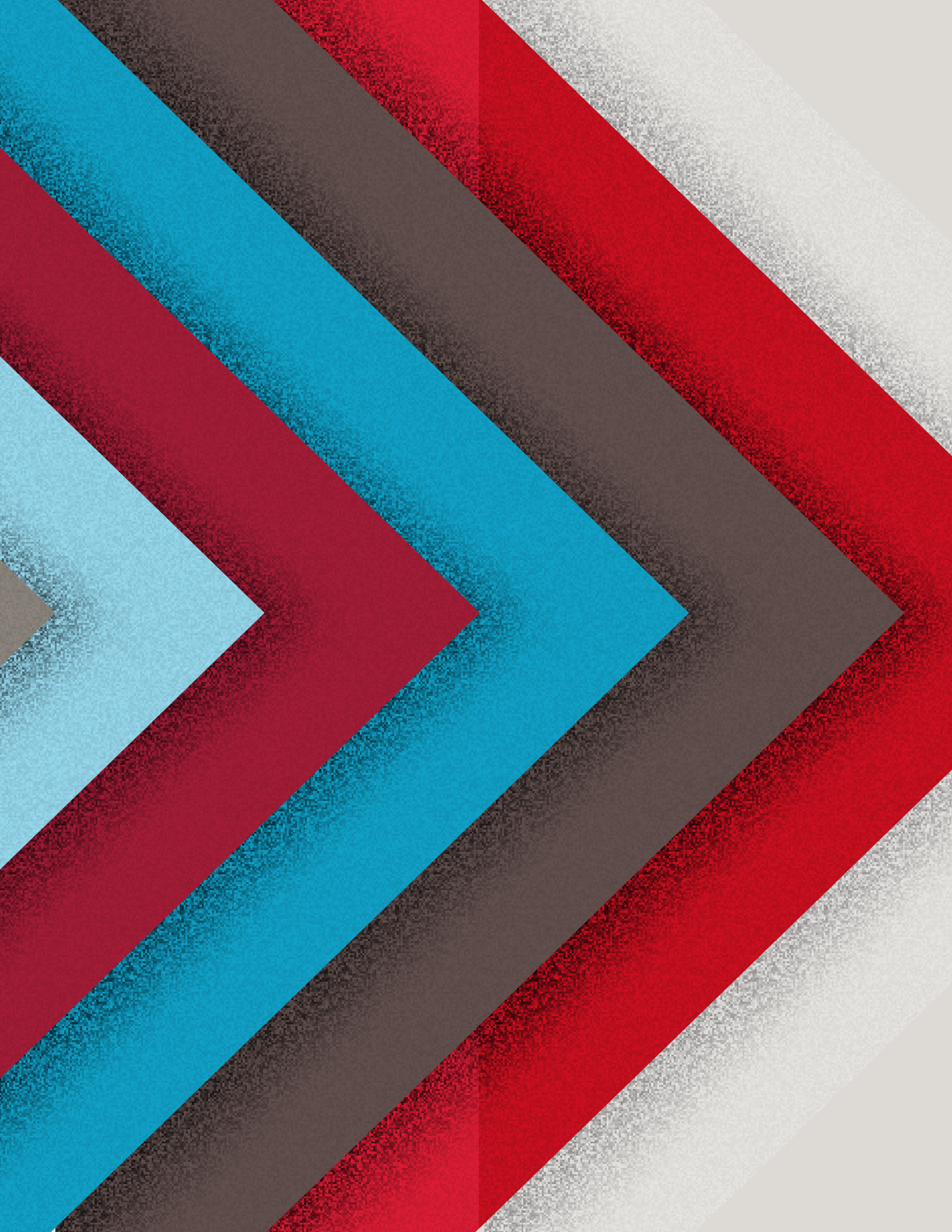


Greater Kansas City Chamber of Commerce Annual Report 2024







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As we look back on the past year, I am filled with pride and gratitude for the incredible progress our region has made together. The Greater Kansas City Chamber of Commerce is honored to have served as a catalyst for growth, innovation and unity in 2024. This has been a year of collaboration, intention and collective effort to ensure that our region remains a vibrant community of belonging for all.

Inspiring Regional Cooperation

In 2024, the KC Chamber continued to prioritize breaking down barriers and strengthening connections across the region. Through initiatives like the Leadership Exchange trip to Minneapolis-St. Paul, we brought together leaders to learn from best practices and explore collaborative solutions. These experiences reinforced the importance of working together as one region, leveraging our collective strengths to tackle shared challenges and seize upon new opportunities. These exchanges continue to inspire bold initiatives that strengthen our economic vitality and foster collaboration across sectors.

Fostering Community Well-Being

Public safety remains at the heart of our community's well-being. Through initiatives designed to reduce violent crime, we have deepened partnerships with local leaders, law enforcement and organizations dedicated to fostering unity and safety. We are a partner organization with KC United for Public Safety and hosted events like "The State of Public Safety" to share vital information that everyone can use to improve safety in their neighborhoods. Our ongoing efforts underscore the KC Chamber's commitment to building a stronger, more cohesive community, laying the groundwork for a safer, more inclusive Kansas City where every individual and family can thrive.

Building Business and Civic Partnerships

The Chamber's role as a convener has never been more important. Our POWER of Diversity programming (which had record-breaking attendance this year) has elevated conversations on allyship, paving the way for greater representation in the workplace. Our Small Business Celebration highlighted the innovative spirit and entrepreneurial drive that make Kansas City a hub of opportunity. These efforts, combined with our business and civic partnerships, have created opportunities to champion small businesses, celebrate entrepreneurship and connect Kansas City to global markets through the World Trade Center-Kansas City.

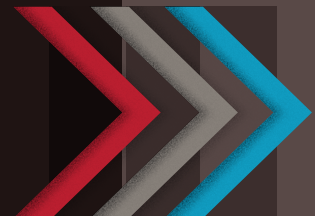


2024 Leadership Exchange to the Twin Cities, breakout session

As you continue reading through this Annual Report, you will also learn more about the KC Chamber's strategic imperatives, including Strong Workforce and Welcoming KC, which focuses on talent development among newcomers to the region. Our emphasis on Inclusive Prosperity is highlighted in our Access to Capital initiative that ensures all members of our business community have opportunities to succeed. And finally, Organizational Excellence is featured in the launch of our new website and Client Relationship Management (CRM) platform that reflect our commitment to providing exceptional service to our members and partners.

We have achieved so much in 2024, yet our journey continues. Thank you for your unwavering support and dedication to making the Kansas City region a place where everyone can prosper. Here's to a bright future as we continue to build a region that inspires and unites.

JOE REARDON @JReardonKC @KCChamber
President and CEO, Greater Kansas City Chamber of Commerce





WELCOMING KC: BUILDING A STRONG WORKFORCE AND THRIVING COMMUNITY

The Greater Kansas City Chamber of Commerce, in partnership with the REACH Healthcare Foundation, launched the Welcoming KC initiative that champions the integration and inclusion of legal immigrants and refugees across our region. Launched as a pathway to create a more inclusive and vibrant Kansas City, Welcoming KC aligns closely with the Chamber's Strong Workforce and Inclusive Prosperity strategic imperatives, which emphasize workforce development as a cornerstone of economic growth.

At its core, Welcoming KC recognizes that immigrants and refugees bring valuable skills, perspectives and entrepreneurial spirit to our community. By supporting these and all newcomers, Kansas City not only upholds its values of inclusion and belonging but also addresses critical workforce needs. Businesses benefit directly from the diverse talents and innovation that new Americans contribute, making this effort essential for sustaining regional economic growth and competitiveness.

Welcoming KC has set an ambitious goal of achieving Certified Welcoming status, a

designation awarded by Welcoming America, by the end of 2025. This milestone will affirm Kansas City's commitment to creating an inclusive community where everyone feels they belong. Considerable progress has been made in the past year, including enhanced partnerships with local businesses, nonprofits and government agencies. Together, these collaborations are helping to build robust programs that support workforce development, cultural understanding and community engagement.

"Welcoming KC links nonprofit organizations, local government and communities together to build a cohesive ecosystem for our newest neighbors," said Councilmember Wes Rogers. "Kansas City will always be a welcoming place for immigrants and refugees as they add to the social fabric of our city and create an enormous positive economic impact. The faster the city embraces and helps immigrants and refugees adapt to life in our city, the better off we all are."

For those directly involved in this work, the impact is personal and profound. As Komal Kaur, founder of Eye of an Immi-



grant, shared:

“Welcoming KC holds a deeply personal significance for me as the daughter of immigrants. I’ve witnessed how inclusion can transform lives and open doors for individuals and families like mine to thrive and contribute. Welcoming KC is not only creating a sense of belonging but is also driving workforce development and strengthening Kansas City’s economy by embracing diverse talents and perspectives. A welcoming environment ensures that everyone can succeed, enriching our community and fostering a vibrant, culturally dynamic region. Kansas City is becoming a place where all stories are valued and I’m proud to see the impact it’s making.”

Zik Nwanganga, CEO/Founder of ULOM APP, a partner organization that helps refugees, international students and new migrants adapt to their new home faster by connecting them to the right resources and community, concurs with Kaur’s sentiments:

“ULOM’s partnership with Welcoming KC has been vital in supporting refugee and immigrant communities as it plays a crucial role in advocating for those who often go unheard, ensuring they feel seen and supported,” Nwanganga said. “For many immigrants and refugees, knowing there’s a community ready to help makes all the difference. We’re grateful for the incredible work Welcoming KC does and look forward to building on this collaboration.”

As we move closer to achieving Welcoming status, businesses and community leaders are invited to join this transformative journey. By working together, we can ensure that Kansas City continues to grow as a beacon of opportunity, inclusivity and belonging, where all residents can reach their full potential and contribute to a thriving regional economy.

Learn more about Welcoming KC and how to engage in this important work at www.kcchamber.com/welcoming-kc.



UNLOCKING OPPORTUNITY: ACCESS TO CAPITAL FOR INCLUSIVE PROSPERITY

In 2024, the Greater Kansas City Chamber of Commerce continued to make significant strides toward advancing its strategic imperative of Inclusive Prosperity. Central to this effort is the Access to Capital initiative, a vital program designed to empower small businesses, entrepreneurs, and underrepresented communities by increasing their access to financial resources. This work is supported by funding from the Kauffman Foundation and U.S. Bank Foundation. By addressing long-standing barriers and fostering collaboration, the KC Chamber is helping build a more equitable and vibrant economic ecosystem.

Lenders' Forum: Bridging Gaps in Understanding

Lenders' Forum brings together financial institutions, community lenders and small business owners for candid conversations about access to capital. The Forum served as a bridge, fostering dialogue between lenders and borrowers to demystify lending practices and clarify the requirements for

securing funding. Held every two months, these events emphasize relationship-building and showcase local businesses.

Capital Connections: Empowering Entrepreneurs

The KC Chamber's Capital Connections series provides an informal platform for entrepreneurs to connect directly with lenders and Entrepreneurial Support Organizations (ESOs). These networking events highlight opportunities for businesses to discuss their ideas, hear feedback and discover resources. Through these connections, entrepreneurs can foster the relationships necessary to secure the capital needed to scale their operations and create jobs, fueling economic growth in Kansas City.

Strengthening Entrepreneur Support Organizations

Recognizing the critical role of ESOs in nurturing small businesses, the KC Chamber convened a series of ESO Roundtables. These gatherings foster collaboration



among ESOs, enabling them to share best practices and align their efforts to better serve entrepreneurs. By strengthening these organizations, the Chamber is creating a robust support network that enhances the capacity of small businesses to access capital and thrive.

Loan Packaging Training: Equipping Businesses for Success

In response to the complexities of securing capital, the KC Chamber launched Loan Packaging Training for ESOs, equipping them with the expertise to guide entrepreneurs through the loan application process. This hands-on training provided participants with practical tools for crafting compelling loan packages, navigating lender requirements, and addressing common challenges faced by small businesses. The intended result is to achieve a measurable

increase in successful loan applications, translating into tangible growth for the businesses served.

Looking Ahead

The Access to Capital initiative is more than a program—it is a commitment to leveling the playing field and ensuring that all members of the Kansas City community have the opportunity to succeed. As the Chamber continues its work in this area, the focus remains on fostering inclusive growth, driving innovation, and unlocking the potential of small businesses to contribute to the region's prosperity.

Through collaboration and dedication, we are creating a Kansas City where prosperity is truly inclusive, and opportunities abound for all.

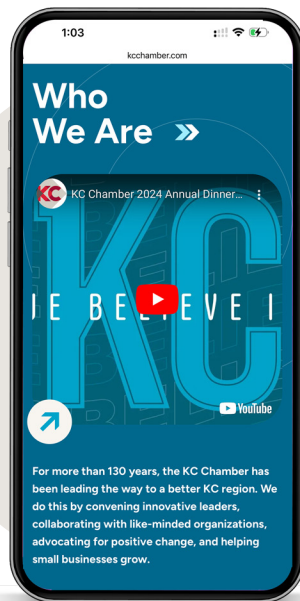
Learn more about Access to Capital at www.kcchamber.com/access-to-capital.



A NEW ERA OF CONNECTIVITY: THE KC CHAMBER'S UPDATED WEBSITE AND CRM PLATFORM

The Greater Kansas City Chamber of Commerce is proud to announce the launch of its updated website and new-and-improved Customer Relationship Management (CRM) platform. This milestone achievement is a key component of our strategic plan under the Organizational Excellence pillar, reflecting a commitment to delivering greater value, efficiency and engagement for our members and the broader Kansas City business community.

The new website, designed with a user-first approach, is a gateway to enhanced accessibility and interaction. Boasting a sleek, modern design and intuitive navigation, the site provides a seamless experience for visitors seeking information, resources and opportunities. Whether accessing event registrations, exploring membership benefits, or staying informed on regional initiatives, the platform empowers users to find what they need quickly and effectively. A robust search function and mobile-friendly optimization ensure that the website is accessible and functional on all devices, meeting the needs of today's fast-



paced, on-the-go users. Thank you to Chamber member Prelude agency for their support on this project.

Paired with the updated website is the KC Chamber's new CRM platform, a transformative tool called GrowthZone designed to foster deeper relationships with members and stakeholders. By consolidating member data, preferences, and interactions into a centralized system, the CRM enhances the Chamber's ability to provide personalized communication and tailored support. This technology equips our team with actionable insights to anticipate needs, identify opportunities and create meaningful engagement for its diverse membership base.

"The launch of our updated website and CRM platform marks a significant step forward in our mission to serve as the voice of the Kansas City business community," said Joe Reardon, President and CEO. "These tools are not just about improving technology—they're about strengthening connections, driving innovation, and ensuring that every member feels valued and supported."

2024 FINANCIAL OVERVIEW

Consolidated Revenue and Expenses

October 31, 2024 and October 31, 2023

	2024 <i>Audited</i>	2023 <i>Audited</i>
TOTAL REVENUE	\$7,370,182	\$7,302,679
TOTAL EXPENSES	\$7,319,061	\$6,752,127

2024 KC CHAMBER AWARD WINNERS

Kansas Citizens of The Year: Peggy and Terry Dunn

The Greater Kansas City Chamber of Commerce was proud to announce Peggy and Terry Dunn as the 2024 Kansas Citizens of the Year, honoring their lifelong dedication to civic leadership, community betterment, and commitment to creating positive impact throughout the region.

Peggy Dunn, a civic leader and longtime Mayor of Leawood, Kansas, has been an influential figure in regional initiatives that strengthen the social fabric and infrastructure of the Kansas City area.

Terry Dunn, the former CEO of JE Dunn Construction, has been a guiding force in Kansas City's business and philanthropic landscape. Under his leadership, JE Dunn Construction grew to be one of the nation's leading construction firms.

Both Peggy and Terry have dedicated their time and resources to a wide array of causes, from educational initiatives and health services to affordable housing and the arts. Together, they have become synonymous with community stewardship, setting a high standard for civic responsibility and philanthropy.

The Kansas Citian of the Year Award, one of the Chamber's most prestigious honors, is given annually to individuals whose civic and business leadership has brought about significant and lasting impact on the community.

2024
KANSAS CITIANS
OF THE YEAR



2024 KC CHAMBER AWARD WINNERS



Mr. K Award: Walz Tetrick Advertising

2024 was the third consecutive year that Walz Tetrick had been named a Top 10 Small Business. Founded in 1967, the advertising agency provides insight-driven, evolutionary brand marketing in a culture of collaboration and strategic thinking that enables team members to solve client problems with customized, hyperlocal solutions.

Charlie Tetrick's entrepreneurial vision helped ensure consistent growth year over year at a pace that outperforms most other AAF agencies in the country. Much of the agency's growth can be attributed to the additions of specialized talent, new services, larger clients and a holistic diversity strategy.

Recognizing the importance of community, Tetrick is extremely active in the community, lending marketing expertise and business acumen to many nonprofit boards and state-level task forces. Building community is also the focus of Walz Tetrick's strategy which includes supporting diverse vendors and fostering inclusive partnerships.



Top 10 Small Businesses	
Blue Symphony	DMC Services
The Next Paige Agency	Overflow LLC
Perfect Promotions	Quantum Resource Professionals
SnapIT Solutions	Stellar Image Studios
Taliaferro & Browne	Walz Tetrick Advertising

Emerging Small Business of the Year: **Cyphr**

Cyphr processes and enriches financial data with 95% accuracy, automating transaction reconciliation and increasing capacity for financial teams that allow them to make more informed, less-biased decisions. Established in 2022, this Emerging Business leader is making a substantial impact with the goal of serving 100 lenders that deploy \$1 billion annually to small businesses across the country. Cyphr had already grown its employee base from two to 10, raised \$2.2 million in capital and earned \$210,000 in revenue in the first 45 days after launching.



Legacy of Kansas City: **Pro Athlete**

For nearly 40 years, Pro Athlete has fostered a dynamic workplace by blending a passion for sports with a vibrant culture that encourages teamwork, innovation and creativity. Renowned for its product expertise and exceptional customer service since opening in 1987, this local small business also ensures a fun work environment where employees thrive. While the business model may have shifted from brick-and-mortar to online sales, Pro Athlete's commitment to Kansas City remains the same with a history of dedicated support to charity initiatives.



Weida Award for International Small Business of the Year: Shark OFF

Who knew that there is technology that exists to repel sharks? Shea and Geoff Geist, that's who!

The owners of Shark OFF created a business to help people "Lose the Fear and Love the Ocean" with proven shark-repellent jewelry. Packaging this proven, effective electrochemical technology as attractive, affordable jewelry has inspired sales all over the world. A small but mighty company, Shark OFF runs off the servant leadership mindset of its two owners and a single contract employee.



Melissa Miller of World Trade Center Kansas City accepted the Weida Award on behalf of Shark OFF.

Small Business Equity Award: Taliaferro & Browne

Deep connection to the revitalization of some of Kansas City's historic neighborhoods is part of Taliaferro & Browne story as one of Kansas City's largest Black-owned multi-disciplinary firms specializing in civil engineering, structural engineering, landscape architecture, land survey and construction inspection. The firm not only recognizes the importance of diversity and inclusion but actively champions it through intentional actions, partnerships and mentorship initiatives within the Kansas City region and beyond.



Luminary Arts & Creative Small Business: **Wandering Bud**

A new Small Business Celebration award in 2024, the Luminary Arts & Creative Small Business Award was created to recognize artist-founded and/or artist-run businesses that produce original work and products and maintain individual ownership of their intellectual property. Founded in 2016, Wandering Bud creates ceramic smokeware that is designed to accentuate home décor. Wandering Bud's pieces are all homemade

by local artists and the company has grown a faithful community of collectors.



ATHENA AWARD

ATHENA Award: **Qiana Thomason** ATHENA Young Professional Leadership Award: **Kamera Meaney**

The ATHENA Awards are named after the Greek goddess Athena, symbol of intelligence, wisdom, arts, and sciences, and recognizes not only exemplary leadership and service, but also honoring an individual who has actively assisted in opening doors for others.

As President and CEO of Health Forward Foundation, 2024 ATHENA Award winner Qiana Thomason guides the \$1B foundation in stewarding diverse capital investments, leadership in public policy, and institutional social capital that fosters health and economic inclusion throughout the Kansas City region. Her transformational leadership has positioned Health Forward as a national model.

ATHENA Young Professional Leadership Award winner Kamera Meaney serves as the Director of Advocacy and Government Relations

at University Health where she strategically works to eliminate health disparities and improve health outcomes for underinvested communities through policy creation and lobbying efforts. She is also committed to the betterment of the community and all of those within it.



ATHENA Award: Qiana Thomason and ATHENA Young Professional Leadership Award: Kamera Meaney.



DIVERSITY AWARDS

Champion of Diversity: H&R Block

The Belonging@Block initiative at H&R Block goes beyond social connection, embedding inclusivity into the company's core operations. Through a combination of training, leadership development, and advocacy, the program seeks to build awareness around unconscious bias and empower employees to drive change from within. Block also supports initiatives like mentoring programs and inclusive hiring practices, ensuring representation at all levels.

Inclusion at H&R Block results in a vibrant

workplace culture. Programming ensures that employees feel a deep sense of belonging, regardless of their backgrounds, by fostering a community that celebrates differences and promotes collaboration. Central to Belonging@Block are the Employee Resource Groups (ERGs), which are spaces for employees from different backgrounds to connect, support one another, and advocate for change. No fewer than seven ERGs support various identities, including race, gender, LGBTQIA+ and more, providing a platform for voices that have historically been marginalized.

Ace Award: Anna Bazan-Munguia, Big Brothers Big Sisters of Kansas City

As the Director of Community Outreach, Anna Bazan-Munguia leads efforts to ensure that the programs of Big Brothers Big Sisters of Kansas City are inclusive and reflective of the communities it serves. Bazan-Munguia has a strong commitment to engaging underrepresented groups and fostering equity through mentorship and outreach initiatives. “When you are passionate about making a difference and having the opportunity to work with so many amazing people, internally and externally, it is so rewarding that it feels as if you aren’t working at all,” Bazan-Munguia reflected.



Ace Award: Kelly Hass, Kansas City National Security Campus, managed by Honeywell FM&T

Frequently experiencing situations where she was the only woman in the room, Kelly Hass learned early on in



her career that representation and communities of belonging matter. In her role as a Senior Quality Director at KCNSC, she has helped drive initiatives aimed at creating a more inclusive and equitable culture. Hass’ work emphasizes creating spaces where all employees feel valued, heard and empowered to contribute fully. One of her primary focuses has been on implementing strategic policies that not only improve representation but also address systemic barriers within recruitment, retention, and career advancement.

Ace Award: Jenn Miller, Henderson Building Solutions

As the Director of Business Development at Henderson Building Solutions, Jenn Miller has been



instrumental in cultivating a culture that promotes representation and belonging across the firm. Prioritizing inclusion, Henderson is not only enhancing its workplace culture but also ensuring more holistic, creative problem-solving within its project teams. And Miller’s impact extends beyond the firm, as she advocates for broader industry-wide changes to make engineering more accessible and equitable for all. ▾

2024-2025 BOARD OF DIRECTORS

Effective November 1, 2024

**Indicates Executive Committee*

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University Health



JEFF SIMON*
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Treasurer
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Kansas City



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MARK LARRABEE
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RONALD LINDSAY
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Concord "Fortress of
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Garmin International,
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Regional President
and Head of Corporate
Banking
PNC Bank



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Tico Sports*



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Blue Cross and Blue
Shield of Kansas City*



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 Walz Tetrick Advertising



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 President & CEO
 Health Forward
 Foundation



CAITLIN WATERS
 President, Employee
 Benefits-Kansas City
 CBIZ



FRANK WHITE III
 President & CEO
 Kansas City Area
 Transportation
 Authority



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Pinnacle
 Director of Education
 MOCSA



ERIC WOLLERMAN
 President
 Kansas City National
 Security Campus,
 managed by Honeywell
 FM&T



**JULIÁN
 ZUGAZAGOITIA**
 Director and Chief
 Executive Officer
 The Nelson-Atkins
 Museum of Art

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 Unified Government
 of Wyandotte County/
 Kansas City, KS

JOHN JOSENDALE
 Mayor
 City of St. Joseph, MO

CURT SKOOG
 Mayor
 City of Overland Park,
 KS

MIKE KELLY
 Chairman
 Johnson County Board
 of Commissioners

QUINTON LUCAS
 Mayor
 City of Kansas City, MO

FRANK WHITE
 County Executive
 Jackson County, MO

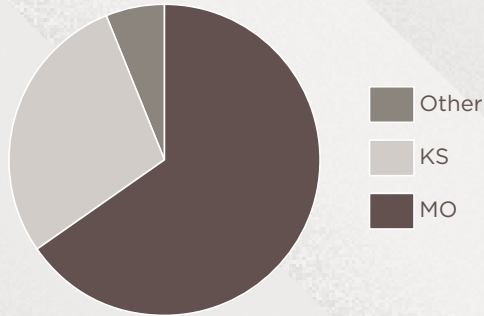
BRIAN PLATT
 City Manager
 City of Kansas City, MO

JULIE SAYERS
 Mayor
 City of Lenexa, KS

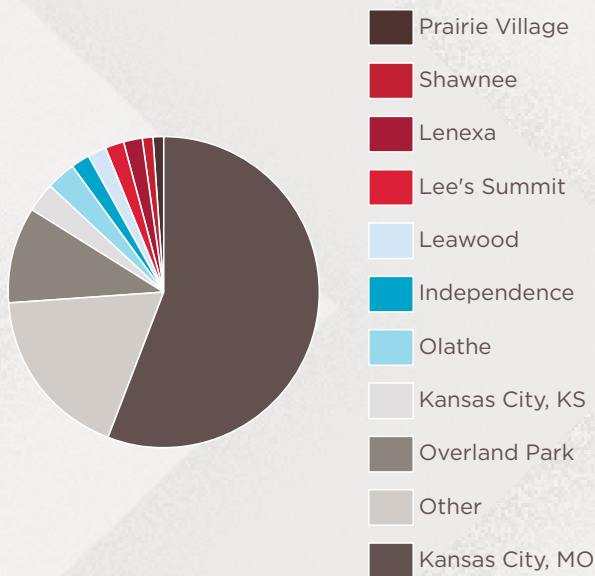
2024 MEMBERSHIP STATISTICS

Geography

66% MO
29% KS
5% other

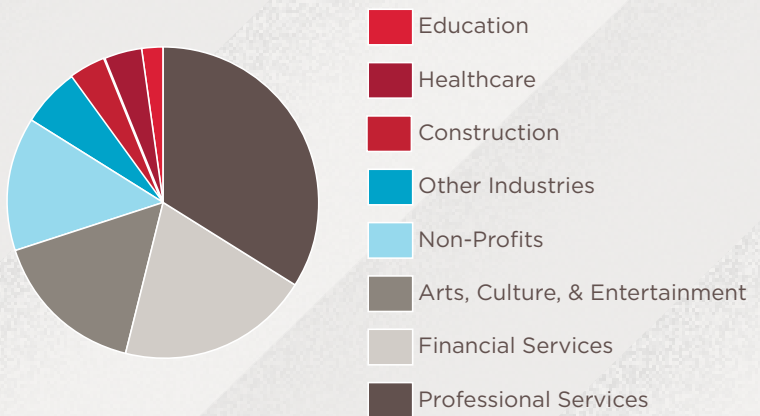


56% Kansas City, MO
17% Other municipalities
10% Overland Park, KS
3% Kansas City, KS
3% Olathe, KS
2% Independence, MO
2% Leawood, KS
2% Lee's Summit, MO
3% Lenexa, KS
1% Shawnee, KS
1% Prairie Village, KS



Business Type

34% Professional Services
20% Financial Services
16% Arts, Culture, & Entertainment
14% Non-profits
6% Other industries
4% Construction
4% Healthcare
2% Education



KC CHAMBER FOUNDATION

FY24 PROGRAM HIGHLIGHTS

genKC

- genKC put on 4 networking events in 2024 that brought together over 500 early career professionals from the Kansas City area.
- genKC had over 200 attendees for a 2024 Financial Literacy panel that discussed microeconomics.
- At a networking event hosted by genKC, more than 390 pounds worth of goods were collected that were donated to Big Brothers Big Sisters.
- genKC held a book drive for Lead to Read in October and collected over 450 books.

Access to Capital

- Access to Capital held 4 Lenders' Forums where 20 small business owners made connections with lenders.
- Access to Capital held 2 Capital Connections with over 100 attendees at each, including small businesses, lenders and Entrepreneurial Support Organizations.
- Access to Capital held 7 loan packaging training sessions where 12 people from 15 Entrepreneurial Support Organizations participated.

Welcoming KC

- Naturalization Ceremony - more than 100 new citizens naturalized.
- Presented an event on Economic Impact of Immigrants and Workforce Development in the KC Metro.
- Hosted KCMO City Council members on a Historic Northeast Tour of Welcoming KC coalition member organizations serving immigrant and refugee populations.

- Grew Coalition to over 100 organizations.
- Worked with KCMO City Council to pass ordinances for Office of Language Access
- Worked with New Americans' Commission to develop plan for KCMO Office of Immigrant and Refugee Affairs

Workforce

- 2024 Public Policy activities addressed barriers to workforce development in areas including, but not limited to, transportation, childcare, K-12 education, and housing through informational convenings, legislative advocacy, and stakeholder engagement.

Centurions Actives/Alumni

- Centurions awarded over \$32,000 in Scholarships, including over \$15,000 for the Alumni Legacy Scholarship which provides full tuition, trip fees, and KC Chamber membership for a professional of color.
- In addition to the programming held for Centurions' participants, Centurions hosted numerous community events such as the Board Service Symposium, and the Diversity, Equity, and Inclusion Symposium bringing in more than 300 participants.

Women's Leadership

- Refreshed the aesthetic of the ATHENA Awards Reception, including hosting at a new venue. Increased attendance to 369 attendees.
- In partnership with KCNSC, managed by Honeywell FM&T, the Chamber hosted the first Women's Leadership: Inspire and Empower Leadership Conference 2024.



Union Station
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Kansas City, Missouri 64108

For membership information,
call (816) 221-2424
or email info@kcchamber.com



Design solutions for *The Greater Kansas City Chamber 2024 Annual Report*
provided by KC Chamber member Ridpath Creative Partners, LLC.

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