



2025-2026

MEMBERSHIP PACKET



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



PROMOTING OUR COMMUNITY WHILE HELPING OUR MEMBERS THRIVE

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 the 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



AVAILABLE TO
BUSINESSES IN THE
55949 AREA

MEMBERSHIP LEVELS

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 providing you extra tools to help your business gain more visibility without trading your time, by putting our "Spotlight" on your business.

CLASSIC

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

\$299
ANNUAL
INVESTMENT



At the Chamber, we understand how hard it is to connect with fellow business owners and find affordable ways to promote your business in the ever-evolving, confusing advertising landscape. Join our community and get support, connection, and valuable tools to help your business grow, gain exposure, and be visible in the community.

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!



MEMBERSHIP BENEFITS

- Email subscription to Depot Delivery, our weekly chamber-produced, members-only newsletter
- Invitations to members-only educational, networking and social events
- Receive exclusive "Proud LACC Member" sticker
- Be a part of LACC Talent Teams & board 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 280,000+ 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 (11,100+ followers on Facebook and 2,300+ on IG)
- Member support, including training and individualized assistance with our online tools & other benefits
- On demand print/copy services (\$.25/color, \$.10/B&W)
- 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 OR short-form social media video, produced annually by the Chamber, featuring your business, and shared on our Lanesboro Chamber blog, social media channels, and/or email newsletter
- Have prominent placement on your lanesboro.com category page, utilizing "pop to the top"
- Increase your online visibility by classifying your business name in an additional category on our website
- Spotlight recognition in the Chamber's printed and digital marketing materials

Individual

CLASSIC MEMBERSHIP

SPOTLIGHT MEMBERSHIP



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 the Lanesboro area. Eligible for access to online events calendar.

INDIVIDUAL ARTIST/ARTISAN (\$100)

Individual artists, musicians, makers, and authors who are home-based/freelance and not joining as a band, arts gallery or group, or publishing house. Eligible for listing in visitor guide and landing page on website.

ADDITIONAL BUSINESS (\$100)

As a Spotlight or Classic member (within 55949), 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.

PLACE OF WORSHIP MEMBER (\$100)

Houses of worship in Lanesboro, Whalan or any Root River Valley community. Eligible for same benefits as Classic membership level (within 55949).

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 (within 55949).



IS MEMBERSHIP REALLY WORTH IT?

Is Chamber Membership Really Worth It?

As a member of the business community, you may have questions about the value of joining the chamber. Some business owners hesitate, unsure if the benefits outweigh the cost of their annual dues.

The reality is that chamber membership is a game-changer for businesses looking to grow, connect, and thrive.

Let's explore what business life looks like before and after joining the chamber.

Before Joining the Chamber: The Struggles of Going It Alone

Many businesses operate in isolation, trying to grow without a strong network.

They struggle to make connections, relying solely on their personal marketing efforts, which can be costly and ineffective.

Without the chamber, businesses face expensive advertising, limited learning opportunities, and a lack of credibility in the community.

Most importantly, they miss out on advocacy and support that could help them navigate local policies and funding opportunities.

After Joining the Chamber: A Network for Growth and Success

Becoming a chamber member transforms a business's trajectory. Instead of struggling alone, members become part of a vibrant community, gaining visibility and credibility.

The chamber provides valuable networking events, cost-effective marketing opportunities, and connections with experienced business owners.

Members also receive advocacy support, ensuring their voices are heard in policy discussions that impact local businesses.

The True Value: Relationships, Resources, and Results

Chamber membership goes beyond just networking, it's about fostering meaningful relationships that drive business growth.

Members gain referrals, exclusive discounts, and access to education and resources from the wider community.

The chamber actively promotes its members, providing cost-effective marketing that reaches a broader audience than go-it-alone advertising.

Don't delay - join the chamber today!