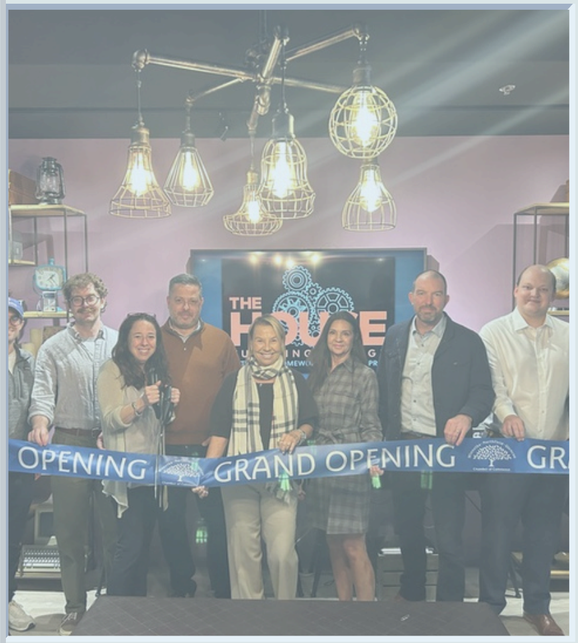
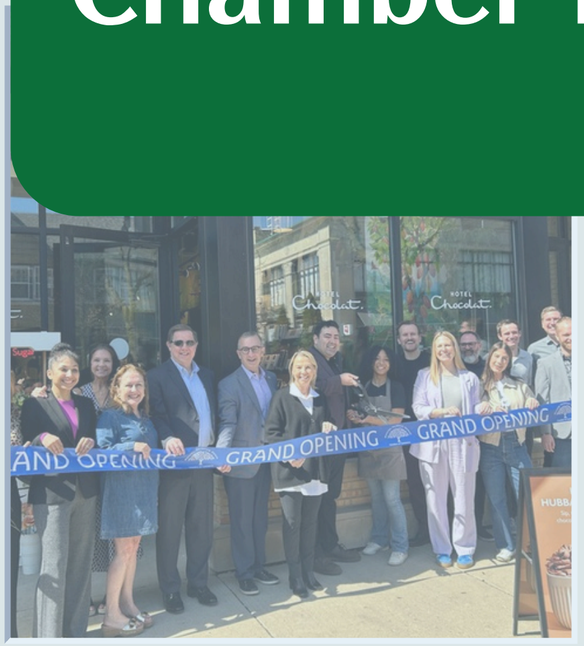








2026 Annual Chamber Report









Thriving Businesses - Vibrant Communities



Ballroom Dance Center
Northfield

Membership

September 30, 2026

Total Number of Members

395

8% growth over 2025

24 Platinum
15 Gold
17 Silver

Goal for next year
+5% growth

Winnetka Northfield Glencoe
Chamber of Commerce



Scan. Edit. Print.
Winnetka

Winnetka Northfield Glencoe
Chamber of Commerce

Membership Retention

90 Retention Rate

New Members 63

10 Member Drop Rate

Review us
on Google



Family Service of Glencoe



Mike Koerner **Chez Mikey**
Local Guide · 81 reviews · 34 photos

★★★★★ 4 months ago

This Chamber of Commerce offers an excellent networking opportunity. By becoming a member, you'll have the chance to meet hundreds of like-minded professionals who are eager to share their knowledge. They organize great events and engage in community outreach. The team behind this organization is fantastic, so you won't have to look any further for your networking needs!

L

Ling Chan **Tree Street Dental**
1 review

★★★★★ 3 weeks ago New

We are a newer business and made it to our first Chamber Lunch. I've been to a few before in other areas and this one was the most welcoming. It seemed like the participants really want everyone to succeed and are very willing to help you and discuss openly how to engage in the Chamber to make the most of the membership with comradery of owning a small business!!

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Chamber of Commerce

Member SEO Improvement Project

- *Updated descriptions for each member business were created to optimize their business SEO via our website and sent to each member for review and approval.*
- *All business descriptions are updated for SEO optimization.*
- *Social media handles for businesses were updated.*
- *Over 2050 pieces of data updated.*

Thank you to Lucas Vlatkovich with Alterra Advisory, for all of your help and guidance on this project.

Winnetka Northfield Glencoe
Chamber of Commerce







Membership Benefits

- 43 benefit reviews in 2025-26
- 107 Member Website Profiles complete over 80%
- 113 Members signed up for autopay

EBlast emails

50%
open rate

MAXIMIZE YOUR MEMBERSHIP

Social Channels

Followers - 2,569
Reach - 27,800
Followers - 2,906
Reach - 321,400
Followers - 216
... and growing

Community Guide reaches over 30,000

Annual Website Metrics

- Page visits - 1,373,864
- Business directory searches - 131,991
- Member page hits - 246,948
- Event calendar searches - 976,073

Farmers' Market Visit

Winnetka Northfield Glencoe Chamber of Commerce



Winnetka Farmers' Market

Expansive Fresh Food Offerings to Community Resource for all members

- 2500 Visitors per week
- 141 Vendors
- 12 farmers
- 53 Chamber Members










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Chamber of Commerce

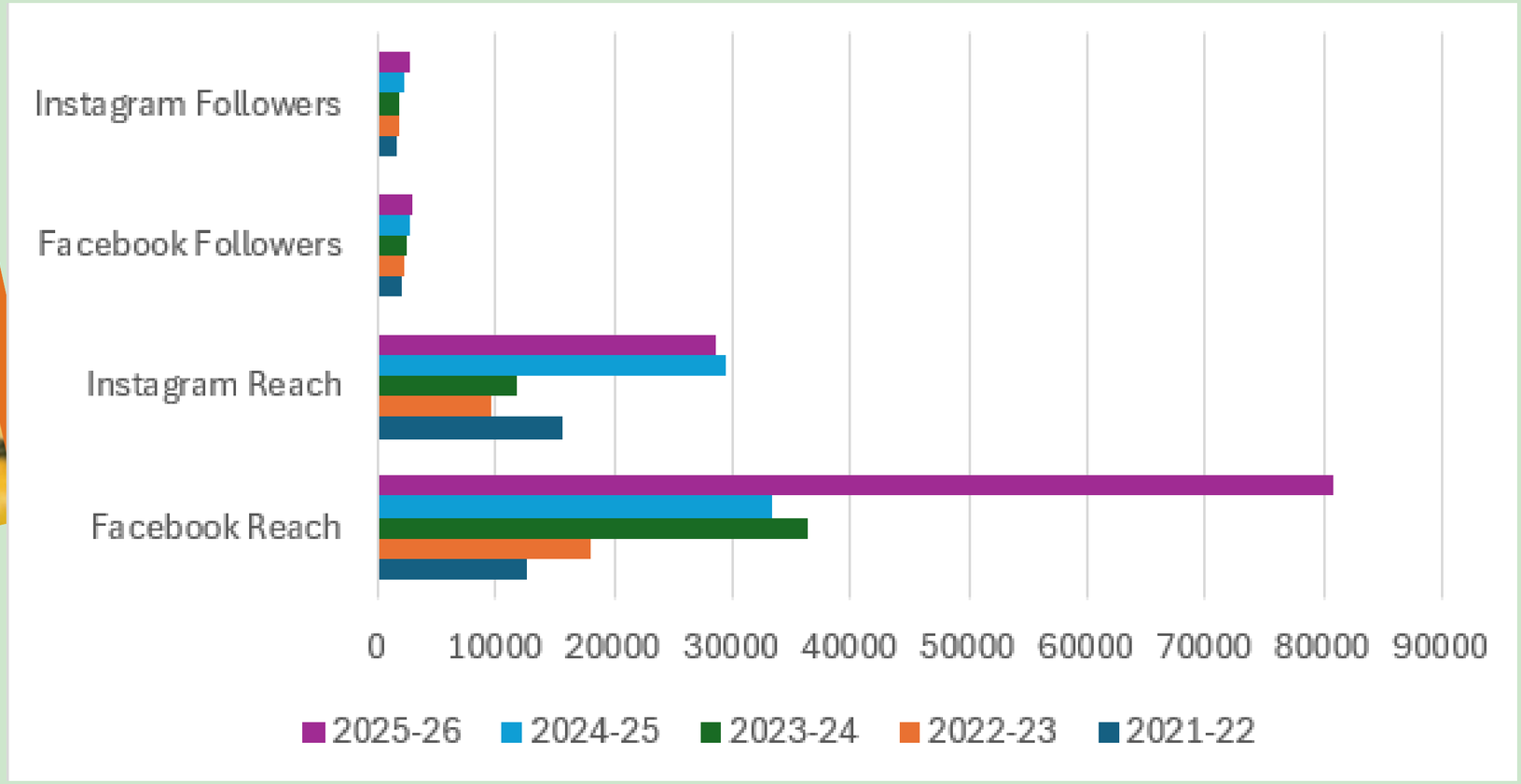
WNGCHAMBER.COM

	2025-26	2024-25
Member Page Hits	257,908	163,509
Page Search Hits	744,181	1,373,864
Event Page Views	160,866	70,792
Business Directory Searches	141,243	165,767
Event Calendar Searches	1,039,208	395,832

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Chamber of Commerce



Social Media



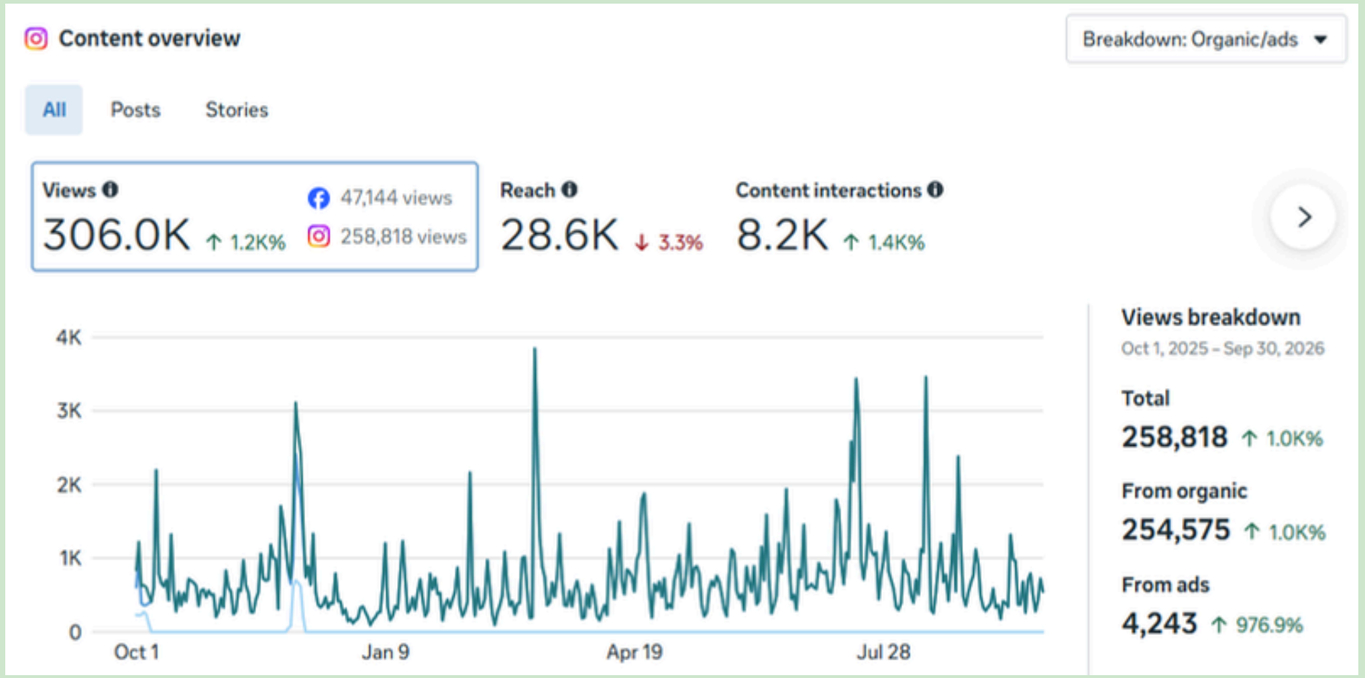
@wngchamber

Winnetka Northfield Glencoe Chamber of Commerce

@wngchamber Social Media

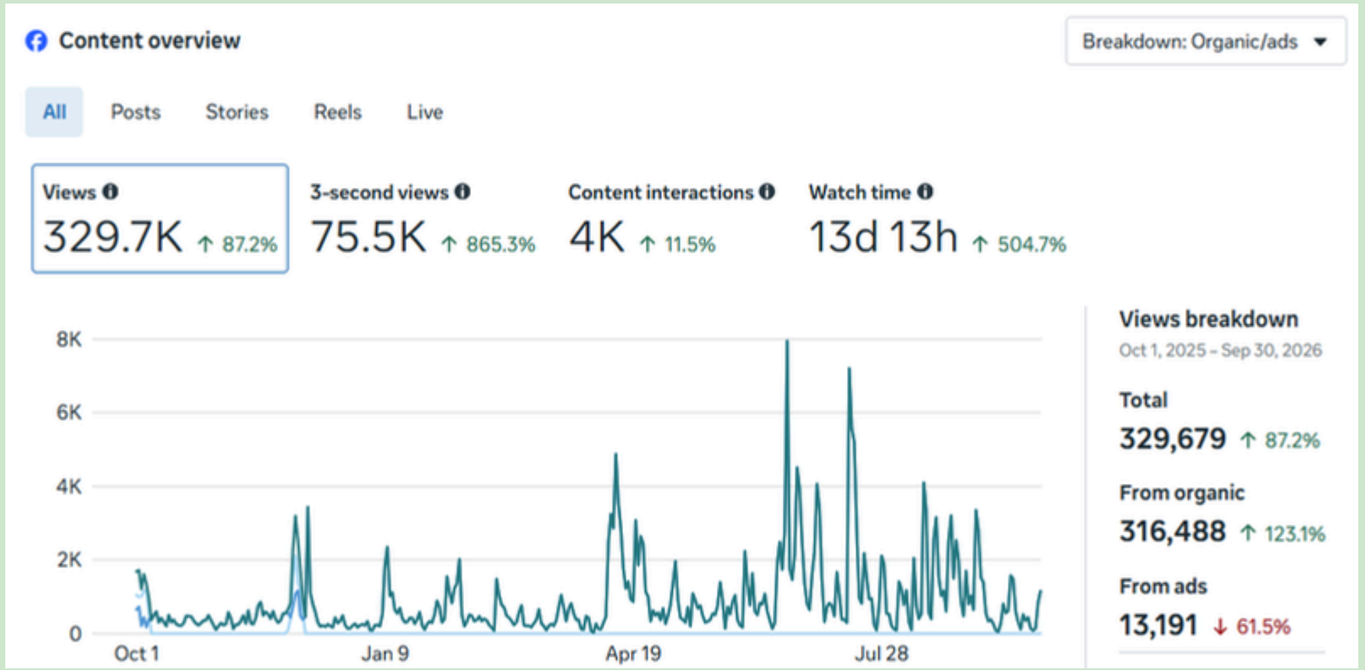
Instagram

up1.2k%



Facebook

Up 87%

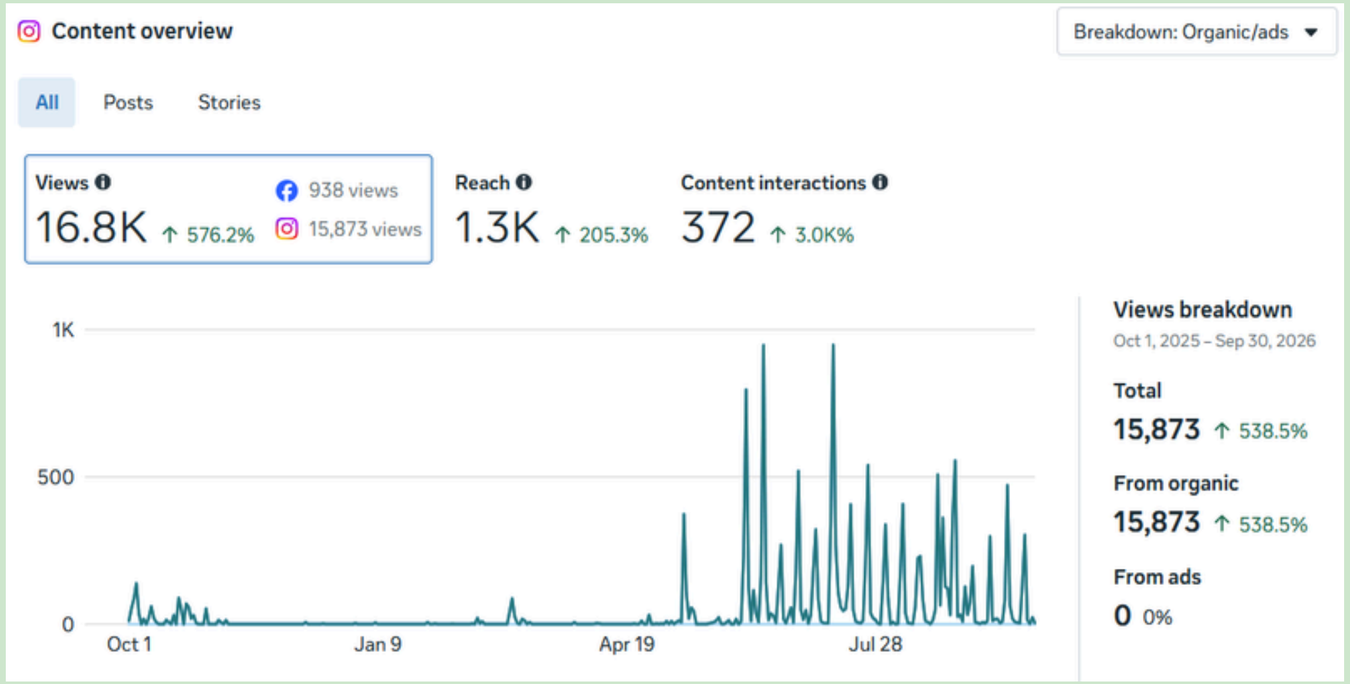


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Farmers Market Social Media

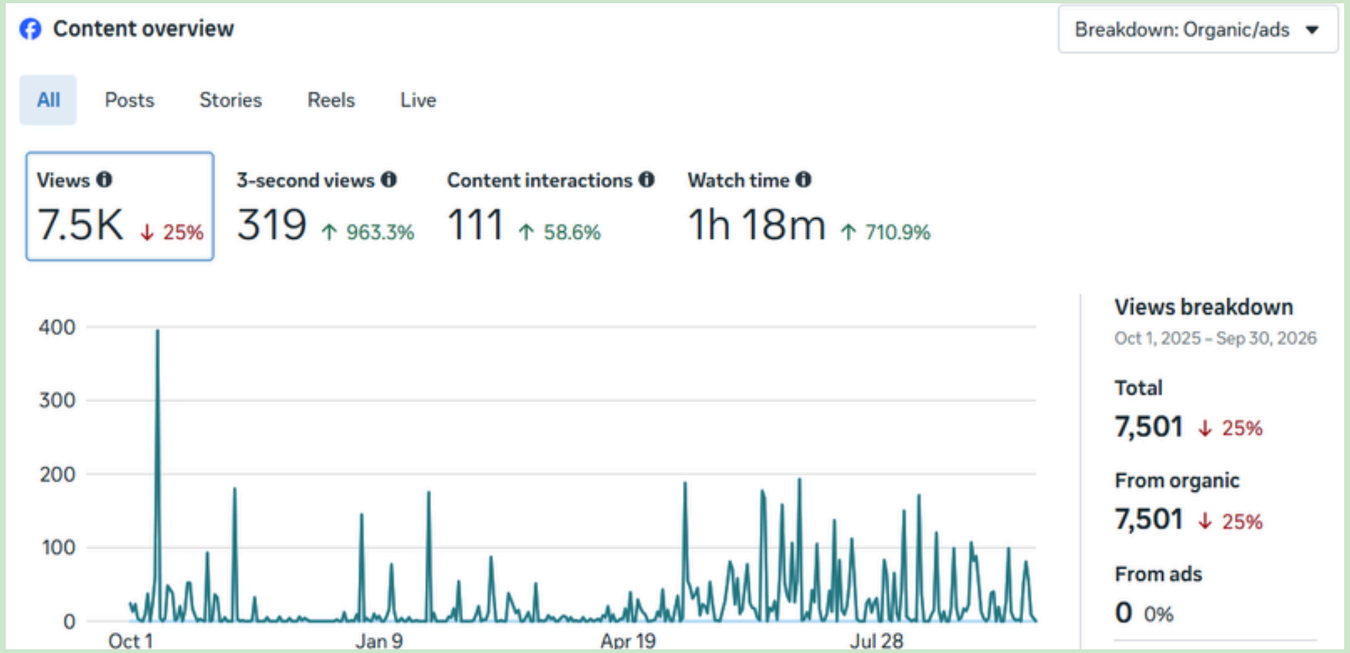
Instagram

up 576%



Facebook

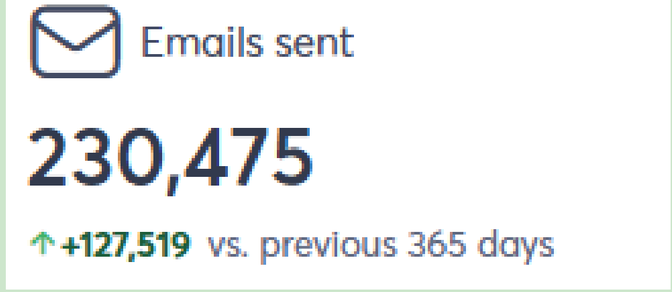
Down 25%



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E-Blasts



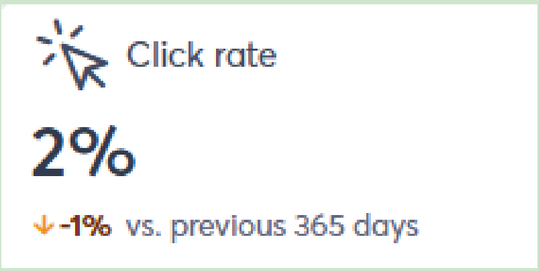


Average WNGCC Open Rate: 50%

Average Industry Open Rate: 35%

Average WNGCC Click Rate:

Average Industry Click Rate: 2%



Winnetka Northfield Glencoe
Chamber of Commerce

2025-26 Events - 88 Events

- 11 Business for Breakfasts
- 9 Let's Do Lunch
- 22 Farmers' Market Saturdays
- Multi-Chamber Golf Outing
- 4 Maximize Your Membership Events
- 47th Annual Recognition Lunch
- Halloween Hello!
- 46th Annual Red Invitation
- Holiday Tree Lighting
- 9 After Hours Events
- 2 Trivia Nights
- 3 Sidewalk Sales
- 10 Ribbon Cuttings and Tyings
- 4 Multi-Chamber Events

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Thank You!

Your support makes a significant difference in our chamber efforts.









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