

2024 - 2025

A year in review...



***Lake Crystal Area
Chamber of Commerce***

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 strong 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 8, 2025 - Annual Membership Gathering at The Lakes

May 9th - 10th, 2025 - Spring City Wide Garage Sales

BEGINNING May 15th, 2025 - Cruz `IN Lake Crystal

(every other Thursday through Sept. 18th)

*PLUS Finale Sunday—September 28nd from 1:00—4:00 pm

June 12-13, 2025 - Lake Days

(Thursday Cruz `IN & Kids Night Friday Parade & Beer Garden)

August 2025 - Annual Golf Tournament

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

September - Halloween Event at L.C.A.R.C.

November 2025 -Turkey Thursday and BINGO

December 6th, 2025 - Christmas in Lake Crystal - Light Up Lake Crystal

February 2026 - Annual Safety Supper for Volunteer Emergency Services

Welcome New Chamber Members

Welcome our Newest Members

Consolidated Communications / Fidium

Mulberry Cape Cod—VRBO

Kehoe Automotive

High Performance Garage

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

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.

REMEMBER to "Follow us" on facebook



Members

Accomplishments

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

- Children's Library Story Time partnership with LCWM Honor Society 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
- Publications in: Minnesota Tourism - Explore Minnesota
Minnesota Business 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 11 week event brought 8000+ visitors into our community!*
- Raffle Fundraiser during Cruz 'IN

*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.

2025—2026 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-

The Lake Crystal Chamber is very excited to be bringing back the 9th year of **Cruz 'IN Lake Crystal**

We have worked very hard to make these ten summer evenings enjoyable for our town as well as to bring many classic car and motorcycle enthusiasts into our local downtown area. Our membership and draw at these evenings have now topped over 8000 guests into town. 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
2025

May 15 - 29
June 12 - 26
July 10 - 24
August 7 - 21
September 4 - 18
* PLUS Finale Afternoon - September 28

www.lakecrystalchamber.com OR Cruz 'IN Lake Crystal on 

Cruz 'IN
Lake Crystal

The poster features a yellow classic car with a flame paint job. The text is in a mix of bold, sans-serif and script fonts, with 'Cruz 'IN' in a large, stylized font.

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)

2024—2025 Members

All American ChemDry
Amber Pietan Travel Agency
American Legion Post #294
Ameriprise Financial Services
Arcadium Tattoo
Bad Habits Smoke Lounge
Blue Earth Co. Historical Society
Brad Nelson Electric
Consolidated Communications / Fidium
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
GM Contracting, Inc.
Hellekson Heating and Air
Herbal Health and Wellness, PLLC.
High Performance Garage
Insurance Services Plus, Inc.
ISD. # 2071 ~ L.C.W.M.
Jones Seeds
Kehoe Automotive
Kelsey Osborne, LLC.
Kevin's Market
KNUJ Radio
Kroubetz Lakeside Campers & Motors, Inc.
Lake Crystal Area Recreation Center
Lake Crystal Chiropractic
Madelia Clinic Lake Crystal / Madelia Health Dep't
Lake Crystal Fire Department
Lake Crystal GRACE Thrift Store
Lake Crystal Mortuary
Lake Crystal Pharmacy / Madelia Health Dep't
Lake Crystal Self Storage
Lake Crystal Tribune—Van Hee Media
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
MinnStar Bank N.A.
Mulberry Cape Cod VRBO
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
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 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:

Ted Goettl
John & Kari Gustafson
Bob & Linda Hauge
Helen Jones
Gordy & Mary Kuznia
Matt and Cheryl Lantz
Logan Manska *
Doug & Lori Meixell
Mark Meyer
Don & Barb Overlie
Kevin & Julie Paap
David Roder
Kent and Liz Thiesse

* Associate Members



2025 - 2026 Proposed Budget

Lake Crystal Area Chamber Of Commerce, Inc.

Annual Meeting - Financial Report

Balances as of April 8, 2025

General Checking	\$	1,031.89
Cruz "IN Checking	\$	12,878.88
Savings Account	\$	<u>1,308.31</u>
Total:	\$	15,219.08
Outstanding Chamber Bucks	\$	2,785.00

May 2024 to April 2025 Proposed Budget

Income

Membership	\$	20,500.00
General Fundraising		
Raffle Fundraiser	\$	7,000.00
Light Up Lake Crystal	\$	2,350.00
City Wide Garage Sale	\$	850.00
Golf Tournament	\$	6,000.00
Promotion/Appreciation	\$	400.00
Donations	\$	200.00
Lake Days	\$	200.00
Lake Days Advertising	\$	100.00
Parade Donations	\$	<u>150.00</u>
	\$	37,750.00

Expenses

Membership	\$	50.00
New Business Recognition	\$	35.00
Annual Meeting	\$	50.00
General Advertising	\$	700.00
Salary	\$	18,000.00
Accounting fees	\$	50.00
Payroll Taxes-State-Federal-FICA	\$	4,700.00
Workers Comp.	\$	250.00
Phone	\$	1,175.00
Web Page	\$	350.00
Insurance	\$	755.00
Office Supplies	\$	200.00
Postage	\$	350.00
Computer Service	\$	175.00
Office Equipment	\$	1,800.00
Rent	\$	2,400.00
Halloween	\$	175.00
Raffle Fundraiser	\$	2,400.00
City Wide Garage	\$	125.00
Golf Tournament	\$	2,400.00
Light Up Lake Crystal	\$	85.00
Promotions/Appreciation	\$	550.00
Donations	\$	75.00
Youth Scholarships	\$	500.00
Agriculture / Tri-County	\$	100.00
Lake Days Advertising	\$	200.00
Lake Days	\$	<u>100.00</u>

Monthly Expense Totals: \$ 37,750.00

**The Lake Crystal Area Chamber of Commerce would like to
Sincerely Thank our 2024 / 2025 Board Members:**

Past President: Annette Farrell / Crysteel Truck and Equipment

President ~ Jennifer Wiens ~ Pioneer Bank

Vice President ~ Open Position

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

Directors:

Renee Dahms ~ Lake Crystal Area Rec Center

Brett Benson ~ 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

Open positions for two board members

Executive Director: Julie Reed



**Lake Crystal Area
Chamber of Commerce**