

***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.
- Weekly Newsletter Opportunities– Let other chamber members know what is happening with your business in the Lake Crystal Happenings.
- 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 events*

April 20, 2023 ~ Annual Membership Gathering at The Lakes

May 5th and 6th, 2023 ~ Spring City Wide Garage Sales

May 18th, 2023 ~ Cruz 'IN Lake Crystal (every other Thursday through Sept. 21st

June 15-16, 2023 ~ A simple but safe "mini" Lake Days

August 1, 2023 ~ Annual Golf Tournament (August 15th if inclement weather)

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

September 8th-9th ~ Fall City Wide Garage Sale

October 2023 ~ Halloween Event at L.C.A.R.C. and Mankato River Ramble

November ~ Turkey Thursday

December 2nd ~ Christmas in Lake Crystal— Light Up Lake Crystal

February ~ Annual Safety Supper for all Volunteer Emergency Services

### **The Chamber is very excited to be bringing back the 7th year of Cruz 'IN Lake Crystal**

We have 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 we sincerely thank you for your support of this fun event. A special thanks to Scott Spencer for his effort and partnership in the Cruz 'IN.

**Come Cruz 'IN  
with us in  
2023**

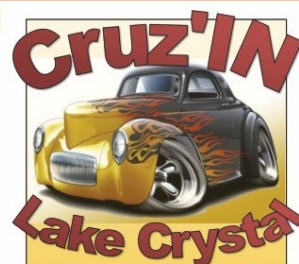
May 18

June 1 - 15 - 29

July 13 - 27

August 10 - 24

September 7 - 21



[www.lakecrystalchamber.com](http://www.lakecrystalchamber.com) OR Cruz 'IN Lake Crystal on 

## 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 weekly Email blast— The Lake Crystal Happenings 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](mailto: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

Collis C Store

Edward Jones - Jon Schwaergel

First Presbyterian Church

Great Lakes Neurobehavioral Center

Herbal Health and Wellness, PLLC.

Little Lakers Child Care Center

Prairie Nutrition

Precision Tax & Accounting



**Remember to follow us on facebook !!!**

**Members**

# Accomplishments

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

- Children's Library Story Time partnership with LCWM and the Blue Earth Co Library System
- City Wide Garage Sales~ Spring and Fall
- Awarded LCWM Student Scholarship
- Welcome back to school LCWM Teacher bags
- Lake Days City Celebration
- Annual Golf Tournament
- Hosts for the Mankato River Ramble Bike Tour
- Halloween Event at the Lake Crystal Area Recreation Center
- Election Candidate Forum
- Turkey Thursday
- 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
- Cruz 'IN Lake Crystal Classic Car roll in's

*\* Note - This 10 week event brought 4000+ visitors into our community!*

- Raffle Fundraiser during Cruz 'IN
- The Rising Star and Business of the Year Awards

*And... the list goes on  
We have 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.*

## **2023—2024 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 City Council and 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**

- 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
- \* Members of MCCE (Minnesota Chamber of Commerce Executives)



# 2023—2024 Members

All American ChemDry  
Amber Pietan Travel Agency  
Ameradon Services, LLC.  
American Legion Post #294  
Ameriprise Financial Services  
Arcadium Tattoo  
Blue Earth Co. Historical Society  
Brad Nelson Electric  
Collis "C" Store  
Crawler Welding  
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  
Edward Jones—Agent Jon Schwaergerl  
Farm Bureau Financial Services  
GM Contracting, Inc.  
GRACE Thrift Store  
Hellekson Heating and Air  
Hennager Plumbing & Heating, Inc.  
Herbal Health and Wellness, PLLC.  
Insurance Services Plus, Inc.  
ISD. # 2071 ~ L.C.W.M.  
Jones Farms  
Jones Seeds  
Kelsey Osborne, LLC.  
Kevin's Market  
KNUJ Radio  
Kroubetz Lakeside Campers & Motors, Inc.  
Lake Crystal Area Recreation Center  
Lake Crystal Chiropractic  
Lake Crystal Clinic / Madelia Health Dep't  
Lake Crystal Fire Department  
Lake Crystal Mortuary  
Lake Crystal Pharmacy / Madelia Health Dep't  
Lake Crystal Self Storage  
Lake Crystal Tribune  
L C ACE Hardware  
L.C.W.M. Teachers Association  
Lions Club of Lake Crystal  
Little Lakers Child Care Center  
Madelia Health Hospital, Lake Crystal Clinic &  
Lake Crystal Pharmacy  
Main Street Accounting  
Meyer Farms—Mark Meyer  
MinnStar Bank N.A.  
Net Medix  
Nickel Transportation, Inc.  
North Mankato Family Dentistry  
On the Rocks  
Palmer Bus Service

Peterson Insurance Agency  
Pioneer Bank  
POET Biorefining of Lake Crystal  
Prairie Nutrition  
Preferred Printing of Madelia  
Precision Tax & Accounting  
Sharpline Images, LLC.  
Small Wonders Daycare  
State Farm Insurance ~ Aaron Hatanpa  
TBEI~ Truck Bodies & Equipment Int'l  
The Beacon  
The Guy, LLC. —Property Services  
The Lakes Sports Bar and Grill  
Todd Lange Construction, LLC.  
TRUE Real Estate ~ ResCom Group  
Weichert Realtors Community Group

### Individual Members:

Brad & Karen Ahrenstorff  
Chris and Kristi Champlin  
Jackie Graham \*  
Ted Goettl  
John & Kari Gustafson  
Bob & Linda Hauge  
Sandy Held  
Helen Jones  
Gordy & Mary Kuznia  
Matt and Cheryl Lantz  
Logan Manska \*  
Doug & Lori Meixell  
Mark Meyer  
Bruce Nowlin & Maggie Jones  
Don & Barb Overlie  
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  
2022 - Arcadium Tattoo  
2023 - Little Lakers Child Care Center

### Business of the Year:

2020 - Crysteel Truck Equipment  
2021 - Lake Crystal Area Rec Center  
2022 - Kevin's Market  
2023 - Lake Crystal Tribune

# 2023 - 2024 Proposed Budget

## Lake Crystal Area Chamber of Commerce, Inc.

### Annual Meeting Financial Report

Balances as of April 1, 2023

General Checking	\$	3,363.82
Savings Account	\$	1,303.08
<b>Total:</b>	<b>\$</b>	<b>4,666.90</b>
Outstanding Chamber Bucks	\$	2,270.00
Cruz 'IN Account		\$23,025.16

### May 2023 to April 2024 Proposed Budget

#### Income

Membership	\$	18,250.00
Raffle Fundraiser	\$	7,800.00
Light Up Lake Crystal	\$	2,500.00
City Wide Garage Sale	\$	500.00
Golf Tournament	\$	7,000.00
Donations	\$	125.00
Lake Days Parade	\$	600.00
Lake Days Advertising	\$	500.00
	<b>\$</b>	<b>37,275.00</b>

#### Expenses

Membership	\$	50.00
New Business Recognition	\$	50.00
Annual Meeting	\$	450.00
General Advertising	\$	400.00
Monthly Utility Bill	\$	500.00
Salary	\$	18,000.00
Accounting Fees	\$	100.00
Payroll - State and Federal Taxes	\$	4,600.00
Workers Comp	\$	235.00
Phone	\$	825.00
Web Page	\$	200.00
Insurance	\$	425.00
Office Supplies	\$	500.00
Postage	\$	350.00
Computer Services	\$	175.00
Office Equipment - Printer	\$	1,500.00
Rent	\$	2,400.00
Halloween	\$	115.00
Raffle Fundraiser	\$	2,300.00
Christmas in Lake Crystal	\$	250.00
City Wide Garage Sale	\$	100.00
Golf Tournament	\$	2,400.00
Light Up Lake Crystal - Train	\$	75.00
Promotions / Appreciation	\$	500.00
Donations	\$	100.00
Youth Scholaships	\$	500.00
Agriculture / Tri County	\$	100.00
Lake Days	\$	75.00
	<b>\$</b>	<b>37,275.00</b>
Monthly Expense Totals:	<b>\$</b>	<b>37,275.00</b>

**The Lake Crystal Area Chamber of Commerce is pleased to  
introduce our 2023/2024 Board Members:**

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

**President** ~ Annette Farrell / Crysteel Truck and Equipment

**Secretary/Treasurer** ~ Jackie Graham ~ True Real Estate / ResCom Group

**Directors:**

Jennifer Wiens ~ Pioneer Bank

Renee Dahms ~ Lake Crystal Area Rec Center

Mark Westerberg ~ Lake Crystal Wellcome Memorial

Mitchell Cherney ~ Lake Crystal Pharmacy

Amy Gasswint ~ The Lakes Sports Bar and Grill

[Jon Schwaegrel ~ Edward Jones](#)

Aaron Jones ~ Jones Seeds

*[\\*New Board Members](#)*

*Executive Director: Julie Reed*



**Lake Crystal Area  
Chamber of Commerce**