

# 2024

# Annual Report

# Letter from our Chair



**Ann Smith-Tate**  
President & CEO



**Don Chew**  
2025 Board Chair

Dear Members and Partners,

A thriving economy, a stable business environment, and a strong voice advocating for local businesses—these aren't just aspirations; they are essential for long-term success. That's why the Shawnee Chamber has been an essential part of this community for nearly 80 years: to champion these priorities and create an environment where businesses can grow and succeed.

Over the past year, we have remained committed to ensuring Shawnee's business community has the support, resources, and advocacy needed to navigate challenges and seize opportunities. We have worked to grow and diversify our economic base through adding and retaining quality jobs, attracting quality-of-life amenities and tourism opportunities. All while supporting the development of business and leadership skills to remain cutting edge in our industries and ensuring that every business has the opportunity to thrive.

With your continued support, we will keep working to make Shawnee a place where businesses and people prosper, as our tagline states "Together We Grow" Thank you for being part of this journey.

Respectfully,  
Don Chew



# Organization

## 2025 Chamber Board Executive Committee

**Don Chew**  
Chairperson of the Board  
PBI Gordon Companies

**Casey McBride**  
Chair-Elect  
A.L. Huber Construction

**Kristen Shelley-Mattox**  
Past Chair  
KS Estate & Elder Law, LLC

**Mike McVey**  
Treasurer  
Transport Brewery

**Jay Kimbrough**  
SEDC Advisory Committee Chair  
Country Club Bank

**Jim Neighbor**  
VS Advisory Committee Chair

**Ann Smith-Tate**  
President | CEO  
Shawnee Chamber of Commerce

## Directors

**Mike Bell**, Hunt Midwest

**Dr. Cory Gibson**, USD #232

**Ben McAnany**, McAnany  
Construction, Inc.

**Dawn Rattan**, EverFit

**Nathan Fiser**, Modern Wealth  
Management

**Mollie Latham**, McLains's Market

**Kevin Makalous**, Edward Jones

**Mayor Mickey Sandifer**, City of  
Shawnee

**Mark Frohardt**, Argenta  
Pharmaceutical Services

**Matt Ledbetter**, Grayson Capital

**Mairilise Pothin Owen**,  
AdventHealth Shawnee Mission

**Dr. Michael Schumacher**, SMSD



# Organization



**Beth Ansell**  
Executive Director  
Visit Shawnee



**Kaleigh Calkins**  
Director of  
Investment Services



**Chris DiMaso**  
Director of  
Marketing and Events



**Eric Ely**  
Director of Business  
Development & Retention

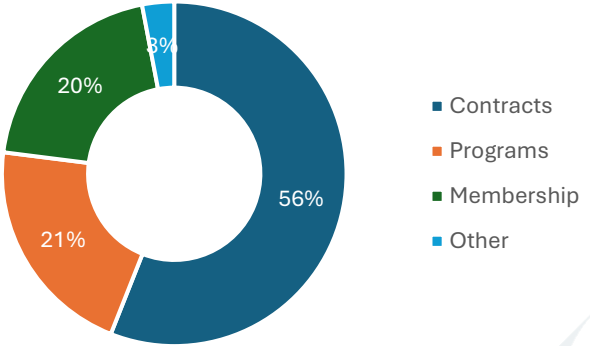


**Amy Niemann**  
Programs Manager

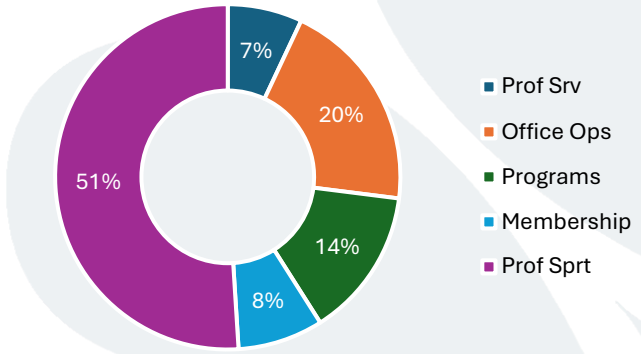


**Marlene Shirley**  
Operations Manager

## Operating Revenue \$1,398,493



## Operating Expenses \$1,381,072



## Support The Community

**Purpose:** To develop a vibrant economy and attract robust quality of life amenities for Shawnee.

**Vision:** Create a diversified local economy and community supported by committed business and civic leaders.

### Impact



- 58 Points of Advocacy
- 6 Government Affairs Meetings
- 4 Post-Secondary Scholarships
- 35 Teachers Impacted
- 350+ Volunteer Hours

### Attract



- 228,000 Emails Sent
- 6% Click thru Rate
- 100K+ Website Views
- 125,000 Social Media Reach

### Develop



- \$90M+ CapEx
- 500+ New Jobs
- 80 Developer Connections
- 19 Shawnee Tomorrow Graduates
- 1M+ Valley of Champion Visitors
- 17 Ribbon Cuttings

### Connect



- 3,000+ Event Attendees
- 82% Member Retention
- 1,482 Member Reps
- 70+ New Members
- 96% Net Promoter Score
- 103 Events
- Livability Magazine

# Strategic Pillars

## Impact

Effectively advocate federal, state and local policies which promote the interests of the Chamber businesses and drive prosperity.

## Attract

Attract & Retain diversity of members that share the vision of strong and robust economy.

## Develop

Attract a diversity of new industrial, retail and residential investment throughout the entire community.

## Connect

Build strong relationships with Shawnee businesses and facilitate growth and expansion in the community through addition new jobs or facility expansion.

# Chamber of Commerce

In 2024, the Shawnee Chamber experienced significant growth, welcoming over 70 new members. We also launched a bold new look—the first branding initiative in nearly 20 years—reflecting our four key areas of focus and aligning with the City of Shawnee’s brand. The new tagline, *Together We Grow*, has resonated with members as we continue fostering business partnerships across the Kansas City region.

We strengthened small business support through partnerships with Johnson County Community College and expanded networking opportunities with events like Trivia Night and *Women Inspiring Women*. Our *Shawnee Tomorrow* program empowered members with knowledge and connections to drive success.

Advocacy remained key. We worked with state and local leaders to support small business interests, infrastructure investments, and economic development incentives. Partnering with City Hall, we championed downtown streetscape improvements and supported businesses affected by the Midland and I-435 closure.

Our inaugural *Community Impact Day* brought nearly 100 volunteers to 14 sites, demonstrating the power of collective action.

Through innovation, advocacy, and collaboration, the Chamber continues to strengthen Shawnee’s business community.



# Economic Development Council

In 2024, the Shawnee EDC played a vital role in driving economic growth, supporting new investments and business expansions across the industrial, commercial, and housing sectors.

The industrial market remained strong, highlighted by Standard Motor Products' expansion and major project announcements, including LKQ Logistics, Insc0, Ceva, Hewn, and Cedarhurst Senior Living. Additionally, TriRx was acquired by Argenta, which announced Shawnee as the likely site for its new North American headquarters.

Retail remained steady, with a new Westlake Hardware location announced and several restaurants opening along Shawnee Mission Parkway.

Residential growth slowed but there were several projects that advanced including options from multi-family to single family.

The EDC actively engaged investors through quarterly meetings, Simply Social networking, and educational events. Signature events like the Business Awards and Sporting Clay Tournament strengthened business relationships and reinforced Shawnee's position as a thriving economic hub.



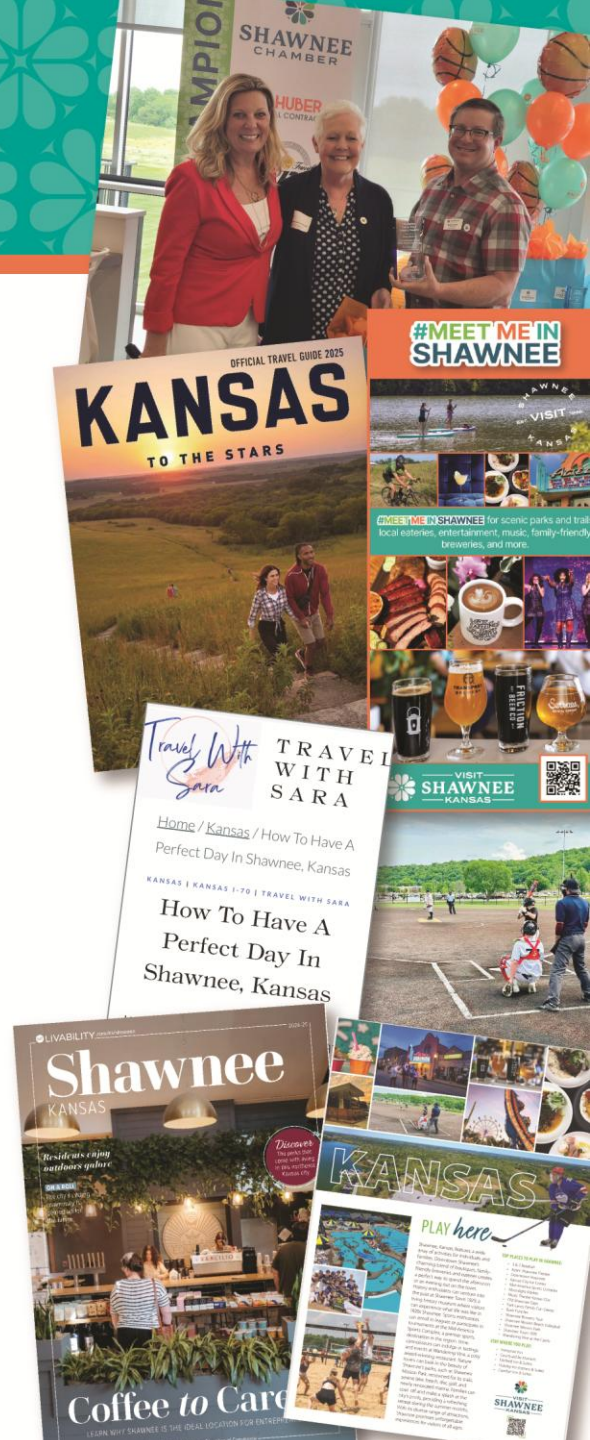


# VISIT SHAWNEE KANSAS

In 2024, Visit Shawnee made significant strides in promoting tourism and driving economic growth in the community. A key achievement was a **3% increase in guest tax earnings**, reflecting the success of strategic marketing efforts and a strong visitor economy. The **Valley of Champions** continued to be a major attraction, drawing **1.4 million visitors** for sports tournaments and events, further solidifying Shawnee's reputation as a premier sports destination.

To expand its reach, **Visit Shawnee partnered with Livability Magazine to create a new visitor and relocation guide**. Through print and online advertising, Livability helps to engage a broader audience and attract more visitors to local attractions, events, and businesses. The city also welcomed **travel writers from Travel with Sarah and Wherever I May Roam**, generating valuable editorial exposure that showcased Shawnee's unique offerings to a national audience. Additionally, Visit Shawnee secured a **\$500,000 grant from Trek** to develop Rail Creek Park, an upcoming multi-use cycling park that will enhance outdoor recreation and tourism.

Visit Shawnee's advertising efforts expanded with placements in **In Kansas City Magazine, the Kansas Tourism Guide, and the Chiefs Yearbook**, ensuring visibility among key demographics. Locally, Visit Shawnee played an active role in community events, hosting **eight tourism booths at the Moonlight Market** to engage residents and visitors alike. The organization also continued its **partnership with the 435 Sports Commission**, reinforcing Shawnee's status as a hub for regional and national sporting events. These combined efforts contributed to another successful year in growing Shawnee's tourism impact.





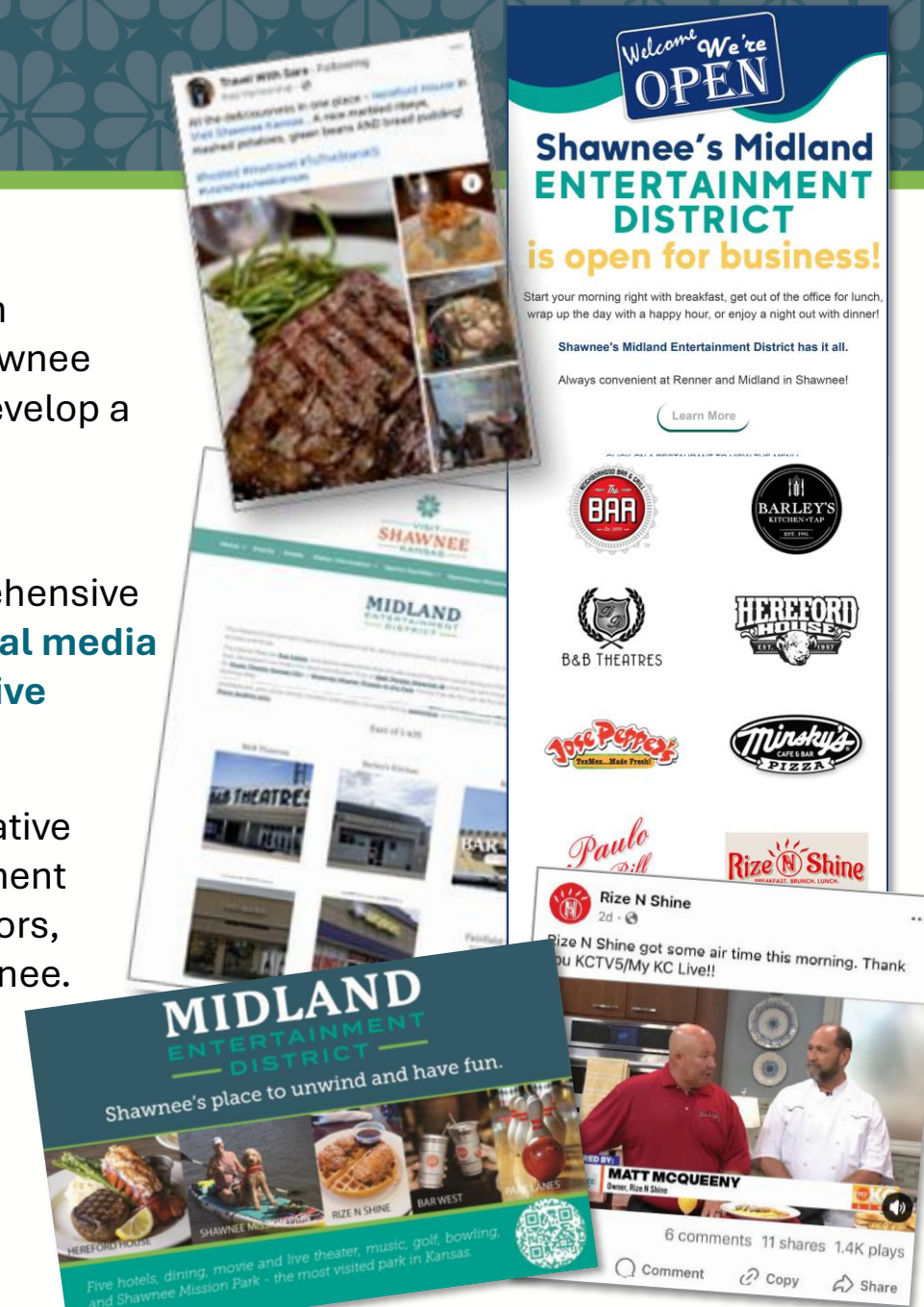
# MIDLAND ENTERTAINMENT DISTRICT

The **Midland Entertainment District**, a key hub for hospitality and entertainment in Shawnee, has faced challenges due to ongoing road closures. In response, the Shawnee Chamber of Commerce, Visit Shawnee, and the City of Shawnee collaborated to develop a strategic plan to sustain and increase visitor traffic to the area.

**A dedicated brand and logo were created to enhance awareness of the Midland Entertainment District.** This branding initiative provided a foundation for a comprehensive marketing strategy, including launching a **new webpage**, **directional signage**, **social media engagement** (including collaborations with **travel writers**), **print advertising**, and **live television features**.

Throughout the fall of 2024, a targeted video campaign and display advertising initiative showcased the district's diverse attractions, dining establishments, and entertainment venues. These digital efforts were designed to engage both local residents and visitors, positioning Midland as a premier destination for leisure and entertainment in Shawnee.

Looking ahead, we remain committed to expanding awareness, increasing foot traffic, and fostering economic growth within the district. **Future initiatives will build upon these efforts, ensuring sustained promotion, continued business support, and deeper engagement with the community.**



# DOWNTOWN SHAWNEE

— EST. KS 1856 —

Downtown Shawnee’s marketing initiatives in 2024 have focused on highlighting the district’s growth, and exciting new businesses. Two highly anticipated restaurant openings—**Hank’s Garage & Grill**, and **Gilda’s Tapas Bar**, are set to enhance the area’s dining scene. Additionally, the award-winning **Wild Child**, known for its creative cocktails and vibrant atmosphere, officially opened, drawing rave reviews.

New and old events broaden Downtown Shawnee’s appeal, including moving the **Tour de Shawnee**, a cycling event that showcases the city’s bike-friendly routes, to Downtown Shawnee. Trek Bicycle store has partnered with local breweries to host **cycling groups that conclude at downtown breweries**. Local businesses like The Flower Chick and Suds Refillery have launched **Sip and Shops**, blending retail therapy with drinks for an engaging community shopping event.

Our **marketing and advertising** helps to support these developments, including **print, social media, and e-newsletter advertising in partnership with In Kansas City Magazine**, reaching a broad regional audience. Presence in the new **Livability visitor and relocation guide** further strengthens its visibility among potential visitors and new residents. Travel influencer **One Delightful Life** showcased her trip to Downtown Shawnee, featuring boutique shopping, a stay at **Cozy in KC Airbnb**, and visits to **District Pour House and Wild Child**, giving her audience a look at the area’s vibrant offerings.

With **eight Moonlight Markets, annual parades, and Old Shawnee Days**, Downtown Shawnee continues to be a hub for events that attract thousands of attendees. Through strategic promotions, business collaborations, and engaging new experiences, Downtown Shawnee is reinforcing its reputation as a destination for dining, entertainment, and community gatherings.



# COMMUNITY VISIONARIES



BRYAN RAPP  
BRADLEY HENRY  
WILLIAMSON &  
ASSOCIATES INC  
KYLE ZELLER



# COMMUNITY CHAMPIONS



Country Club Bank



Zarda/Rieke  
Development Corp



2024 INVESTOR GUILD