ANNUAL REPORT
2016


Mission
The members of the Lake City Area Chamber of Commerce are dedicated to working together, fostering a prosperous trade environment, and providing a united voice for business in our community.

Goals
To provide members with resources, services and information to further their success • To entice local and tourist customers into member businesses • To serve as a voice to city government and establish meaningful communication to county, regional, and state government.
Message from 2016 President Wade Carlson

2016 has been another great year for the Chamber.

The Chamber’s wonderful staff, Andrea Chapman and Kelli Morgen, along with the Chamber Board of Directors and countless committee members and volunteers, have continued to grow all the successful programs, services, and events the Chamber coordinates.

We are grateful for all the volunteers and committee members who make our events so successful. Without your and our members’ support, Water Ski Days wouldn’t continue to be the staple of the Chamber and Tour de Pepin to set rider records year after year - not to mention allowing the Chamber to develop new events like Junk Crush and the exciting Fired Up Fat Bike Tour coming to you this Winterfest!

With your continued support, 2017 will be another great year for the Chamber and Lake City!

Wade Carlson
Alliance Bank

Chamber Staff

Andrea Chapman
Executive Director
lcchamber@lakecity.org

Kelli Morgen
Events Coordinator
chamberevents@lakecity.org

2016 Board of Directors (L to R): Trevor Coons, Cheryl Geolat, Tom Dwelle, Jan Bruce, Melissa Krier, Wade Carlson, Joan Kaartinen, Steve Lang, Donna Bautch, John Hutchinson
Letter from the Executive Director

What a great year for the Chamber!

In 2016, your Chamber embraced new ways to contribute to the future of Lake City while maintaining our many established services of support to members, tourists and the community at large.

Our members attended over 30 networking and educational events last year, more than ever before. Seven informative seminars on topics like business tax and finance and OSHA guidelines spoke to each of our various business sector constituencies. Our popular Business Before and After Hours brought members together for the most fun you can have while (net)working.

Lake City’s three largest community festivals, thanks to coordinator Kelli Morgen, successfully brought thousands of visitors and local residents out to play in Lake City. We also continued to be Lake City’s Visitor Center, assisting tourists and locals alike.

The Chamber advocated for Lake City’s business economy by speaking before City Council on important proposals including the TH61 and Block 13 projects, and attending Business Day at the Capitol with other SE MN Chambers. Our bus tour to Albert Lea and Stewartville provided an opportunity to better understand the community impact of lane reconfiguration. We continued our involvement in regional development forums and the Minnesota Chamber’s Grow MN program, too.

A few of our collaborative efforts included hosting the “Meet the Candidates” forum with the Lake City Woman’s Club, Human Foosball at Winterfest, Business Series seminars and Manufacturer/Large Employer luncheons with Lake City’s EDA, and as always, producing fireworks on the 4th of July with the VFW and City of Lake City.

Thank you to retiring board members, Tom Dwelle, Melissa Krier, and Joan Kaartinen for their commitment to the mission of the Chamber and welcome to our new directors, Angie Meyer, Josh Rodewald, and Dean Kaartinen. Working with you all is a pleasure and a privilege. Most importantly, thank you members and sponsors for your support and guidance.

Lastly, I encourage you to use the myriad benefits your Chamber membership affords and be involved to help your business thrive and grow. Kelli and I are always at your service.

Best always,

Andrea Chapman

6,184 Total Likes 30 Networking Events 52 Newsletters Sent 1,200 Average View per Member
Statement of Income
Year Ended Dec. 31, 2016

Income
- Membership: 53,221
- Events: 202,793
- Misc.: 21,547
- Total Income: 277,561

Expenses
- Operating: 148,081
- Event: 101,323
- Total Expenses: 249,404

Net Income: 28,157

Revenue:
- Festivals: 72.8%
- Dues: 19.5%
- Other: 7.7%
NETWORKING

Business Before and After Hours

All members, their employees, and potential members are invited to Business Before Hours and Business After Hours events, held alternately the fourth Tuesday of each month. Member sponsors select the location and provide refreshments. These popular events emphasize networking, but also offer time to share business announcements and updates. Sponsorship offers an opportunity to reinforce members’ business presence. Over 500 people attended these events in 2016.

2016 Sponsors: Pat Lowther Law • EO Johnson • The Bluffs of Lake City • Mount Frontenac • Xcel Energy • Hok-Si-La Park • Pepin Manufacturing • Pearl of the Lake • Musty-Barnhart Agency • Automation Services • Dove Chocolate • England Law Office • AmericInn

SPARK

Spark gives women the opportunity to network, share ideas, and ‘spark’ new friendship. Sponsored by the Chamber and open to women of all communities, Spark meets on the first Monday of the month, from October through May. Spark Coordinator: Liz Carlstrom, Hearth & Home Technologies.

2016 Presenters: Nicole Doyle, Miss Teen MN • Shar Yorde, Red Cross • Dana Tiedeman Alpacas • Deb Lane, Corner Closet • Joanne Klees, Hok-Si-La • Jill Minette, Waddell & Reed • Kari Dietrich and Sharon Anderson, Beekeeping • Jeff Bartelt, Photography
Manufacturers and Large Employers

Manufacturing and Large Employers sector meetings are organized by the Chamber and Lake City Economic Development Authority.

Meetings provide an opportunity for members to discuss relevant topics and trends, brainstorm solutions and tour peer facilities.

**Ardent Mills** plant tour and networking • Session on new OSHA reporting guidelines by **Hearth & Home Technologies** • Celebrated Manufacturer’s Week recognizing all Lake City manufacturers and **Pepin Heights Orchards** as Manufacturer of the Year

Retail Committee

The Retail Committee develops ideas and executes promotions to grow and retain a strong retail environment. The Retail Committee also provides an opportunity to discuss shared challenges and enjoys retail-oriented educational programming.

Three educational retail seminars: Safety • Tax and Finance • Marketing

10th Annual Girls’ Day Out: 100 shoppers entered the gift basket drawing • 13 retailers participated

Downtown Seasonal Decorating: **Ryan Repair** sponsored the Scarecrow Contest • **City of Lake City** and light pole sponsors provided lighting and evergreen displays

Holiday Promotions: Holiday Keepsake Coupon Book • Shop Small Saturday materials and social media campaign • Holly Shop Hop and Weekly Coupon Book drawings • **Treats and Treasures** won the Window Decorating Contest
CHAMBER BUCKS

The Chamber Bucks Program contributed $30,000 to Chamber member businesses and our local economy in 2016. They are available in any amount from the Chamber office and Alliance Bank, and are redeemable at all member businesses.

Over $1,000 Purchased
Public at Large
Mayo Clinic Health System
Lakeshore Agency
Ardent Mills
ISD #813

Over $750 Purchased
Federal Mogul
Hearth & Home Technologies
Wabasha County

Over $300 Purchased
Ripley Dental
Lake City Federal Bank
Alliance Bank
Frontenac Sportsman’s Club
Lake City Chamber

COLLABORATION

The Lake City Chamber works together with other entities and non-profits to promote the growth and prosperity of our community and region. This includes partnering on event coordination, sponsorship, representation, and memberships.

Memberships • Lake City Tourism Bureau • Destination Lake City, Lake Pepin Interpretive Center Committee, Downtown Committee • Minnesota Chamber of Commerce, Grow MN! • Rochester Area Chamber of Commerce • Southern Minnesota Tourism Association

Partnerships and Collaborations • Lake City EDA, Manufacturers and Large Employer Committee, Business Seminar Series • Lake City Rotary, Winterfest Human Foosball Tournament • Rochester Chamber Day at the Capitol • Lake City Woman’s Club, Candidate Forum • City of Lake City, VFW and Lake City Marina, Fireworks • Chamber Chat, Q Media • Joint Powers Committee, City of Lake City, EDA, ISD 813, and Wabasha and Goodhue Counties • Saturday Farmers Market • Tourism Bureau, Visitor Care and information requests.

Left: Rolf Thompson, National Eagle Center Director, Andrea Chapman, Lake City Chamber Director, and Rob Miller, Rochester Chamber President at Rochester Chamber’s SE Minnesota Day (Not) at the Capitol event in St. Paul, April, 2016.
Chamber Ambassadors

Ambassadors promote the Chamber’s mission through promotion, recruitment and retention projects, recognition activities and event support. Ambassadors attend First Dollar presentations, Ribbon Cuttings and Milestone Award presentations. All members are invited to join the Ambassadors.

Ambassadors: Asia Zmuda, Mayo Clinic Health Systems - Lake City • Cheryl Geolat, Property Brokers of MN • Dave McCormick, Lake City Free Masons • Jamie Kells, Musty-Barnhart Agency • John Mueske, Pepin Valley Dental • Jon Bombach, Lakeshore Agency • Kathy Jo Rodester, Lakeshore Agency • Lisa Babington, EDA • Liz Carlstrom, Hearth & Home Technologies • Marcia Savela, Lake City Rotary • Nancy Denzer, Kemp Real Estate • Nancy Rigelman, Lake Pepin Cottage • Vicki Krage, Kemp Real Estate

First Dollars: Breakwall Outfitters • TJ’s Lakeside Pub

Milestone Awards: Ripley’s Rentals • Majerus Garage • Pearl of the Lake • J & J Liquor • GEM Sailing • Lake Pepin Pet Clinic & Hospital • The Jewel Golf Club • Gartner Law • Automation Services • Read’s Landing Brewing Co. • Ackermann Total Eye Care • Ag Partners

Ribbon Cuttings: Eagle Valley Chiropractic • Yippie Hippie Shop • Farmer’s Downtown Grill • Visionary Grant-writing

Ambassadors provided assistance with the Annual Banquet, Water Ski Days, Junk Crush, and Tour de Pepin.
The 9th annual Tour de Pepin, June 6, 2016, included the 32, 50, and 72 mile course as well as a 100 mile (century) ride touring the bluff country outside of Red Wing.

Tour de Pepin features one of the most novel and popular experiences of any bicycle tour, a ride across Lake Pepin on the Pearl of the Lake Paddleboat.

Event proceeds support the Chamber and the Lake Pepin Legacy Alliance.

2016 Highlights: Record 900+ riders • 16% increase over 2015 • 47% are returning TDP riders • Pepin and Stockholm Merchants Associations, Wabasha-Kellogg Chamber of Commerce and Tourism Bureau, and Bay City’s Flat Pennies were event sponsors, reinforcing this event as a regional collaboration of communities • New rest stop snacks from The Pickle Factory and Ellsworth Cheese Curds

2016 Tour de Pepin Committee: Melissa Krier, Braun Plumbing • John Mueske, Pepin Valley Dental • Jim Fuchs, Ardent Mills • Joanne Klees, Hok-Si-La • Ed Hahn, National Eagle Center • Dorothy Thompson, Dockside Mercantile • Rylee Main, Lake Pepin Legacy Alliance • Carol Wiersma, Maiden Rock Winery & Cidery • Jane Glander, Wabasha Chamber & VCB • Sharon Kurtzhan, Villa Maria • Jim Ross, Flat Pennies Ice Cream • Marilyne Bouteiller, St. James Hotel • Brenda Pearson, Turning Waters B & B
FESTIVALS
Water Ski Days

Lake City’s largest festival celebrates Ralph Samuelson’s invention of water skiing on Lake Pepin and is our largest fundraiser. The 45th annual event was held June 24-26, 2016.

The Water Ski Days Committee, at the direction of Event Coordinator Kelli Morgen, manages the beer garden entertainment, Grand Parade, Water Ski Show, Arts & Crafts Fair, and all event logistics and promotional strategies.

The festival is made possible by Presenting Sponsor, Hearth & Home Technologies, the cooperation of the City of Lake City, and member businesses and service clubs. Water Ski Days is held each year the last full weekend in June.

2016 Highlights: Hearth & Home Technologies Presenting Sponsor, 3rd year • Lauren Kaartinen won the button contest • Emily Schimbeno, $500 “Community Pride” scholarship winner • Jenna Valkos (12) and Ellianna Denzer Brinkman (13) won $100 in Chamber Bucks winning Replica Hunt • Lake Hits 95’s Karaoke Contest took place on Friday night on the main stage • First Friday night Happy Hour

2016 WSD Committee: Beverly Bantley, Lions Club • Paul Holland, ISD 813 • Mike Ryan, Ryan Repair • Melissa Krier, Braun Plumbing • Cory Kubista, LCPD • Destin Peters, Hearth & Home Technologies • Ed LaBrash, Ed’s Plumbing • Kelli Morgen, Chamber • Ron Hartung, Lion’s Club • Nate Schulz, Health Source • Heidi Meyer, Parade • Dave McCormick, Lion’s Club • Not pictured, Don Kliewer, Q Media
Lake City’s newest festival celebrated its second year. Junk Crush, held Sept. 10-11, 2016, featured a select group of vendors with repurposed, upcycled, antique and homemade treasures, bringing thousands of people to downtown Lake City for two days of entertainment, wine and food. Junk Crush is held annually the second weekend of September.

2016 Highlights: Musty-Barnhart Agency sponsored four Grape Stomp contests throughout the weekend • Mike Burke and his Barndogglers demonstrated their reclaimed wood expertise during several demonstrations • Local wine from Villa Bellezza, Flower Valley Vineyard and Cannon River Winery was featured in the wine tent
Message from 2017 President Donna Bautch

I am honored to be your Chamber President for 2017. It is a privilege, and I will serve to the best of my knowledge and ability.

As a lifetime resident of Lake City, I have had the opportunity to live and raise my family in this beautiful small town with a lot of potential for growth. Our Chamber plays an instrumental role in helping our community thrive and grow.

Andrea and Kelli’s dedication to our members and community go way beyond what is expected. As a member of your Board of Directors I have witnessed this first-hand.

Your elected Board of Directors are also a group of dedicated individuals from many different backgrounds and organizations. They come to meetings with ideas, solutions and a readiness to volunteer whenever needed. I hope to continue to learn from them as we lead the Chamber forward in 2017.

I encourage each of you to become involved and reach out to your Chamber staff and board members.

Sincerely,

Donna Bautch
Automation Services

2017 Board of Directors

Donna Bautch, President
Automation Services

Wade Carlson, Past President
Alliance Bank

Jan Bruce, President-Elect
Rather Bee Quilting

John Hutchinson, Vice President
Coastal Style Vacation Rentals

Trevor Coons
Mayo Clinic Health Systems – Lake City

Steve Lang
Edward Jones

Cheryl Geolat
Property Brokers of Minnesota

Dean Kaartinen
Creative Minds

Angie Meyer
Pepin Valley Dental

Josh Rodewald
RDR Services LLC