2024 ANNUAL REPORT







GREATER BROOKFIELD CHAMBER OF COMMERCE





DISCOVER BROOKFIELD





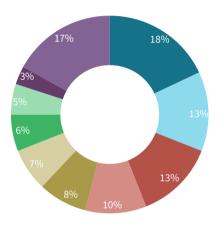
2024 Numbers In Review

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

53	Weekly Newsletters Distributed	
4,177	Newsletters Subscribers	
41%	Newsletter Open Rate	
98%	Click Rate On Desktop	
325+	Ambassador/Engagement Partner Touchpoints	

Partner Touchpoints

Social Media

- **1.6K Followers**
- **539 Followers**

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- **791 Followers**
- **52 Subscribers**
 - 24,990 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.

Jane Haven, Investor Relations, meets with new and existing businesses in our region to learn how the GBCC can best assist them in growing their business. Through a wide variety of programs, networking opportunities and services, her goal is to establish long term trusted relationships with investors to help them realize the benefits of joining the chamber based on their individual business goals.

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



JANE HAVEN Investor Relations



KAREN PRICE



ANNA ANTOINE Town of Brookfield Tourism Director

2024 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 2025 we will host our third annual Nonprofit Showcase. The 2024 event highlighted 25+ nonprofits 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 2024 we were joined by a panel of women who discussed the benefits of a personal board.



Non-Profit Impact Report

Make A-Wish.	ELMBROOK EDUCATION FOUNDATION	ELMBROOK SENIOR TAXI 262-785-1200 Safe. Reliable. On Time.
451	7,702	14,194
Life-Changing Wishes Granted	Students Supported	Rides to 310 Seniors and Disabled Adults
Mage Beyond Vision.	voriety the children's charity of wisconsin	LA CASA de Esperanza, Inc.
77,027	33	20,000+
Paid Working Hours For The Visually Impaired	Inclusive, family-friendly events serving 2,856 participants	Served Providing Hope, Help, and Opportunity
WAUKESHA COUNTY CHAPTER BLESSINGS IN A BLESSINGS IN A BLESSINGS IN A Who will feed the kids this weekend?	Sharon Lynne Wilson Center	66 The creation of the Nonprofit
3,400	50,000 +	Network has opened many doors for both local nonprofit and for-
Kids Fed Every Friday in Waukesha County	Community Members Welcomed to Engage in the Arts	profit members to learn and grow in the areas of philanthropy, networking and
Elmane societ	Discover Brookfield	business growth. It led to the development of the first annual nonprofit showcase and has facilitated a stronger greater
1,773	10,000+	Brookfield community. As a nonprofit organization, we are
Youth Served In Humane Education Programs	Visitor Guides Distributed	grateful for all that the Greater Brookfield Chamber of Commerce does in and for our
WGF WOMEN & GIRLS FUND OF WAUKESHA COUNTY	Gals PROJECT	-Forrest Doolen, Senior Director
\$236,000	1,000	of Marketing & Communications, Make-A-Wish® Wisconsin
Granted to Nonprofit Organizations Serving Women and Girls	Waukesha County Children Provided With Mental 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. 2024 program topics were: AI and Your Business; Econs vs. Humans: Business and Practical Insights from the World of Behavioral Economics; Economic Forecast by John Koskinen.

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

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THE NEW ERA NETWORKERS

In 2024, the GBCC created a Young Professionals group called The New Era Networkers!

The GBCC Young Professionals Group's primary mission is to serve as a growth development resource for those 39 and younger. The GBCC provides workshops on professional growth, networking, and development by connecting young talents from different backgrounds and industries with experienced professionals across various fields. YP members gain access to YP events, including workshops, mentorship opportunities, and more.

In addition to monthly educational workshops, quarterly happy hours are provided so YPs can connect in a social setting. In 2025, monthly workshops will take place on the second Thursday of each month, and quarterly happy hours will occur on the first Wednesday of the month in each quarter.

TAKING IT TO THE STREETS ; 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

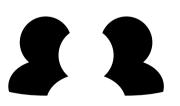


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BROOKFIELD CHAMBER BUSINESS CONNECTIONS



Early AM Brookfield Chamber Business Connections[™] (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 35 - 50 business leaders who find value in true strategic partnerships.



2024 Attendees

825+



1:1 Meetings

880+



Leads, Referrals, Business 1,370+

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 55-70 members and guests.





Attendees



COUNTLESS

Connections Made

Thank you to our 2024 hosts!

- Absolute Comfort HVAC LLC
- Birdie Boyz Indoor Golf
- Creative Business Interiors
- Floor Coverings International
- Geneva Supply & Interstate Music

CA5 Schedule

Horicon Bank

- Knapp Chiropractic and Wellness Center, Inc. & Luminate Home Loans
- Office Furniture Warehouse
- Office Leasing Simplified



www.brookfieldchamber.com

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2024 GOLF OUTING

JUNE 12, 2024

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 2024, this event sold out!

Be sure to "Save The Date" for Wednesday, June 11, 2025, and be sure to secure your spot early.



2024 GOLF OUTING











Thank you Sponsors!

Presenting Sponsor

Layerly



Get a sparkly new website — in 5 days.

Hole Sponsors

- Ampersand
- Camo Crew Junk Removal
- Centec Security & Fire Alarm Systems
- **Creative Business Interiors**
- Gerald Nell, Inc.
- Gordon J. Maier & Company

Additional Sponsors

- **B** Painted Face Painting
- **BSI/Smart Spaces** •
- Culligan Water of Waukesha •
- **Discover Brookfield**
- Elmbrook Education Foundation, Inc. •
- First Look Family Law, SC

- Herzing University Brookfield
- ISG
- **Keystone Click**
- Metropolitan Builders Association
- Minuteman Press Brookfield
- Network Health

- Innovative Signs, Inc. MKE Benefits

 - Naf Naf Grill
 - Robert J Feest Insurance Agency
 - Tri City National Bank
 - Wingspan Development Group
 - X-Centric IT Solutions

Sponsor in 2025!

- Waukesha State Bank

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- **SCHRAMKA** FUNERALS . CREMATIONS
- Nicholas & Associates
- Summit Credit Union Transition Health Benefits
- Whirlyball

- international
- FLOOR COVERINGS

 - - SERVPRO

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.

2024 wraps up 67 years of serving our business community. We are pleased to be celebrating with our "Chamber family."





#67!

Thank you to our Presenting Sponsor



Thank you to our Gold Sponsor: 2024 GBCC Board of Directors











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 2024 panel consisted of three women who discussed the benefits of having a personal board. Panelist included Kelly Ebbole – Strategic Focus Realty; Bridget Fritz – Moore Construction Services; Karen Long – Grumman/Butkus Associates. Panel was moderated by Melanie Stuber - Cultivate and Thrive LLC

Thank you to our Gold Sponsor:

Thank you to our Silver Sponsor: Vrakas CPAs + Advisors & Floor Coverings International

Froedtert &

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



THANK YOU!









2024 Board Members

- Sandy McGee/Board Chair Vrakas CPAs + Advisors
- Tom Taubenheim/Chair Elect A/E Graphics
- Chad Schultz/Past Chair Innovative Signs
- Dave Carter/Treasurer LandWorks Inc.
- Bridget Fritz Moore Construction Services
- Dustin Gasper Naf Naf Grill
- Chris McArdle MKE Benefits
- 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
- Taylor Fowler
- Stephanie Fong
- Mary Irish
- Cheryl Litvin
- Melisa Maroo
- Whitney Rekowski
- Jennifer Rundell
- Dann Smith
- Shelley Stewart

Volunteers

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

MESSAGE FROM ANNA ANTOINE

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

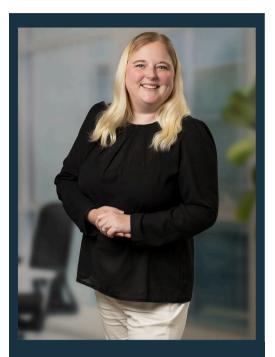
As we near the end of 2024, Discover Brookfield reflects on another dynamic and successful year, marked by exciting growth and community engagement.

This year, we placed an even greater emphasis on fostering connections among residents and visitors, offering experiences like our Town Food Truck Festival and Brooktoberfest that everyone could enjoy. These events brought people together, strengthening the sense of unity and pride in our community.

Discover Brookfield continued to highlight our exceptional hotels, local shops, and diverse dining options, encouraging visitors to explore all that the Town has to offer. These partnerships enriched the visitor experience and contributed to the overall success of the area.

As we say goodbye to 2024, we look forward with optimism and excitement. We remain committed to showcasing the charm and vibrancy of the Town of Brookfield, welcoming travelers from near and far to discover the magic of our community. After another successful year, we eagerly anticipate the new opportunities and adventures that lie ahead.

Thank you for being part of Discover Brookfield's 2024 journey!



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



Dog, Dash, Discover 5K

Discover Brookfield's Dog, Dash, Discover 5K celebrated its fourth year at The Corners of Brookfield with more market vendors and a live DJ. Participants enjoyed both a 5K run and a 1 Mile Fun Run, with proceeds benefiting Wisconsin Adopt a Golden Retriever. It was a fun-filled event for dogs and their humans alike!

Town Food Truck Festival

Our Town Food Truck Festival season kicked off on May 18th. 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 Raised Grain and Eagle Park. 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 fourth annual Brooktoberfest. We partnered with Stefans Soccer to bring this community event to the Town. This year we brought back the car show, kid zone, and the cornhole tournament. There was live music, Oktoberfest contests and local vendors. This was the perfect way to start autumn in the Town.



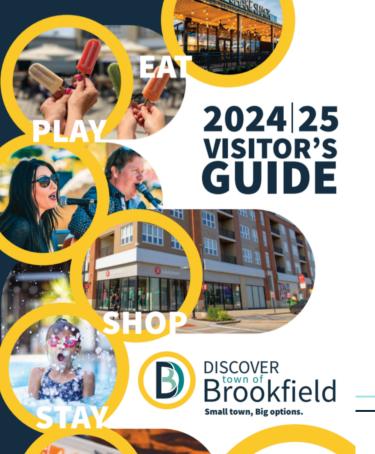
NEW 2024- 2025 VISITOR GUIDE

This year, Discover Brookfield successfully produced the 2024-2025 Visitor Guide, offering a comprehensive look at our town's best attractions, dining, shopping, and events. The guide was thoughtfully crafted to provide visitors with curated experiences that highlight the unique charm of the Town of Brookfield. Once completed, we distributed the guide throughout Wisconsin, ensuring it reached key tourist hubs, visitor centers, and local businesses to attract travelers from across the state. This initiative not only promoted the Town but also strengthened partnerships within the community, further enhancing our town's visibility as a premier destination.



AERIAL PHOTOGRAPHY AND MARKETING

In 2024, Discover Brookfield partnered with a professional drone photographer to capture stunning aerial photos and videos of the Town. These breathtaking visuals showcased the Town of Brookfield's beauty from a new perspective, highlighting key attractions, parks, and community events. The content was utilized across our promotional platforms, enhancing our marketing efforts and drawing attention to the Town's vibrant atmosphere. This innovative approach not only boosted engagement but also provided fresh, dynamic materials to showcase the Town of Brookfield as a must-visit destination.







2024 BOARD MEMBERS

- Sandy McGee/Board Chair Vrakas CPAs + Advisors •
- Tom Taubenheim/Chair Elect A/E Graphics, Inc.
- Dave Carter/Treasurer LandWorks Inc. •
- Tom Hagie Town of Brookfield
- Chad Schultz Innovative Signs, Inc.
- Carol White Greater Brookfield Chamber of Commerce •

TOURISM COMMISSION

- Miranda Boerger Stephanie Fong
- · Cortney Johnson- Carol White Milionis
- Tom Hagie
- Steve Kohlmann
- Dan Nowakowski

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.

- Tom Hagie, Town of Brookfield Administrator



25+ Volunteers

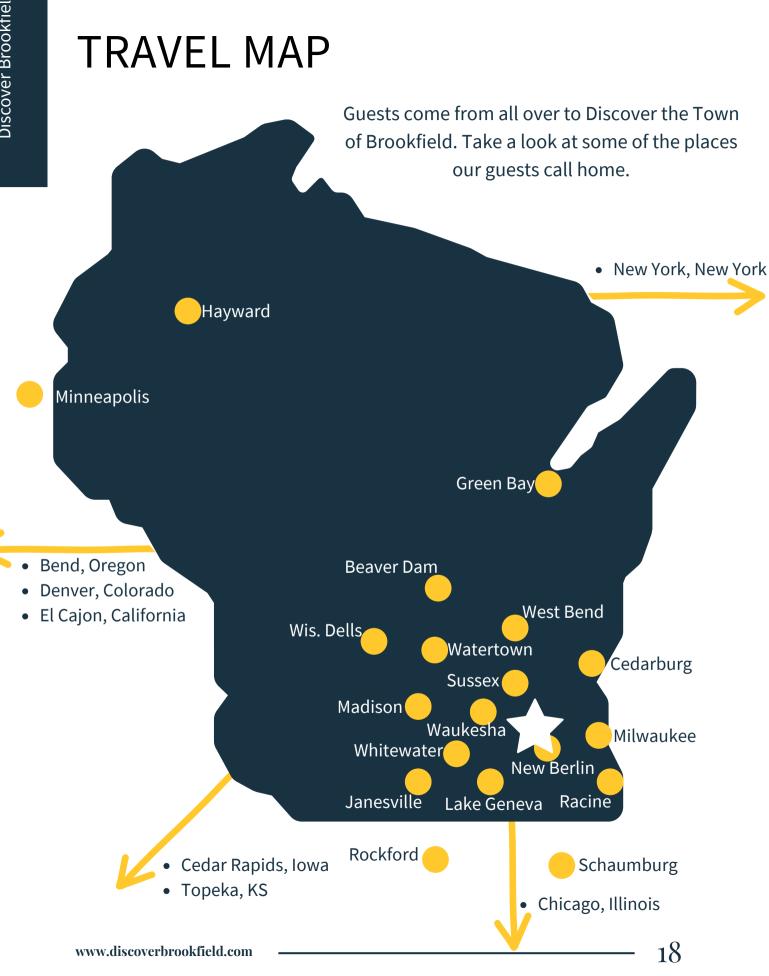


60+ Event Hours

500+ Photos Taken



Unlimited Laughs and **Memories**



TOWN FOOD TRUCK FESTIVAL



The Town Food Truck Festival event was 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 Raised Grain and Eagle Park. This event was a huge hit and we can't wait to hold it again in 2025!



DOG, DASH, DISCOVER 5K June 1, 2024



Discover Brookfield was excited to bring back our Dog, Dash, Discover 5K for its fourth year, and this time it was bigger and better than ever! With a new location at The Corners of Brookfield, we hosted more market vendors and added the fun of a live DJ to keep the energy high throughout the event.

This year's 5K benefited Wisconsin Adopt a Golden Retriever, and participants had the chance to run or walk with their pups, regardless of their pace. For those who preferred a shorter route, we also offered a 1 Mile Fun Run option, making the event accessible for everyone—humans and dogs alike!

"I loved the atmosphere, everyone working the event was friendly and helpful, even the snacks post race were great." - Krista S.



Sponsor in 2025!



BROOKTOBERFEST

September 28, 2024

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 28th, Discover Brookfield held our forth annual Brooktoberfest at Stefans Soccer. We had live polka music throughout the day, local vendors, and much more.







Cornhole Tournament

Our 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 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

It wouldn't be Oktoberfest without the traditional 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 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. Sponsor in 2025!









LOOKING AHEAD...

2025 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 2025! The event will be on the third Wednesday of each month, starting May 21st. We will be welcoming guests to The Corners of Brookfield, 4:30pm -8:00pm.

Dog, Dash, Discover 5K

Our fifth annual Dog, Dash, Discover 5K is back! Guest will be able to participate with their pups and are encouraged to stay after for an "After Paw-ty!"



NEW Discover Brookfield Event

A brand new event is set to join the Discover Brookfield line-up in 2025! Another family friendly event that is sure to take flight and be a community favorite. Stay tuned for more info!



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!



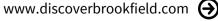
Brooktoberfest

Welcome to Autumn here in the Town! The fifth annual Brooktoberfest will see the return of our car show and kid zone. We will also have new contests, music choices and more local vendors!



Brookfield Chamber of Commerce Discover Brookfield

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THANK YOU!