event coming to the Town! Our first Chili Cook Off is set to take place in October of 2024. Enjoy live music and local vendors. We'll be featuring different chilis from local restaurants.

### **Contact Us**

#### Brookfield Chamber of Commerce Discover Brookfield

17100 W Bluemound Road, Suite 202 Brookfield, WI 53005 262-786-1886



anna@discoverbrookfield.com 💟

- @discoverbrookfield f
- @discoverbrookfield O

www.brookfieldchamber.com 🏵 bcc@brookfieldchamber.com 🎽

- @BfieldChamber
- @brookfieldchamber (O)

