Our Mission

The Lake City Chamber of Commerce is committed to working together, fostering a prosperous trade environment, and providing a unified voice for our business community.

Our Goals

→ To provide members with resources, services, and information to further their business success.
→ To entice local and tourist customers into our member businesses.
→ To serve as a voice to city government and establish a meaningful communication link to county, regional, and state government.

Chamber Staff

Michelle Larson
Executive Director
lcchamber@lakecity.org

Linda Albrecht
Executive Assistant
chamberevents@lakecity.org
Message from 2017 President Donna Bautch

Good evening fellow members, Board of Directors and guests:

I would like to thank our membership for entrusting me with the honor of being their President. The challenges of the year have helped me gain more respect for the citizens of our community that take the time to become leaders. You can never be thanked enough. I've gained a lot of knowledge and hope that I was able to contribute as much. I met many new people, reconnected with old friends and look forward to continue to work with them as the Past President. I know that this year will be a success as you have a staff and a board of directors that is knowledgeable, engaged and very dedicated to our members and our community. In closing I'd also like to thank Patrick and Stephanie Murphy for allowing me to represent Automation Services Inc. as a member of the Board of Directors. Their willingness to give me the time and support needed to do my best was greatly appreciated.

Sincerely,

Donna Bautch
Automation Services, Inc.

2017 Board of Directors

Pictured Above:
Donna Bautch, Chamber President
Automation Services, Inc.

From left to right:
Janet Bruce, President Elect
Rather Bee Quilting
Wade Carlson, Past President
Alliance Bank
John Hutchinson, Vice President
Lake Pepin Pearl Button Co.

Cheryl Geolat, Director
Property Brokers of MN
Steve Lang, Director
Edward Jones
Trevor Coons, Director
Mayo Clinic Health Systems
Dean Kaartinen, Director
Creative Minds
Angie Meyer, Director
Pepin Valley Dental
Josh Rodewald, Director
RDR Services
2017 was a year of transition and change for the Chamber, but that did not hinder all of the amazing successes that took place. Going through such a big change says a lot about an organization. It really showed the Chamber’s resiliency and commitment to you, our members, as well as the community as a whole.

Since taking on this role with the Lake City Chamber of Commerce, I have developed a great appreciation for the amazing things our Chamber does for the businesses and the community. I have seen the spectacular amount of work put into running events like Tour de Pepin, Water Ski Days, and Junk Crush. We were fortunate to have success with every event in 2017. We saw increased excitement, attendance, and revenue across the board.

Beyond that, I have seen the immense dedication from volunteers within the community who seek to make Lake City better and help it flourish. We have a dedicated Chamber of Commerce Board of Directors who are committed to the Chamber’s mission and vision. During the transition, the board worked hard to make sure the Chamber’s success as did our interim staff Brandy Geolat and Linda Albrecht (who is now our Executive Assistant). I feel honored to be surrounded by such dedicated individuals that make my job so enjoyable.

Going into 2018, we are working towards expanding our scope with our businesses and the community. My objective for our businesses this year is to create more opportunities for learning, enhance our networking experiences, and work together to create a thriving business community that benefits us all. We are aimed at developing and growing our membership while also bringing more publicity to the Chamber. You will see more of the Chamber across nearly all marketing platforms this year, particularly online.

My hope is that we continue to do great things for the community as a whole. We had a successful fundraiser for the Lake City Food Shelf, while decorating our town for fall at the same time, and we received overwhelming support for adding more lights to Patton Park for the holidays. I would like to see community development grow and continue to look at new opportunities for the Chamber to be a part of the community - working together with individuals and groups to achieve our goals and objectives.

Chamber events are set to be just as exciting as ever for 2018. Our first event of the year is the Fired Up! Fat Bike Tour held during Winterfest on February 3rd. The planning is already underway for Tour de Pepin and Water Ski Days, both slated to occur in June of this year. We are excited to continue to grow these events and hopefully you’ll be seeing some new activities over Water Ski Days this year.

As always, it is a privilege to work for the Chamber and be a part of this beautiful community. Thank you for your continued support and trust in the Lake City Chamber of Commerce.

Sincerely,

Michelle Larson
Executive Director
Networking

Business Before and After Hours

All members, their employees, and potential members are invited to Business Before Hours and Business After Hours events which are held on the fourth Tuesday of each month.

Member sponsors select the location and provide refreshments or light fare, if they choose. These popular events emphasize networking, collaboration, and offer time to share business announcements and updates. Sponsorship offers an opportunity to reinforce members’ business presence while showcasing your unique organization.

2017 Sponsors

The Bluffs of Lake City • EO Johnson Business Technologies • The Jewel Golf Club • Mount Frontenac Golf Course • Mediacom • Hok-Si-La • Musty Barnhart Agency • Mayo Clinic Health System • The Pearl Button Co. & Lake House on Pepin

Thank you to all of our BBH and BAH sponsors!!
Networking, cont.

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. This year meetings were held at Automation Services, Inc. and Mayo Clinic Health System - Lake City Care Center. Topics included presentations on the childcare gap in Lake City and employee wellness programs and resources.

In October, Manufacturing Week was celebrated with a luncheon at Lake City Family Restaurant and a presentation on “Where in the World is Lake City.” Over the years, our local manufacturers have exported to products to over 66 countries and eight offshore locations around the globe. The map on the right showcased the different exports color coded to each individual manufacturer in Lake City and was on display at the meeting as well as locations throughout town following the luncheon.

Looking ahead...we have committees returning and more networking opportunities include the retail action committee, lunch and learn sessions, and more! There are a number of volunteer & committee opportunities available. Contact us to get involved!
Recognition

Chamber Ambassador Program

Chamber Ambassadors promote the Chamber’s mission through promotion, recruitment and retention projects, recognition activities, and event support. This includes First Dollar presentations, Milestone Award presentations, assisting with Chamber festivals and events, plus so much more. All members and their staff are invited to become a Chamber Ambassador.

Thank you to our 2017 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 • Lisa Kuehl, Xcel Energy • Liz Carlstrom, Hearth & Home Technologies • Marcia Savela, Lake City Rotary • Melissa Krier, New Image Siding and Windows • Nancy Denzer, Kemp Real Estate • Nancy Rigelman, Lake Pepin Cottage • Robyn Udenberg, North Risk Partners • Vicki Krage, Kemp Real Estate
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 • Minnesota Chamber of Commerce • Grow MNI • Rochester Area Chamber of Commerce • Southern Minnesota Tourism Association • Lake Pepin Legacy Alliance

Partnerships and Collaborations

Lake City EDA, Manufacturers and Large Employer Committee, Business Seminar Series • City of Lake City, VFW and Lake City Marina, Fireworks • Chamber Chat, Q Media • City of Lake City, EDA, ISD 813, and Wabasha and Goodhue Counties, Joint Powers Committee • Saturday Farmers Market • Tourism Bureau, Visitor Care and information requests • Red Wing Chamber of Commerce & Wabasha Chamber of Commerce, Meet in the Middle

Chamber Bucks

The Chamber Bucks Program contributed more than $26,500 to Chamber member businesses and our local economy in 2017. They are available in $5 increments up to $25 from the Chamber office, and are redeemable at all member businesses.

Over $1,000 Purchased
Ardent Mills
Hearth & Home Technologies
Lakeshore Agency
Mayo Clinic Health System
Public at Large

Over $750 Purchased
ISD #813
Lake City Federal Bank
Ripley Dental
Wabasha County

Over $300 Purchased
Lake City Chamber
Lake City Tourism Bureau
Community

Community involvement is a huge part of the Chamber of Commerce. It shows that our businesses are committed to making the community a better place to live, work, and play. Our three main festivals are a highlight for many both near and far. The other events and community enrichment activities taken on this year are a testament to the Chamber always being open to trying something new and expanding our reach. New events and efforts included the Fired Up! Fat Bike Tour, held over Winterfest, Fireball Run in collaboration with the Tourism Bureau and EDA, and fall and winter decorating initiatives in collaboration with the City of Lake City.

Fired Up! Fat Bike Tour

2017 marked the 1st fat bike tour held on the Jewel Golf Course and in surrounding areas. Fat bikes are growing in popularity and with the vision and help of Dan Coyle, John Mueske, and Doug Mahal this event became a reality. A fat bike was sponsored by local businesses and individuals and given away to one lucky event registrant. With over 50 participants in the 1st year and a growing buzz about fat biking, this event is sure to continue to grow.

Fireball Run

Fireball Run was a one-time opportunity for Lake City that brought a ton of excitement and is sure to bring great airtime to our great town when it airs on Amazon TV. The television series involves multiple contestants working to raise awareness for missing and exploiting children while competing against each other in teams. Participants were overwhelmed with our town’s “postcard” beauty and hope to return once again.
The 10th annual Tour de Pepin held on June 3, 2017, 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.

Net revenues were $33,800, up 5.5% when compared to 2016. Event proceeds support the Chamber and the Lake Pepin Legacy Alliance.

2017 Highlights: Record 1,038 riders • 13% increase over 2016 • majority of registrants were returning TDP riders • Pepin and Stockholm Merchants Associations, Wabasha-Kellogg Chamber of Commerce and Tourism Bureau, and Bay City’s Flat Pennies were event participants, reinforcing this event as a regional collaboration of communities • Riders also enjoyed snacks from The Pickle Factory and Ellsworth Cheese Curds

2017 Tour de Pepin Committee Members: Joanne Klees, Hok-Si-La • Bob Kubes, Musty Barnhart • Jim Fuchs, Ardent Mills • Larry Nielsen, Pearl of the Lake • Rich Ousky • Carol Wiersma, Maiden Rock Cidery • Steve Grams, Stockholm Pies • Jim Ross, Flat Pennies • Joyce Walsh • Melissa Krier, New Image Siding & Windows • John Mueske, Pepin Valley Dental • Brenda Pearson, Turning Waters B&B • Ed Hahn, National Eagle Center • Marilyne Bouteiler, St. James Hotel
Lake City’s largest festival celebrates Ralph Samuelson’s invention of water skiing on Lake Pepin and is our largest fundraiser. The 46th annual event was held June 23-25, 2017. Net revenues were $62,000, an increase of roughly 2.5% from 2016.

The Water Ski Days Committee, along with the Chamber staff, manages the beer garden, entertainment, Grand Parade, Water Ski Show, Arts & Crafts Fair, and all event logistics and promotional strategies.

The festival was 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.

2017 Highlights: Hearth & Home Technologies Presenting Sponsor, 4th year • Lauren Kaartinen won the button contest • Emily Schimbeno, $500 “Community Pride” scholarship winner • Alysha, Lorne, and Elianna Brinkman won $100 in Chamber Bucks winning Replica Hunt • We made our first ever Water Ski Days video production • The layout for the beer garden was changed to highlight our biggest asset - Lake Pepin • Emery and Vicky Fick were the Grand Marshalls of the parade • The Flags of Valor, organized by the American Legion Auxiliary, were on display all weekend.

2017 Water Ski Days Committee Members
Pictured above from left to right. Back row: Paul Holland, Melissa Krier, Ron Hartung, Nathan Schulz, Ed LaBrash, Heidi Myers, and Dave McCormick Frw: Brandy Geolat, Michelle Larson, Destin Peters, Beverly Bantley, Linda Albrecht. Not pictured: Don Kliewer, Cory Kubista, Brent Meincke, Mike Ryan, Bruce Wallerich, Bill Weist
The 3rd Annual Junk Crush, held Sept. 9th and 10th in 2017, 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. The event brought in roughly $11,000 in total revenue with a net revenue of $5,700, which is a 14% increase from 2016. Junk Crush is held annually in September and will be on September 15th & 16th in 2018.

2017 Highlights: Mike Burke and his crew, known as The Barndogglers, demonstrated their reclaimed wood expertise during several demonstrations • Live musical entertainment from Erik Stashek and Thomas and the Shakes • Local wine and cider beer from Lake Pepin Winery, Flower Valley Vineyard, Villa Bellezza, Maiden Rock Winery and Cidery, and Cannon River Winery were featured in the wine tent. A variety of vendors provided a nice blend of food choices as well.

2017 Junk Crush Committee Members: Angie Meyer, Pepin Valley Dental • Cory Kubista, Lake City Police Department • Debbie Schreck, Lakeside Antiques • Jodee Glenna, Lake Pepin Pearl Button Co. • Joan Kaartinen, Creative Minds • Sharon Hutchinson, Lake Pepin Pearl Button Co. • Susie Spain, Lake Pepin Pearl Button Co. • Tom Rasmussen, Lake Pepin Pearl Button Co.

Thank you our sponsors!
Fall and Holiday Decorating

We held two fundraisers - one for the fall decorating and the other for holiday decorating, with the addition of adding more holiday cheer to Patton Park.

Fall bundles were sold to area business with the choice of corn stalks, pumpkins, gourds and mums to help decorate the downtown area and corn stalks were added to more than 70 light poles. The fall decorating fundraiser, raised $400 for the Lake City Food Shelf (picture below). These funds were raised from over 45 businesses and organizations that purchased decorations to beautify our town for fall.

For the holiday season, 93 poles were decorated downtown and were sponsored by individuals, businesses, and organizations. Adding more lights to Patton Park was a new venture this year. Businesses and residents of Lake City were very receptive in helping raise enough money to wrap 52 trees with bright white lights. Generous donors allowed us to raise over $4,000 to help cover the cost of purchasing the tree light wraps, extension cords and other needed supplies to secure the lights. The lighting ceremony was held on Saturday, November 25 with entertainment by Travis Walker, hot cider, coffee and cookies - and a special visit from Mr. and Mrs. Claus. Food donations were accepted for the Lake City Food Shelf and we were pleased to provide them with more than 150 pounds of much needed food items.

The fall and holiday decorating would not have been nearly as successful without the help of Pepin Heights, the City of Lake City Public Works staff, and the amount of time donated by many dedicated volunteers. Next year we are hoping to expand the Patton Park lighting to make it even more beautiful and festive for the holidays.
## Financials

### 2017 Revenues

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<td>Tour de Pepin</td>
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<td>Junk Crush</td>
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Financials, cont.

Revenues and Expenditures – All Funds

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<td>Net Income</td>
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How does this compare to past years?

2016 Net Income: $28,157.44
2015 Net Income: $17,221.41
2014 Net Income: $22,932.26
2013 Net Income: $16,587.75
2012 Net Income: $15,236.46

Statement of Assets, Liabilities, and Fund Balance

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Message from our 2018 President Janet Bruce

The Lake City Chamber of Commerce Mission Statement states: “We are an organization committed to working together to foster a prosperous trade environment and provide a unified voice for our business community.” In the past that has proven to be an almost impossible task. With the existing Board and chamber staff, we hope to open lines of communication with our members as well as foster ongoing relationships with the Tourism Bureau, the Economic Development Authority (EDA) and Destination Lake City (DLC), as well as many other service groups in Lake City. It is only through these collaborative efforts that we can achieve the unified voice that we are looking for.

Will we always agree on everything? No, but if we hold open and respectful discussions, we hopefully will come up with a solution that will help us move toward the goal of a thriving community. Remember - the Chamber is not only the staff that work in the office - but is the collective voice of its many and diverse members.

Sincerely,

Janet Bruce

Rather Bee Quilting

2018 Board of Directors

Janet Bruce, President
Rather Bee Quilting

Angie Meyer, President Elect
Pepin Valley Dental

Donna Bautch, Past President
Automation Services, Inc.

John Hutchinson, Director
Lake Pepin Pearl Button Co.

Cheryl Geolat, Director
Property Brokers of MN

Steve Lang, Director
Edward Jones

Trevor Coons, Director
Mayo Clinic Health Systems

Dean Kaartinen, Director
Creative Minds

Josh Rodewald, Director
RDR Services

Paul Luhmann, Director
Pepin Heights

Newly elected Director, Paul Luhmann!!