A year in review…

Lake Crystal Area Chamber of Commerce

Membership

Benefits of Your Chamber Membership

The greatest value of Chamber membership is derived from successful programs that solicit new business and improve the economic climate and quality of life in the Lake Crystal Area.

Even though you may not be able to volunteer time, the Chamber still has benefits available to you. Here are some benefits to your membership:

- Your investment supports our local businesses and helps to build a stronger community.
- Website Opportunities– FREE listing of your business with option to link back to your website.
- Latest info on upcoming community events & special happenings.
- New Resident Packets– An opportunity to promote your business to new residents coming into Lake Crystal
- Chamber Bucks – Can be used at most businesses in Lake Crystal. They help to promote SHOP LOCAL.
- Newsletter Opportunities– Let other chamber members know what is happening with your business.
- Networking Opportunities - Involvement with Chamber activities adding value to your membership and creating opportunities to market your business to the community and surrounding areas.
- Exposure for your business- Inquiries to the Chamber office for products and services are referred to member businesses.

Upcoming Events *PLEASE join us at the following "anticipated" events*

April 15, 2021 ~ Annual Membership Gathering at The Lakes

May 8th and 9th, 2021 ~ Spring City Wide Garage Sales

May 20th, 2021 ~ Cruz 'IN Lake Crystal (every other Thursday through September 23rd

June 17-18, 2021~ A simple but safe "mini" Lake Days

August ~ Annual Golf Tournament

September through May ~ Library Story Time - Second Saturday of each month

September 10th and 11th, 2021 ~ Fall City Wide Garage Sales

October 2021~ Halloween Event at L.C.A.R.C. and Mankato River Ramble

November ~ Turkey Thursday

December 4th ~ Christmas in Lake Crystal— Light Up Lake Crystal

The Chamber is very excited to be bringing back Cruz 'IN Lake Crystal

We worked very hard to make these enjoyable evenings for our town as well as to bring many classic car and motorcycle enthusiasts into our local downtown area. We are hoping for continued success and thank you for your support of this event.

Your Responsibility as a Member:

Pay Dues Promptly
The Chamber is a non-profit organization and relies on the goodwill of its members to pay their dues in a timely fashion. If you should ever have a question about an invoice you receive, please do not hesitate to contact the Chamber.

Attend Chamber Events
These events are designed specifically for Chamber members. Remember, members who are active are more likely to receive more out of their membership.

Support Other Members
Support your fellow Chamber members by networking, giving referrals, and doing business with them. Respond to the Chamber's call for help. Volunteers and committee chairs make up a huge part of the Chamber! If you can volunteer, even just for an hour, please do so.

Promote a Positive Attitude Towards the Chamber's Work
The Chamber promotes positive business practices and a spirit of community. We hope that as you interact with citizens, visitors, and fellow members that you will infuse others with this same positive attitude.

Read Chamber Publications
The Chamber sends out emails throughout the month to keep you informed of upcoming events. We also produce a Newsletter six times a year that is packed with articles and notices to keep you up to date and to help you maximize your membership investment.

Give us your Feedback
Whether it's constructive criticism, a pat on the back, or a new idea we want to hear it. Please do not hesitate to contact us and let us know what you think. Stop by our office, give us a call, or send us an email at lcacc56055@gmail.com

VOLUNTEER
As a member, you have an opportunity to become involved in the committees that help make up this organization, some of which are responsible for helping to organize and host local events.

Welcome our Newest Members

Crystal Nutrition

Lake Crystal Chiropractic

Lake Crystal Pharmacy / Lake Crystal Clinic ~ departments of MCHC

North Mankato Family Dentistry

Restoration GEEKS, LLC.

Todd Lange Construction

watch us grow

Remember to follow us on facebook !!!

Members

Accomplishments

Thanks to our members, we've accomplished…..

- **Covid-19 Communications with businesses and community**
- **Children's Library Story Time partnership with ECFE** *(when able)*
- **City Wide Garage Sales~ Spring and Fall**
- **Awarded LCWM Student Scholarship**
- **Welcome back to school LCWM Teacher bags**
- **Lake Days City Celebration with NEW Committee members** *(when able)*
- **Annual Golf Tournament**
- **Hosts for the Mankato River Ramble Bike Tour**
- **Halloween Event at the Lake Crystal Area Recreation Center**
- **Candidate Forum**
- **Turkey Thursday / Turkey Giveaways**
- **Stranded Motorist Program**
- **Holiday Train in Marston Park**
- **Light Up Lake Crystal / Christmas in Lake Crystal**
- **Holiday Donations to the Lake Crystal Angel Tree**
- **Safety Supper for EMS Volunteers**
- **Business After Hours**
- **Spotlight on Lake Crystal on KNUJ Radio (860 AM)**
- **Welcomed New members to the Organization**
- **New Resident Welcome Bags**
- **Publications in: Minnesota Tourism - Explore Minnesota**
  Minnesota Business Magazine - Connect Magazine
- **Monthly Updates in the Utility Bill statements**
- **Facebook page**
- **Appreciation for City workers of Lake Crystal**
- **"Lake Crystal Happenings" Weekly Communication updates**
- **Communication Partners with the Crystal Waters Project**
- **NEW Cruz 'IN Lake Crystal Classic Car roll in's**

  **** Note -*** *This 10 week event brought 1800 visitors into our community!*
- **Raffle Fundraiser during Cruz 'IN**
- **The NEW Rising Star and Business of the Year Awards**

And... the list goes on ***Even though we had many disappointments in the year of 2020—We have still had a busy and productive year!***

Mission of the Chamber

The Mission of the Lake Crystal Area Chamber of Commerce is to lead the Business community by promoting issues and activities that meet our Members needs and enhance the business climate and economic well being of the Lake Crystal area.

2021—2022 Operations Plan

MEMBERSHIP

- Provide training opportunities for membership including, but not limited to:
  - Appropriate giving & donations
  - Customer service skills
  - Agriculture updates
  - Technology
- To retain 98% of our membership.
- To provide personal visits and/or phone calls to members who have yet to renew their membership and to personally visit any potential new members.
- Emphasize individual memberships for non-business people.

COMMUNITY RELATIONS

- Attend EDA Meetings and provide a monthly report at board meetings.
  Invite public to the following Chamber events:
  - Chamber Golf Tournament
  - City Wide Garage Sales ~ Spring and Fall
  - Cruz 'IN Lake Crystal
  - Lake Days City Celebration
  - Halloween in Lake Crystal
  - Light Up Lake Crystal
  - Christmas in Lake Crystal
  - Annual Meeting / Business Appreciation Meeting
  - Candidate Forums
  - Host Mankato River Ramble Bike Tour
  - Partner with the Crystal Waters Project

COMMUNICATIONS

- Create and send bi-monthly newsletters to current and potential members.
- Send out weekly email blasts regarding current Chamber happenings.
- Print Chamber information in LC Tribune
- Weekend Happenings publication through member email and Facebook.
- Spotlight on Lake Crystal Radio Show—KNUJ 860 AM
- Utility Bill insert monthly

BUSINESS OUTREACH / NETWORKING

- Have Business After Hours (BAH) to promote networking between Chamber members.
- Members of the Southwest Minnesota Chamber of Commerce Executives

Ongoing Projects

2020—2021 Members

All American ChemDry
Amber Pietan Travel Agency
Ameradon Services, LLC.
American Legion Post #294
Ameriprise Financial Services
Andring, Collins, Norman & Co. Chtd.
Bec's Bookkeeping
Blue Earth Co. Historical Society
Brad Nelson Electric
Champlin Bus Service
Collis "C" Store
Crawler Welding
Crystal Nutrition
Crystal Seasons Living Community
Crystal Valley Cooperative
Crystal View Eye Care
Crysteel Truck Equipment
D & K Tires
Dairy Queen
Dale Schmidt Construction, Inc.
Dave Carlson Electric
Erickson Plumbing
Farm Bureau Financial Services
GM Contracting, Inc.
GRACE Thrift Store
Healthy by Nature, LLC.
Hellekson Heating and Air
Hennager Plumbing & Heating, Inc.
Insurance Services Plus, Inc.
ISD. # 2071 ~ L.C.W.M.
Jones Farms
Jones Seeds
Kelsey Osborne, LLC.
Kevin's Market
Kroubetz Lakeside Campers & Motors, Inc.
KNUJ Radio
Lake Crystal Area Recreation Center
Lake Crystal Chiropractic
Lake Crystal Fire Department
Lake Crystal Mortuary
Lake Crystal Self Storage
Lake Crystal Tribune
L C ACE Hardware
L.C.W.M. Teachers Association
Madelia Community Hospital & Clinic
& Lake Crystal Pharmacy
Main Street Accounting
Mayo Clinic Health Systems
Mike & Terri's Daycare
MinnStar Bank N.A.
Net Medix
Nickel Transportation, Inc.
Nitch Notch Renovatons
North Mankato Family Dentistry
On the Rocks
Peterson Insurance Agency
Pioneer Bank
POET Biorefining of Lake Crystal
Preferred Printing of Madelia
Sharpline Images, LLC.
Small Wonders Daycare
State Farm Insurance ~ Bill Webb
TBEI~ Truck Bodies & Equipment Int'l
The Beacon
The Lakes Sports Bar and Grill
Todd Lange Construction, LLC.
TRUE Real Estate ~ ResCom Group
Weichert Realtors Community Group

Individual Members:
Brad & Karen Ahrenstorff
Jenny Bierma *
Al and Marge Davis
Jackie Graham *
Ted Goettl
John & Kari Gustafson
Bob & Linda Hauge
Ron & Sandy Held
Helen Jones
Gordy & Mary Kuznia
Matt and Cheryl Lantz
Doug & Lori Meixell
Mark Meyer
Bruce Nowlin & Maggie Jones
Don & Barb Overlie
Catie Owens
Kevin & Julie Paap
David Roder
Kent and Liz Thiesse

* *Associate Members*

Thank you for your contributions and continued support of the Lake Crystal Area Chamber of Commerce!

Congratulations to our Rising Star Winners:
2020 — Lake Crystal Chiropractic
2021 — Lake Crystal Pharmacy

Business of the Year:
2020 — Crysteel Truck Equipment
2021 — Lake Crystal Area Rec Center

2021 - 2022 Proposed Budget

Lake Crystal Area Chamber Of Commerce, Inc.
Annual Meeting - Financial Report

Balances as of April 12, 2021		
General Checking	$	2,713.49
Town Celebration Checking	$	1,895.49
* Cruz 'IN Checking Account	$	12,878.88
Savings Account	$	1,297.89
Total:	**$**	**18,785.75**
Outstanding Chamber Bucks	$	2,520.00

May 2021 to April 2022 Proposed Budget

Income

Membership	$	16,200.00
General Fundraising		
Raffle Fundraiser	$	7,650.00
Light Up Lake Crystal	$	2,500.00
City Wide Garage Sale	$	500.00
Golf Tournament	$	4,800.00
Promotion/Appreciation	$	350.00
Donations	$	175.00
Lake Days	$	200.00
Lake Days Advertising	$	500.00
Fireworks Donations	$	2,850.00
	$	**35,725.00**

Expenses

Membership	$	35.00
New Business Recognition	$	50.00
Annual Meeting	$	500.00
General Advertising	$	400.00
Monthly City Utility Bill	$	500.00
Salary	$	14,480.00
Accounting fees	$	50.00
Payroll Taxes-State-Federal-FICA	$	4,100.00
Workers Comp.	$	235.00
Phone	$	725.00
Web Page	$	200.00
Insurance	$	425.00
Office Supplies	$	550.00
Postage	$	300.00
Computer Service	$	175.00
Office Equipment	$	1,400.00
Rent	$	2,400.00
Halloween	$	100.00
Raffle Fundraiser	$	2,300.00
Christmas in Lake Crystal	$	100.00
City Wide Garage	$	100.00
Golf Tournament	$	2,100.00
Light Up Lake Crystal	$	75.00
Promotions/Appreciation	$	400.00
Donations	$	100.00
Youth Scholarships	$	500.00
Agriculture / Tri-County	$	100.00
Lake Crystal Days	$	75.00
Lake Days Advertising	$	450.00
Fireworks	$	2,800.00
Monthly Expense Totals:	**$**	**35,725.00**

The Lake Crystal Area Chamber of Commerce is pleased to introduce our 2021/2022 Board Members:

Interim President: Kristi Champlin ~ Champlin Bus Service

Vice President: Ann Lange ~ Kevin's Market / On The Rocks

Treasurer ~ Jackie Graham ~ True Real Estate / ResCom Group

Directors:

Aaron Jones ~ Jones Seeds

Katie Murphy ~ Lake Crystal Area Rec Center

Mitchell Cherney ~ Lake Crystal Pharmacy

Amy Gasswint ~ The Lakes Sports Bar and Grill

Annette Farrell ~ Crysteel Truck Equipment

Executive Director: Julie Reed

LAKE CRYSTAL
the *place to be…*

Lake Crystal Area Chamber of Commerce