

# **A Special Invitation to Join The Longville Lakes Area Chamber of Commerce**

The lodging, retail and service businesses of the Longville Lakes Area Chamber of Commerce extend an invitation to you to join and support the Chamber and the Longville Lakes Area.

The Longville Chamber has worked diligently over the years promoting the Longville area as a fun place to visit and live.

Our membership and dues are based on the following categories:

1. Active Lodging, Retail, and Service Businesses
2. Associate Memberships whose main offices are located outside the Longville area but whose service is to the Longville area
3. Non-profit organizations
4. Individuals who live in the area and who want to support the Chamber

Active Business Members have voting rights at the semi-annual meetings and get their business description and listing in the annual Recreation/Vacation Guide and on the Web site.

Association Members do not have voting rights but get their business description and listing in the annual Recreation/Vacation Guide and on the Web site.

Non-profit Members do not have voting rights but get their organization listed in the annual Recreation/Vacation Guide and on the Web site

Individuals do not have voting rights but are listed in the annual Recreation/Vacation Guide and on the Web site.

All of our members are invited to participate in Chamber activities and attend our monthly board meetings.

## **About the Longville Lakes Area Chamber of Commerce**

The Longville Lakes Area Chamber of Commerce is an organization of businesses and citizens from the Longville area who believe it is to their benefit and that of the community to join together. The Chamber came into existence because the business community realized that individually they could not attract new customers or improve the quality of our community. They understood that all businesses must band together to achieve this goal. The Chamber Board believes that all businesses will benefit when they come together as a united group.

The members of the Chamber come not only from the City of Longville but also from just about every Township surrounding Longville and the surrounding communities.

# **Mission of the Longville Lakes Area Chamber of Commerce**

## **Our Mission is...**

- **To improve the business climate in the Longville Lakes Area**
- **To increase the customer base of its retail/lodging/service members**
- **To improve the infrastructure of the Longville Lakes Area**
- **To attract sportspersons, visitors, and vacationers from throughout the nation to the Longville Lakes Area**
- **To provide recreational activities for residents and guests who visit the Longville Lakes Area**
- **To provide services to the members**

## **This Is What We Do...**

### **“Improving the business climate of the members”... .**

- We work closely with each municipality, Cass County, and School District so that business interests are protected
- We work closely with the local and regional economic development agencies to keep aware of funding sources for the growth of Chamber members’ businesses. The Cass County Economic Development Corporation provides in-service seminars for our Chamber members.
- We take active steps to inform our state and federal representatives of the economic needs of our area.

### **“Increasing the customer base of our members”... .**

- We schedule special promotional activities to bring attention to various business groups within our Chamber.
- We consult with members to help them find ways to increase their customer base or improve their business.
- We advertise in a variety of publications to increase the visibility of our area so that people continue to visit our area.
- We operate an Information Booth seven days a week, six hours per day from Memorial Day to Labor Day in Downtown Longville.
- We work with Twin City and National media to spotlight the Longville Lakes Area.
  - The Longville Lakes Area has been featured in The New York Times, Duluth MN Daily Newspaper, Rochester MN Daily Newspaper, Pine River and Walker newspapers, St. Paul and Minneapolis Daily newspapers, The Pine Cone Press Citizen in Longville, The All News Channel (ANC) Local Radio Stations WJJY and KLKS, St. Cloud, MN radio stations, Minnesota Public Radio, “On The Road With Jason Davis”, “Savvy Traveler” on National Public Radio, Twin City Television Stations, and the Quiz show “Jeopardy.”
- We contract with Arvig Communication Systems 24 hours a day to take phone inquiries when the Information Booth is not in operation.
- We produce a 28-page four color Recreation/Vacation Guide. Our guide highlights each of the lodging members and the lakes on which they are located. In addition, this guide informs potential visitors of the area’s amenities and opportunities. Lodging members receive a graphic outline of their lake, a description of the lake and information about their lodging facility in a grid at the bottom of the page. Retail and service businesses have their name and telephone

numbers printed in a grouped area. Each business and lodging member is also encouraged to purchase an advertisement in the booklet.

- For our lodging members, we purchase a ½ page advertisement in the Minnesota Office of Tourism Travel Guide. In this ad we feature each lodging member with their name and telephone number.
- We distribute our Recreation/Vacation Guide at several out-state and in-state sport shows through an agreement with the Minnesota Office of Tourism.
- We advertise in in-state newspapers and sports publications.
- We operate an extensive web site on the internet. This web site produces many leads for our lodging members as well as providing a general background of the area and information about our retail/service business members as well as the non-profit organizations who are a member of the Chamber. We provide a direct link to each business web site at no cost.
- We produce a weekly publication “This Week In Longville” which depicts community events for each of the 13 summer weeks. It is distributed to resorts and retail outlets.
- We promote special sales opportunities for our retail members with area newspapers and radio stations.

#### **“Improving the infrastructure of our communities”**

- The Longville Lakes Area Chamber of Commerce runs a pull-tab operation at the Docksider and Anchorage Inn, using a Minnesota Gambling license.
- The proceeds from this gambling enterprise are used to support many organization needs throughout the community.
- The Longville Lakes Area Chamber of Commerce has provided funds for the following organizations: The Longville Fire Department, The Longville Sno-Mobile Club, The Longville Ambulance Service, ISD #118, The Margaret Welch Memorial Library, The Longville Lakes Clinic, The Longville Food Shelf, The Longville Cub Scouts, The Longville Family Safety Network, Kinship Partners, The Young At Heart Senior Center, The Longville Community Choir, The Longville Petal Pushers Garden Club, Camp Olson YMCA, and the Longville Area Foundation.

#### **“Providing recreational activities for visitors and residents”**

- We sponsor the following recreational/promotional events during the year:
  - (1) Thirteen Turtle Races
  - (2) The Longville Car Show
  - (3) The Longville Pie Social
  - (4) 4<sup>th</sup> of July Activities
  - (5) Taste of Longville
  - (6) Longville Merchants’ Garage Sale
  - (7) Oktoberfest
  - (8) Longville Halloween Party
  - (9) “Does Only Bazaar”
  - (10) Longville Christmas Tree Lighting
  - (11) Run Around Woman Plus 30k and 5-mile race and 5-mile walk
  - (12) Sommerfest
- We co-sponsored many events with area service and civic organizations.

### **“Providing member services”**

The Chamber of Commerce Board of Directors is committed to providing services to its members in order to keep them informed of decisions and to get their feedback regarding issues.

- The Board meets the second Thursday of each month at the Longville City Hall. We encourage all members to attend these meetings.
- The Board produces a newsletter to keep members informed of decisions, issues, and opportunities following each monthly board meeting.
- A weekly report of inquiries from those who wish to vacation in the Longville Lakes Area is sent to each lodging member.
- Lodging members' vacancies are given daily to vacationers who call or visit the Information Booth seeking lodging for the day or week.
- Those who inquire to the chamber regarding retail and service business needs are given the names of the Chamber service and retail members only.
- The chamber distributes lodging member brochures to vacationing prospects.

On behalf of the Directors and Members, we cordially invite you to join our exciting team!

**Sincerely,  
Dawn Gilsrud  
President**