



Raytown Area  
CHAMBER OF COMMERCE AND TOURISM

# Annual Report 2024



Thank you, 2024 Corporate Sponsors!

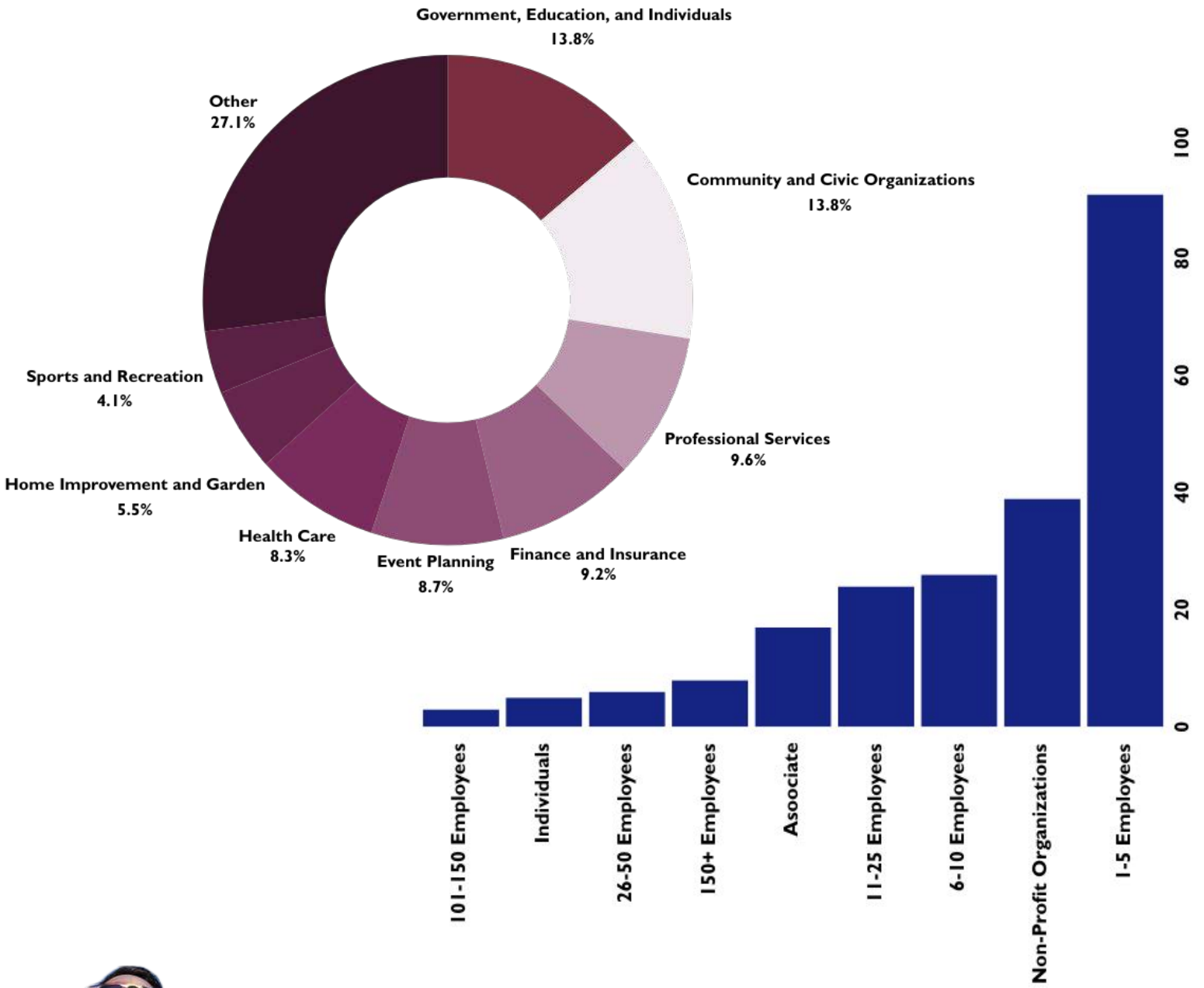
**What a year it's been for the Raytown Chamber!** So much to celebrate in 2024 and a tremendous amount to look forward to in 2025. The Annual Report includes a by-the-numbers recap of some amazing achievements your Chamber has made in 2024. This year we welcomed a new monthly podcast, **Talk Raytown**. Hosted by Zac Sweets, the podcast highlights interviews with intriguing individuals that make a difference in our community. **Vicki Turnbow** kicked off the year with a big Retirement party at Starlight Theatre, then returned in November for a 'Presidential Panel at our **95th Anniversary Luncheon**. The 'Looking Towards 2026' committee has grown so large, we now offer to attend via Zoom due to space. Our discussions of preparedness, marketing opportunities, and special events is far ahead of neighboring communities. The monthly membership newsletter, **Chamber Connections**, includes a new section 'Raytown Makers' which highlights anything built, brewed, or baked in Raytown. In September, we upgraded **membership software**. The newer version of the software features a built-in payment processor, an enhanced calendar and directory with more updates will be rolled out soon. The Chamber has been working with the City of Raytown to increase the amount of streets are covered in the Adopt-A-Street program. You can now apply for a street online.



*Jeff Hirst* - Jeff Hirst - President

# 2024 Annual Report

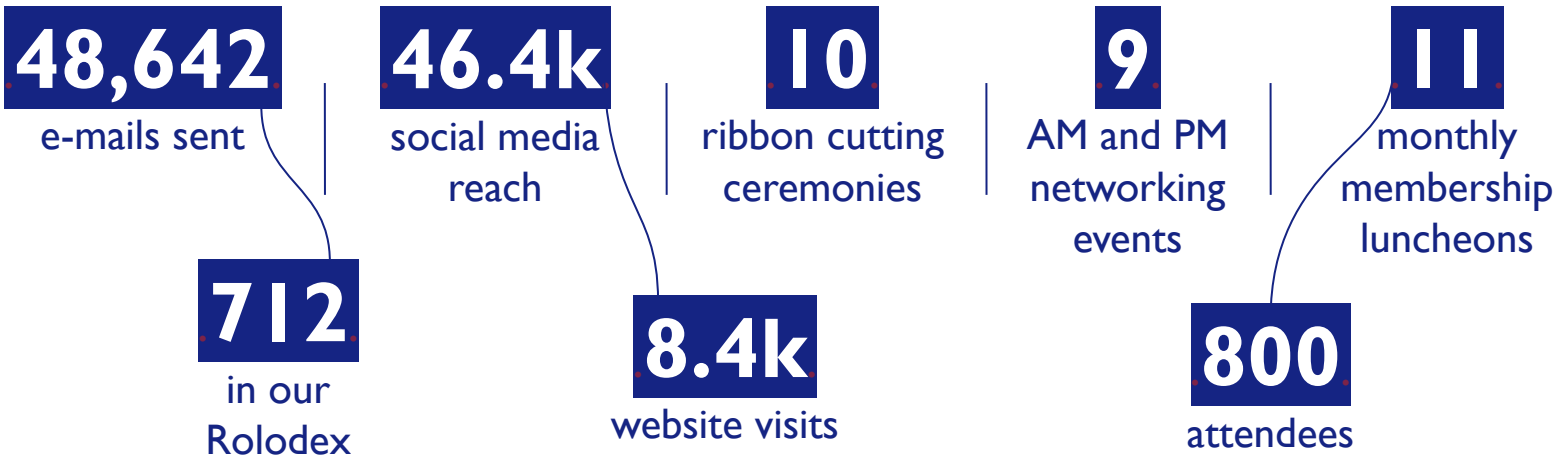
## Membership Breakdown By Category



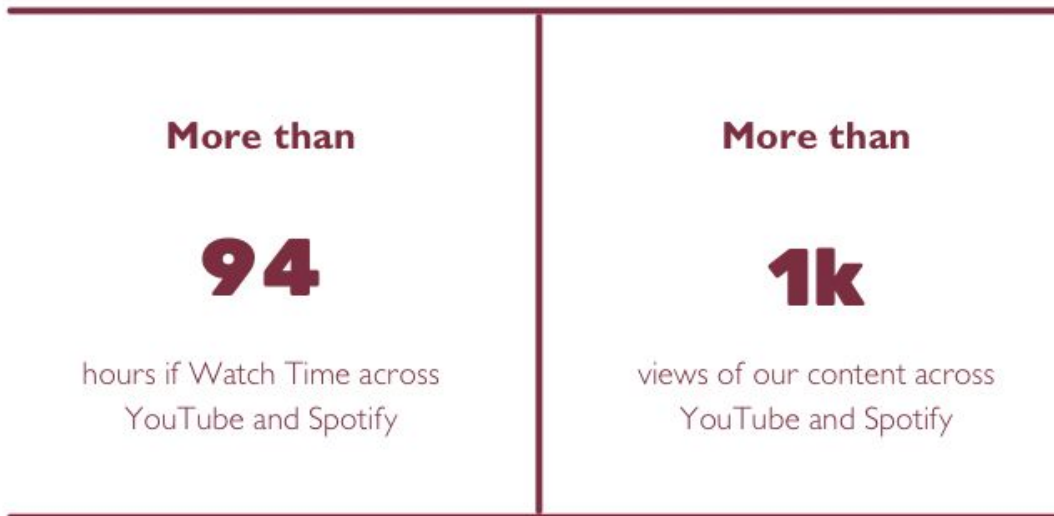
## Membership Breakdown By Size



# 2024 Annual Report



## Talk Raytown Podcast



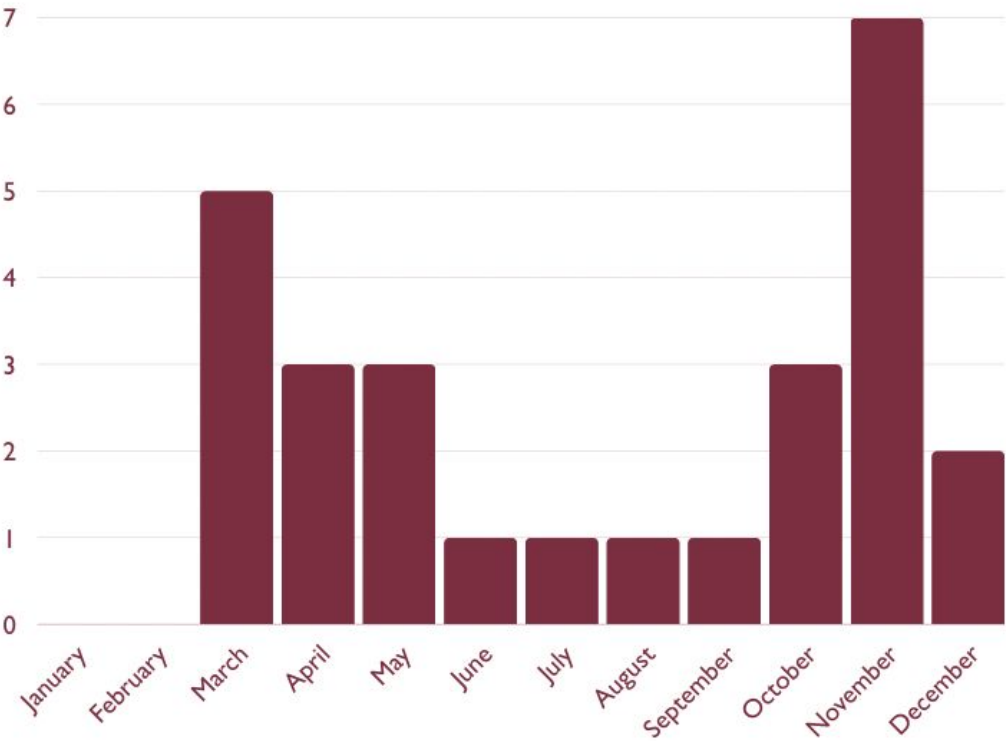
Talk Raytown is a new monthly podcast provided by the Raytown Chamber of Commerce and Tourism featuring an in-depth interview with local community stakeholders. Sponsorships for 2025 are available. Includes pre-roll advertising on YouTube and Spotify available into perpetuity.



# 2024 Annual Report

## New Members

We added 27 new members in 2024!



**\$2,345.67**

in the 110% Club

**360+**

member  
representatives

**77.45%**

retention rate



# 65 Raytown 2026 Soccer Scarves Sold!

Funds raised go to the Chamber's  
2026 marketing efforts.