



# MEMBERSHIP PACKET

2025



# We are the Lanesboro Area Tourism Bureau + Chamber of Commerce!



**The Lanesboro Area Chamber of Commerce and Visitor Center is the voice of the Lanesboro area business community.**

Our purpose is to serve as a catalyst for economic vitality by providing advocacy, information and services to our members AND to promote the City of Lanesboro and Lanesboro Area as a desirable place to visit, live, work and play.

## **We look forward to working with you!**



**Joe Goetzke**  
Executive Director



**Jonathan Levine**  
Office Administrator



# 2025 MEMBERSHIP LEVELS

AVAILABLE TO  
BUSINESSES IN  
THE 55949 AREA

## SPOTLIGHT

PROMOTING YOUR BUSINESS AS A  
DESTINATION. VALUED AT \$2,800

**\$550**

ANNUAL  
INVESTMENT



We know it's hard to balance all the demands of your time and attention. That's why we're committed to giving you services to grow your visibility and give you better connections that will save you time and money. Gain visibility without trading your time, and get supported by the most influential people in the region.

## CLASSIC

NEW OPPORTUNITIES THROUGH  
RELATIONSHIPS. VALUED AT \$1,200

**\$299**

ANNUAL  
INVESTMENT



You deserve to find people like you who can share your story and become an army of salespeople for you. We understand how hard it is to connect with the right people who can help you grow your business, which is why we are on a mission to be the number-one connector of business owners.

## INDIVIDUAL

YOU DON'T HAVE TO OWN A BUSINESS  
TO BE A MEMBER!

**\$50+**

ANNUAL  
INVESTMENT



By joining the Chamber as an individual (non-business, non-voting) member, you help keep us all strong. The cost is small - but your support is huge!



# 2025 MEMBERSHIP BENEFITS

- Email subscription to Depot Delivery, our weekly chamber, members-only newsletter
- Invitations to members-only educational, networking and social events
- Receive exclusive “Proud LACC Member” window cling
- Be a part of LACC Talent Teams & committees
  
- Representation in the Visitor Center, including placing your brochures and rack cards in our displays
- Priority business recommendation to visitors, and people who contact the visitor center by email/phone
- Listing and landing page on our popular website lanesboro.com (which averages 90,000+ users and 275,000+ pageviews annually)
- Access to post on lanesboro.com online events calendar (2nd most viewed page on the website)
- Access to advertise in the annual Lanesboro Area Visitor Guide, Root River Trail Pocket Map, lanesboro.com website, and LACC email blasts
- Access to money saving co-op advertising opportunities curated by the chamber
- Likes and periodic shares on our social media channels (10,500+ followers on Facebook and 2,220+ on IG)
- Member support, including training and individualized assistance with our online tools & other benefits
- Complimentary Direct Mail Bulk Permit usage
- On demand print/copy services for a nominal fee
- List job openings & “hot deals” on lanesboro.com
- Representation in city & state legislature
- Vote on affairs at LACC annual meeting
- Ability to run for an elected board position
- Ribbon cuttings for new businesses or ownership
  
- Unique blog article, produced annually by the Chamber, featuring you and your story, distributed to our media lists, and shared on our Lanesboro Chamber blog/social media/email newsletter
- Have prominent placement on your lanesboro.com category page, utilizing “pop to the top”
- Increase your online and print visibility by classifying your business name in an additional category
- Spotlight recognition in the Chamber’s printed and digital marketing materials

Individual

CLASSIC MEMBERSHIP

SPOTLIGHT MEMBERSHIP



# 2025 MEMBERSHIP CATEGORIES

**WHAT IS A CATEGORY:** “Category” refers to a classification of your business products and services as they appear online and in our printed materials. All levels of LACC membership include a primary category of choice and an option to purchase one more. (FYI: SPOTLIGHT Membership includes two categories of choice.)

**BUSINESS PLACEMENT** refers to the inclusion of your business information in digital and printed materials. The amount of information varies depending on the promotional piece.

## SPECIAL CATEGORIES

### **EVENT PRODUCER (\$100)**

Organizes special events and productions held in Lanesboro. Eligible for listing in visitor guide and online calendar.

### **SMALL NONPROFIT (\$100)**

A registered 501(c)3 organization with less than \$50,000 in annual revenue as of their most recently completed fiscal year. LACC reserves the right to request documentation proving annual revenues. Eligible for same benefits as Classic membership level.

### **PLACE OF WORSHIP MEMBER (\$100)**

Houses of worship in Lanesboro, Whalan or any Root River Valley community. Eligible for listing in visitor guide, online calendar of events and worship schedules.

### **ADDITIONAL BUSINESS (\$100)**

As a Spotlight or Classic member, you can add an additional business membership for a discount (as long as you are the majority shareowner). All benefits at the Classic level are available to additional businesses, except the vote.



# IT PAYS TO BE A CHAMBER MEMBER

## **BUSINESS STUDY:**

# **CONSUMERS 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS**

A study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

*The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.*