

2020

Chamber Year in Review

Working together, building business,
strengthening community



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.

THE CHAMBER AT WORK FOR YOU!

226 Members



OVER THE PAST YEAR,
+8
NEW MEMBERS

MAKING CONNECTIONS DURING COVID-19

Annual Meeting

The best one yet with record attendance. One of the last gatherings before COVID-19.

COVID-19 UPDATES

Piloted a weekly community/regional update on Zoom & live on Facebook with local, regional, county, state, and national leaders. Nearly 7,000 people viewed the informational videos/live streams. The program was then adopted by other communities upon its success in Lake City. Emails and social communications during the pandemic to all businesses & community members with real time news at an all time high.

#LCSTRONG

Business Support

Personal meetings to assist with grants and loans during the pandemic. Small Business Promotions and giveaways to support shopping local on a weekly basis. Created easy to use dining and retail group pages on social media that now have over 2,000 followers, over 3,000 posts, over 4,000 comments, and over 50,000 reactions.

New job posting options created making it easier for businesses to post & job seekers to find open local jobs.

Advocacy

Weekly calls with Commissioner Grove. Letters sent to regional, state, and national officials for business relief. Task force for Greater MN to help the State make better business minded decisions. Meetings/co-branded letters with the MN Chamber on behalf of the businesses.

Food Distribution Program

Partnered with the Channel One Regional Food Bank and Lake City EDA to distribute food to community members.

COMMUNICATIONS



13,217 followers across all chamber pages & groups



↑ **38%**



52 Email Newsletters
OVER 6,000
SUBSCRIBERS

Dream and dedication are a powerful combination.

Wilzen Longgood

EVENTS AND COMMUNITY OUTREACH



Fired Up! Fat Bike Tour - 75 riders - tons of fun!

Tour de Pepin - Rescheduled to a fall ride!

49th annual Water Ski Days postponed to 2021



LC on a Stick - a weekend of outdoor, safe fun took place over Labor Day weekend.



Meet the Candidate Forum was a virtual webinar broadcast live on social media reaching more than 1,500 people.

The retail event Doe Days was hit retailers and shoppers.

Patton Park decorating and tree lighting ceremony was HUGE success with the Covid-safe Santa drive through!

Highway 61 Construction

Weekly call for highway updates, communication team meetings, creation of maps to downtown, green 'cone on down' business promos, real time communication to businesses with chamber text messaging system and business emails, presented at MN Transportation upon receiving award for exceptional community collaboration and communication.



THANK YOU!



A big shout out to our many members, sponsors, and volunteers who helped make the best of a very difficult year for so many!



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