



LAKE MILLS CHAMBER DEVELOPMENT CORPORATION  
**MEMBERSHIP GUIDE**





# YOU'RE INVITED TO JOIN THE CHAMBER

The LMCDC offers a variety of membership benefits, including support on projects and issues, promotional services and resources, community involvement opportunities, connections to resources, and support through referrals and communication. In short, we will do whatever we can to help you succeed!

The LMCDC is member driven and supported; member input is important in continuing to make the Lake Mills community a great place to live and grow!

We are here to serve you - let's work together to lift and support Lake Mills and the businesses within. Here's what some of our local businesses and organizations who effectively utilize LMCDC services have to say:

*"Lake Mills Chamber has done a fantastic job of bringing people into the retail area. The Chamber has been instrumental in drawing businesses to our town."*

-Scott Drexler, Community President  
MBT Bank

*"The Lake Mills Chamber is the heart of our community. They play an important role in bringing businesses together and facilitating economic development."*

-Mark Thoma, CEO  
Winnebago Cooperative Telecom Assoc.

*"The amount of support and resources the Chamber of Commerce has provided to my business is immeasurable. From involvement and promotion of fun community shop local events to Cassie's impeccable marketing skills, my membership has paid for itself more times than I can count."*

-Kris Singelstad, Owner  
Singelstad Hardware & Rental

*"Working with the Chamber, you always get great creative and innovative ideas that benefit Lake Mills. I am constantly impressed with the performance and professionalism!"*

-Amy Vrieze, Recreation Director  
City of Lake Mills

## LMCDC MISSION

Working cooperatively to promote and enhance the Lake Mills Area as a viable community.

## LMCDC PURPOSE

The general business and purposes shall be to promote and encourage the development of the City of Lake Mills, Winnebago County, Iowa, for the best interests of its citizens; To advertise the City and aid in procuring new industries and business enterprises; To aid and encourage the members of this corporation in their respective businesses, trades or professions; To promote and encourage arbitration and settlement of business controversies and misunderstandings between its members or between its members and persons, firms or corporation not affiliated with it; To foster the general welfare and civic betterment of the City of Lake Mills, Winnebago County, Iowa, and its environment and to do and perform all things usual and customary, including affiliation and cooperation with state and national organizations of like character or purpose.

## LMCDC BOARD OF DIRECTORS (2022)

**Krystal Thoe (Pres.)**

*ABCM Corp./ Lake Mills Care Center, Administrator*

**Heather Yeoman**

*Uptown Fitness & Yoga Studio, Co-owner*

**Cathy Bernhard**

*Winnebago Insurance Agency, Insurance Agent*

**LuAnn Scholbrock (V. Pres.)**

*Coloff Digital, Partner and Chief Client Officer / Coloff Development Partners, Partner and Vice President*

**David Taft**

*MBT Bank, Operations Manager*

**Jenny Spain**

*David's Marketplace, Manager*

**Jaci Olson**

*Lake Mills Library, Librarian*

**Angie Thompson (Sec. / Treas.)**

*WCTA, Project Coordinator / Uptown Fitness & Yoga Studio, Instructor*

**Jackie Villela**

*Dave's Auto Service, Co-Owner / Don's Motor Mart, Manager*

**Cassie Johnson**

*Lake Mills Chamber Development Corp., Executive Director*  
Phone: (641) 592-5253  
Email: [lmcdc@wctatel.net](mailto:lmcdc@wctatel.net)

6

New Business welcomed through ribbon cuttings in 2021

\$69

Thousand generated for COVID relief since 2020.

5

Current projects funded through the LMCDC Revolving Loan Fund

83

Chamber Members in 2021

2,639

Followers across our social media platforms

\$15

Thousand worth of Lake Mills Bucks were sold in 2021

# CHAMBER MEMBERSHIP

The Lake Mills Chamber Development Corporation offers local businesses and organizations a variety of services and resources that can be used to grow and strengthen commerce in our region.

Utilizing the chamber can look different for varying industries and we are constantly developing new skills and business knowledge to support our members. We make an effort to provide opportunities and programs to all types of businesses: retail, service, industrial, healthcare, even in-home-businesses! We also work with the City of Lake Mills and Winnebago County to improve quality of life and community resources.

Joining the chamber opens a door for new, creative ways to reach customers, market your business, or gain exposure. A chamber membership can also help you with meeting potential partners, workforce and team members on future projects.

Much like a gym membership, paying a fee alone won't guarantee results; it's rather HOW you use your membership and its services to better improve the health of your business. Consider the LMCDC a member of your team; whatever your goals, the LMCDC is excited to work with you to reach them!

As a member of the LMCDC, you will receive the following GROWTH factors:

## LMCDC GROWTH FACTORS

### G GUIDANCE

Guidance through projects and community issues; we can help get you connected to the right people and bring them to the table.

### R RESOURCES & SERVICES

The LMCDC offers a variety of services including marketing services, funding sources, and regional programs.

### O OPPORTUNITIES

As a chamber member you will have opportunities to get involved with committees, events and community projects.

### W WARRANTED ASSISTANCE

The LMCDC is committed to helping our local businesses succeed, and will do our best to assist with any projects or challenges faced.

### T TEAMS & NETWORKING

By joining the chamber, or joining the LMCDC Board, you gain access to other business professionals and entrepreneurs in the community.

### H HYPE!

We will recommend your business through referrals, promotion, our social media channels, and our website EVERY chance we get!



# PROGRAMS & RESOURCES

## CHAMBER COFFEE CHATS

Each month, the LMCDC sits down with a chamber member over a cup of coffee to learn more about their business and its offerings. These fun, casual chats are live streamed on Facebook and later posted to Instagram, YouTube, and the LMCDC website so that community members can tune in and get to know our members! It is a great opportunity to gain exposure and to share information on upcoming sales, specials or projects.

## CHAMBER CONNECTION E-NEWSLETTER

The LMCDC has a monthly e-newsletter that is sent to roughly 250 subscribers. It is also shared across social media platforms for additional reach. Chamber Members are encouraged to submit material for the newsletter, including upcoming events, job postings, or a business card with contact information.

## LAKE MILLS BUCKS

Chamber members have the ability to accept Lake Mills Bucks, which come in the form of checks and can be spent like cash. Several larger employers in Lake Mills purchase these on a regular basis to gift to their employees. Individuals will often purchase these as holiday or birthday gifts as well. Over \$15,000 in Lake Mills Bucks were spent at chamber businesses in 2021.

## LAKE MILLS GIFT CARDS

The Lake Mills Gift Card campaign was established in 2020 as a response to the COVID-induced quarantine which required businesses to shut down or severely limit their operations. The campaign was a way to infuse cash into small businesses during a challenging economic period, but has proven to be an effective downturn stimulant. The LMCDC periodically sells gift cards through their website, offering an extra free \$10 when an individual purchases a \$20 gift card to ANY Lake Mills Business. Sponsors help to cover the additional \$10. The chamber and sponsors were able to funnel \$9,000 into local businesses using this program in 2021.

## REVOLVING LOAN FUND

The LMCDC has a low interest business loan available to businesses located within Lake Mills city limits. These funds are tied to job creation and have greatly impacted the development of Lake Mills businesses. Contact the LMCDC for loan guidelines and applications.

## RIBBON CUTTINGS & LIVE CHATS

The LMCDC hosts free ribbon cuttings for new businesses as a way to welcome them to the community and celebrate their investment in Lake Mills. A live interview usually accompanies the ribbon cutting to help gain exposure and introduce the business to the community.



# RETAIL & COMMUNITY EVENTS

## LMCDC ANNUAL MEETING

The LMCDC Annual Meeting is a celebration and thank you to all chamber members for their support throughout the year. It is usually held in the 2nd or 3rd week of January. Business anniversaries and awards are presented alongside a recap of the preceding year.

## #LOVELOCALLAKEMILLS CAMPAIGN

The #LoveLocalLakeMills campaign is a social media campaign held in the month of February. Community members and visitors are encouraged to show "love" for local businesses through posting and interacting with them on social media. Prizes are given to participants.

## LEGISLATIVE FORUMS

Legislative Forums with local legislators from the House of Representatives and Senate are held in Lake Mills in collaboration with Winn-Worth Betco. Forums are usually held in February and March each year.

## CITY-WIDE GARAGE SALES

The LMCDC teams up with the Lake Mills Graphic to host city-wide garage sale weekends in May and September. These events are usually followed by a City-Wide Clean Up, which is scheduled by the City of Lake Mills.

## CAREER EXPLORATION EVENT

Exposing Lake Mills students to career opportunities right here in our community is the goal of this event, which brings businesses into the school where high school students can learn about career paths first-hand. Businesses are given time to sit down with a group of students interested in the industry and answer questions regarding their experience and how to best prepare for such a career path.

## JULY JUBILEE

July Jubilee is the largest community celebration of the year, and is the best economic weekend for many businesses; especially those downtown. July Jubilee falls on the 2nd or 3rd weekend of July depending on when Independence Day falls on the calendar. The weekend is filled with family-friendly activities which are mostly free thanks to the support of sponsors! Activities include a Community Night, 5K walk / run, parade, picnic in the park, street dance, and more!

## NATIONAL NIGHT OUT

National Night Out is held on the 1st Tuesday in August and is hosted by the Lake Mills Police Department in conjunction with other local public service organizations. The LMCDC offers support in this event through planning and organizing assistance.

## BACK TO SCHOOL BREAKFAST

The LMCDC hosts a breakfast for school administrators, teachers, and staff as a way to kick off the school year. Delicious, fresh rolls are served and we invite an alumni to give the keynote!

## FALL CARNIVAL

To celebrate the changing of seasons, the Lake Mills Parks & Rec Department, Lake Mills Library, LMCDC, and local churches come together to host the annual Fall Carnival in September. Free carnival-type games and pumpkin painting are highlights of this event.

## GHOULS' DAY OUT

Ghouls' Day Out is the LMCDC's major retail event, and is typically held the 3rd Saturday of October. Shoppers spend the day completing stamp cards, shopping and enjoying local food and drink.

## SMALL BUSINESS SATURDAY

Small Business Saturday is a national effort to promote supporting small business, and falls on the Saturday following Thanksgiving.

## DRIVE THROUGH CHRISTMAS LIGHT DISPLAY - LIGHTING CEREMONY

Local businesses set up festive light displays at the Leonard Fjelstad Sports Complex. The lighting ceremony is held the weekend following Thanksgiving and open for viewers nightly in December.

## HOLIDAY FESTIVAL

Holiday Festival is a community and retail event held the 2nd weekend of December. A variety of entertainment is offered to attendees including free holiday classics at the theater, Santa visits, crafts at the library, and a retail scavenger hunt.

## FREE MOVIES AT 'THE MILLS'

The LMCDC teams up with sponsors to host weekly free holiday movies at 'The Mills' Theater.

FOR MORE, VISIT [WWW.LAKEMILLSIA.ORG](http://WWW.LAKEMILLSIA.ORG) AND FOLLOW @LAKEMILLSCDC ON FACEBOOK!

## LAKE MILLS CHAMBER DEVELOPMENT CORPORATION INVESTMENT SCHEDULE

As a member of the LMCDC, know that your investments are helping to make a difference to the community of Lake Mills.  
Thank you for your support. All investments to the LMCDC are tax deductible.

Type of Business	Number of Employees (FT equivalent*)	Investment
<b>AUTOMOTIVE</b> (i.e. sales and service) <b>CONSTRUCTION</b> (i.e. plumbers, carpenters, electrical) <b>INDUSTRIAL</b> <b>MEDIA / MOTELS</b> <b>RETAIL / GROCERY</b> <b>SERVICE BUSINESSES</b>	1 to 10 11 to 20 21 to 30 31 to 50 51 to 100 101 to 200 Over 201	\$190 \$265 \$345 \$425 \$525 \$600 \$600 + \$2/FTE*
<b>PROFESSIONAL</b> <i>(Includes office staff plus attorneys, CPAs, doctors, stockbrokers, real estate, insurance)</i>	1 to 2 3 to 4 5 and over	\$190 \$310 \$425
<b>UTILITIES</b> (per customer)	Cable TV Telephone Natural Gas Electric	\$0.128 \$0.208 \$0.268 \$0.266
<b>*Two part-time employees count as one full-time employee</b>		

  

Type of Business	Number of Employees (FT equivalent*)	Investment
<b>FINANCIAL INSTITUTIONS</b> (Per million in deposit-s)		\$30.00
<b>ASSOCIATE MEMBERS:</b>		
Individual/couples Schools Home-based businesses Churches Non-profit Organizations Retirees/couples Day Care/Pre-Schools Social Organizations (Clubs)		\$110 \$110 \$110 \$85 \$85 \$60 \$60 \$35
<b>BEAUTY/BARBER/FITNESS</b>		
	1 to 2 over 3	\$105 \$125
<b>RESTAURANT/ENTERTAINMENT</b>		
	1 to 3 4 to 8 9 to 15 Over 16	\$110 \$165 \$215 \$265 + \$0.50/ each additional employee

**Please complete and return to:**  
 Please also complete and include the attached Directory Listing Information Form.  
**Lake Mills Chamber Development Corporation**  
 P.O. Box 182  
 Lake Mills, IA 50450

**Organization:** \_\_\_\_\_ **Org. Contact:** \_\_\_\_\_  
**Contact email/phone:** \_\_\_\_\_ **Industry Type:** \_\_\_\_\_  
**Number of FT\* Employees** \_\_\_\_\_ **Calculated Membership Investment: \$** \_\_\_\_\_

**Payment Options:**

- Please send me an invoice for our LMCDC Investment dues  
 Mailing Address: \_\_\_\_\_
- Enclosed is my LMCDC Investment contribution in the amount of \$ \_\_\_\_\_

*The annual meeting is tentatively planned each January.*

## Chamber Member Business Directory Listing Form

Please fill out the following information and return to the LMCDC office at 203 North 1st Ave West, P.O. Box 182, Lake Mills, IA 50450. This form can also be submitted online at [www.lakemillsia.org/directory-form](http://www.lakemillsia.org/directory-form).

Thank you for your annual investment in the LMCDC, we truly appreciate your support!

Previous information is up to date ([www.lakemillsia.org/chamber-directory](http://www.lakemillsia.org/chamber-directory))

### Company Info

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

Mailing Address (  Same as Street Address ) \_\_\_\_\_

Phone Number (For Public) \_\_\_\_\_ Fax Number \_\_\_\_\_

Contact Email (For Public) \_\_\_\_\_

Website \_\_\_\_\_

### Social Media Pages

Facebook URL: <https://www.facebook.com/> \_\_\_\_\_

Twitter URL: <https://twitter.com/> \_\_\_\_\_

LinkedIn URL: <https://www.linkedin.com/> \_\_\_\_\_

Instagram URL: <https://www.instagram.com/> \_\_\_\_\_

Other URLs: \_\_\_\_\_

### Short Description (25-50 words)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Hours (circle dates you are stating times for)

M T W R F Sa Su \_\_\_\_\_ M T W R F Sa Su \_\_\_\_\_

M T W R F Sa Su \_\_\_\_\_ M T W R F Sa Su \_\_\_\_\_

M T W R F Sa Su \_\_\_\_\_ M T W R F Sa Su \_\_\_\_\_

### Logo

Please send a copy of your organization logo to the LMCDC office at [lmcdc@wctatel.net](mailto:lmcdc@wctatel.net) or to the address listed in the introductory paragraph. Thank you!