



LAKE MILLS CHAMBER DEVELOPMENT CORPORATION
MEMBERSHIP GUIDE



2026



YOU ARE 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 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 impeccable marketing skills, my membership has paid for itself more times than I can count."

-Kris Singelstad, Owner
Singelstad Hardware & Rental

"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.

"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 (2025)

Angie Thompson (Pres.) WCTA, Project Coordinator Term ending Winter 2026	Chris Griffin Winnebago Mutual Insurance Association	Chris Rogne Lake Mills Community School District, Superintendent
Jackie Villela (V. Pres.) Dave’s Auto Service, Co-Owner / Don’s Motor Mart, Manager	Julie Connor David’s Marketplace, Co- Owner	Ashely Hoffman Lake Mills Care Center, Provisional Administrator
David Taft (Treas. / Sec.) MBT Bank, Operations Manager	Montanna Ostrander Farmers Trust & Savings Bank, Consumer Loan Officer	Cassie Johnson LMCDC, Executive Director Phone: (641) 592-5253 Email: lmcadc@wctatel.net

8

New businesses welcomed
with a ribbon cutting or
other service in 2025

\$120

Thousand fundraised
through grant writing for
local organizations in 2025

5

Current projects funded
through the LMCDC
Revolving Loan Fund

89

Chamber Members in 2025

2,728

Followers across our social
media platforms

\$7

Thousand worth of Lake Mills
Bucks were sold in 2025

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 & SERVICE

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.

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.

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.

GRANT WRITING

The LMCDC has experience writing local and state grants, and is happy to assist Lake Mills organizations and groups in their fundraising goals and projects.

LAKE MILLS GIFT CARDS

The Lake Mills Gift Card campaign was established in 2020 as a way to infuse cash into small businesses during a challenging economic period, but has continued to be an effective downtown stimulant. The chamber, sponsors, and shoppers were able to funnel over \$10,000 into local businesses in under 2 hours using this program in 2025.

RIBBON CUTTINGS & LIVE CHATS

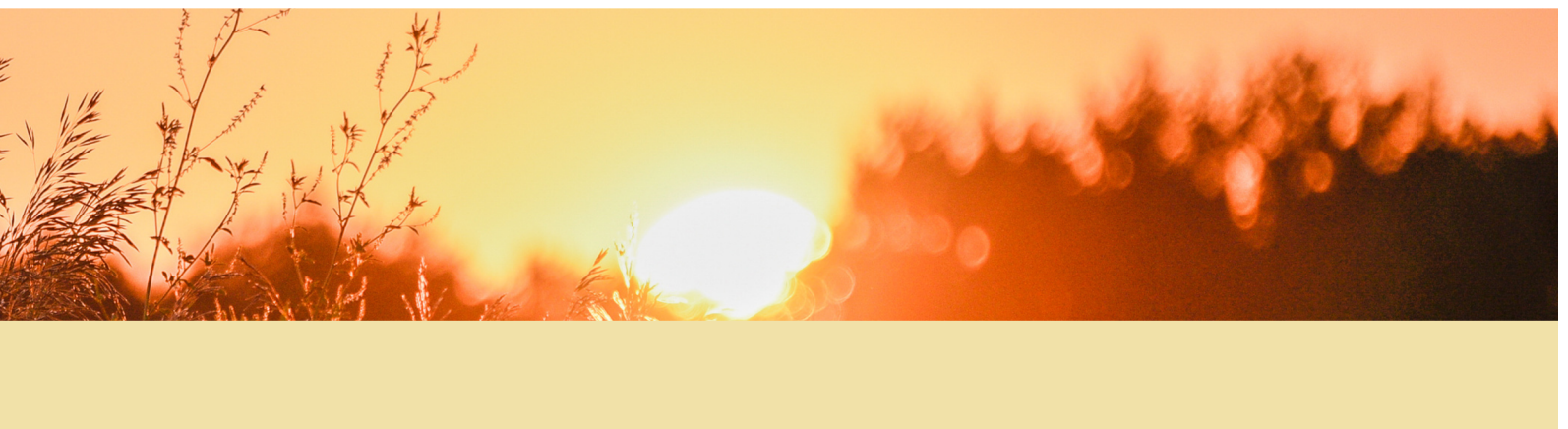
The LMCDC hosts free ribbon cuttings for new businesses as a way to welcome them to the community and celebrate their investment in Lake Mills. A live interview usually accompanies the ribbon cutting to help gain exposure and introduce the business to the community.

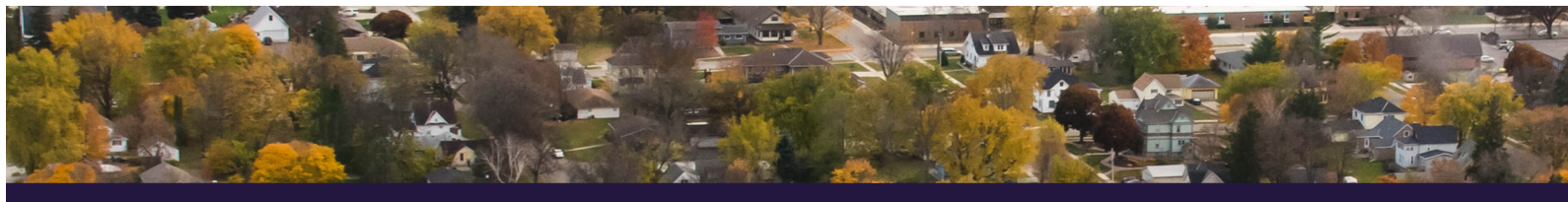
CHAMBER CONNECTION E-NEWSLETTER

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.

SCHOOL - BUSINESS PARTNERSHIPS

The LMCDC works with the Lake Mills Community School District to facilitate career exploration presentations to junior level classes and perform mock interviews, among other school-business partnership initiatives.





RETAIL & COMMUNITY EVENTS

TREAT YOUR SHELF: FREE BOOK EXCHANGE & SHOPPING

Mid-January the LMCDC hosts a free book exchange and cozy shopping event to help boost winter economic activity. Books are donated by residents and available for perusing at participating businesses.

LMCDC ANNUAL MEETING

The LMCDC Annual Meeting is a celebration and chance to say 'thank you!' to all chamber members for their support throughout the year. It is usually held in February. Business anniversaries and awards are presented alongside a recap of the preceding year.

GALENTINE'S DAY

Enjoy a friends day out downtown Lake Mills! Sip, shop, and show some love to local retailers and restaurants! Held the 2nd Saturday in February.

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

Twice annually, the LMCDC hosts city-wide garage sale weekends in May and September. A map of the sales is published and shared with the community. These events are usually followed by a City-Wide Clean Up, which is scheduled by the City of Lake Mills.

LAKE MILLS FARMERS MARKET

Held Mondays from 4-6 pm from mid-June through September. Join us in the public parking lot located to the west of City Hall (200 N 1st Ave W) for local vendors, food trucks, and entertainment. Vendor registration begins in early spring.

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!

BACK TO SCHOOL BREAKFAST

The LMCDC hosts a breakfast for teachers, school administrators, and staff as a way to kick off the school year. Delicious, fresh rolls are served and we invite a distinguished 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. Free carnival-type games and pumpkin painting are highlights of this event. Typically held the last Thursday of September.

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.

SHOP LOCAL FIRST / SMALL BUSINESS SATURDAY ACTIVITIES

Holidays in Lake Mills is a magical time! The LMCDC encourages residents and visitors to shop local before heading to the big box stores through a variety of retail events and activities, including the Retail Scavenger Hunt.

DRIVE THROUGH CHRISTMAS LIGHT DISPLAY

Local businesses set up festive light displays bordering the Oakwood Park / Family Aquatic Center Parking Lot. Opening night is held the week following Thanksgiving and open for viewers nightly in December.

HOLIDAY FESTIVAL

The 2nd Saturday in December is the weekend to make holiday memories in Lake Mills! Our schedule of events includes Christmas crafts, Santa sightings, free movies, Tour of Homes, and more!

FREE MOVIES AT 'THE MILLS'

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



Please complete and return to:
Please also complete and include the attached Directory Listing Information Form.
Lake Mills Chamber Development Corporation
203 N 1st Ave W, P.O. Box 182
Lake Mills, Iowa 50450

☐ Enclosed is my LMCDC Investment contributions

LAKE MILLS CHAMBER DEV. CORP. DIRECTORY LISTING FORM

Please fill out the following information and return to the LMCDC Office at 203 N 1st Ave W, P.O. Box 182, Lake Mills, Iowa 50450. This form can also be submitted online at www.lakemillsia.org/directory-form

☐ Previous information is up to date (www.lakemillsia.org/chamber-directory)

COMPANY INFORMATION

Organization: _____

Physical Address: _____

Mailing Address (☐ Same as Street Address): _____

Phone Number (for public use): _____ Fax Number: _____

Contact Email (for public use): _____

Website: _____

SOCIAL MEDIA PAGES

Facebook URL: <https://www.facebook.com/> _____

X (formerly Twitter) URL: <https://.x.com/> _____

LinkedIn URL: <https://www.linkedin.com/> _____

Instagram URL: <https://www.instagram.com/> _____

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 _____
M T W R F Sa Su _____	

LOGO & BRANDING

Chamber member logos are used on the directory listing and also on promotional materials depicting sponsors and participating businesses. Please send a digital copy of your organization logo to the LMCDC office at lmcdc@wctatel.net or at hard copy logo to the address listed in the introductory paragraph. If you have other branding requirements, please reach out to provide information.

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

SPONSORSHIP PLEDGE SHEET

We have compiled a list of all our sponsorship opportunities in the upcoming year so we all can plan a little better and you don't have to anticipate recurring asks from us! Indicate which events you'd like to support, at what level, and how you'd like to fulfill that pledge below. Donations in amounts different than what is listed are accepted, just reach out! Event descriptions can be found on page 4.

LMCDC ANNUAL MEETING

- ☐ Centerpiece Sponsor (varies)
Provide a centerpiece to be given away in a drawing at the end of the event
- ☐ Refreshments Sponsor (\$75)
Provides funds for food and beverage served at the Annual Meeting; public thank you at event
- ☐ Table Sponsor (\$150)
Sponsor receives a reserved table (6-8) at the Annual Meeting; supports refreshments served, public thank you at event

GALENTINE'S DAY

- ☐ Goodie Bag Sponsor (\$100 or materials)
Sponsorship provides goodie bag supplies and items given to participants. Businesses may also provide materials to include in goodie bags (business swag, candy, etc.) and/or funds

LAKE MILLS FARMERS MARKET

- ☐ Market Sponsor (\$150)
Sponsorship provides entertainment (most commonly live music) for one market. Sponsor may pick which week to sponsor, and logo will be included on promotional materials related to that market.
- ☐ Season Sponsor (\$500)
Sponsorship supports season advertising, and twice monthly entertainment (most commonly live music) for the extent of the market. Logo is added to the social media page and promotional materials for that season. 4 sponsorships available.

JULY JUBILEE

- ☐ July Jubilee Supporter (\$1-399)
Sign at event & public group thank you on Social Media (combined with other <\$400 sponsors)
- ☐ July Jubilee Sponsor (\$400-999)
Sign at event, listed on promotional material, & individual public thank you on Social Media
- ☐ July Jubilee Partner (\$1,000+)
Name AND Logo at the top of the website, on sign at event and in all promotional materials, & individual public thank you on Social Media

Donation Amount: _____

Event specific: _____

Please note if you have an event in mind that you would like your sponsorship to go towards.

BACK TO SCHOOL BREAKFAST

- ☐ Centerpiece Sponsor (varies)
Provide a centerpiece made up of / including school supplies or items for teachers to be given away in a drawing at the end of the event
- ☐ Breakfast Sponsor (\$150)
Provides funds for food and beverage served at the Annual Meeting; public thank you at event and on social media. 6 sponsorships available.

FALL CARNIVAL

- ☐ Activity Sponsor (\$200)
Provides pumpkin painting, free balloon animals, free face painting, and games for 200+ kids. Sponsors will receive a sign at the event with other same-level sponsors, and will be included in social media posts.
 - ☐ Main Attraction Sponsor (\$500+)
Provides main attraction entertainment such as the magic show, live music, bounce houses, etc.
- Donation Amount: _____

GHOULS DAY OUT

- ☐ Prize Basket Sponsor (\$30-50 value)
Sponsorship provides funds and/or items for the Ghouls Day Out prize baskets. Acceptable items include merchandise / inventory, business swag, gift cards, promotional materials, etc. to be kept altogether in one gift basket OR dispersed between several baskets (business preference)

LAKE MILLS GIFT CARDS

- ☐ Bonus Sponsor (\$10 per bonus card)
Sponsorship provides 1 bonus card for every \$10 sponsored (i.e. \$300 will sponsor 30 cards!) Multiply your sponsorship by 3 and that's the economic impact you will have on downtown Lake Mills! Sponsorships of all levels welcomed.

Donation Amount: _____

DRIVE THROUGH CHRISTMAS LIGHT DISPLAY

- ☐ Light Display Participant
Sponsor plans, installs, and maintains a light display. It is encouraged to include your logo or business name within the display. The City of Lake Mills generously provides power.
- ☐ Opening Night Sponsor (\$150)
Sponsorship provides free hot cocoa, treats, and Christmas music on K1OW during the duration of opening night (first week in December).

FREE MOVIES AT 'THE MILLS'

- ☐ Free Movie (\$250)
Sponsorship provides royalty fees and labor costs.
- ☐ Free Small Combo (\$300)
Sponsorship provides a small popcorn and small soda for the first 50 guests (theater will keep track and bill for less if fewer than 50 attend)

Organization: _____

☐ Bill me regarding sponsorships at the time of event(s)

☐ Invoice me for full schedule:

Total Sponsorships: _____