

2023  
TO  
2024

MARSHALL AREA CHAMBER

# ANNUAL REPORT



MEMBERSHIP



COMMITTEES



GOALS



PUBLICATIONS



STAFF



BUDGET



EVENTS



AWARDS

# NEW MEMBERS

Southwest Tree Treatment  
Downtown Garage  
Guza Hearing Center  
Small Town Events LLC  
Kwik Trip  
La Tapatia Mexican Grocery Store  
Bella Nail Studio  
Naptime Play Cafe & Bakery  
Mears Electric  
Kal's Motor Group  
2Arrows Apparel LLC  
Deputy Registrar #32  
Stepping Stones Childcare  
Pulse Fitness  
Lake Shetek Resort  
Clark Freight  
Pelican Cove  
Courtney Bicknese Photography  
Choices Pregnancy Center  
CCM Health  
Half Pint Coffee Co.  
Helena Agri-Enterprises  
Balaton One Stop  
Full Smile Dentistry  
Corrective Action Recovery Service  
Help Tuck Them In

Voorhees Trimlight  
Solugen Inc  
Premier Massage  
Zen Dough Bakery  
Ashley Homestore  
JP Metal  
Little Mill Bread Co  
Prairie Winds Counseling  
Rolling Hills Pizza  
The Card Farmers MN  
Hitch Studio  
Rise and Grind Bakery  
US Postal Service - Marshall  
Elizabeth's Get Away  
EE Farm House LLC  
SJMiller Arts  
Denise Gladis Scents & Sounds Studio  
Minnesota Energy Resources  
Tranquility Herbal Tea & Wellness  
Maui Wowi of Southwest MN  
Sweet Kettle Madness  
Marshall Area Insider  
Sweetman Sanitation  
Omega Exteriors  
Let's Create Crafts / LCC Sweets  
Extension Master Gardeners of Lyon County

ClearRoof  
Events by Brittany Faye LLC  
Surface Specialists of Marshall  
Ziegler Inc  
Marcus Construction  
St. James Episcopal Church  
Marshall EFree Church  
The Farmhouse Bakery  
Ez's Lounge  
Caribou Coffee  
Joyful Bites Bakeshop  
Reunited

**622**  
MEMBERS

**65**  
NEW

**61**  
CANCELLED



# STAFF

Brad Gruhot, Chamber President  
Mavi Valentin, Events Coordinator  
Shelby Buchholz, Marketing & Communications Coordinator  
Bonnie Allen, Finance Coordinator

# BOARD MEMBERS

**Ellen Griebel, Board Chair**

Performance Foodservice  
Women's Connect Steering Committee

**Jeremy Gossen, Vice Chair**

Carlson & Stewart Refrigeration

**Eric Eben, Board Treasurer**

Hoffman & Brobst

**Mike VanDrehle, Past Board Chair**

Precision Marketing  
Ambassadors  
MAYP Steering Committee  
Marshall Leadership Academy Co-Chair

**Chad Drake**

Bremer Bank  
AgriBusiness Committee

**Patty Alcorn**

Schwan's Company

**Debbie Streier**

Avera Marshall

**Gina Meulebroeck**

Main Stay Cafe  
MDBA Committee

**Bill Mulso**

Southwest Minnesota State University

**Roger Ricke**

Hy-Vee Food Store

**Eric McVey**

Archer Daniels Midland Co. (ADM)

**Charlie Ehlers**

US Bank

**John Full**

Marcotte Jewelry  
MDBA Committee

**Leslie Hart**

Ralco

**Morgan Mahoney**

Full Circle Realty  
MAYP Steering Committee

# COMMITTEES



## Marshall Downtown Business Association

St. Patrick's Day  
Crazy Days  
Moonlight Madness  
Trick or Treating  
Small Business Saturday  
Holiday Season Kickoff



## Transportation

2025 College Drive Project  
Hwy 23 4-Lane Project



## Legislative

Legislative Session Wrap Up  
Local Candidate Forum  
State Candidate Forum  
Local Business Advocacy  
MN Chamber Session Priorities



## Ambassadors

32 First Dollars  
21 Progress Awards  
5 Ribbon Cuttings  
1 Groundbreaking

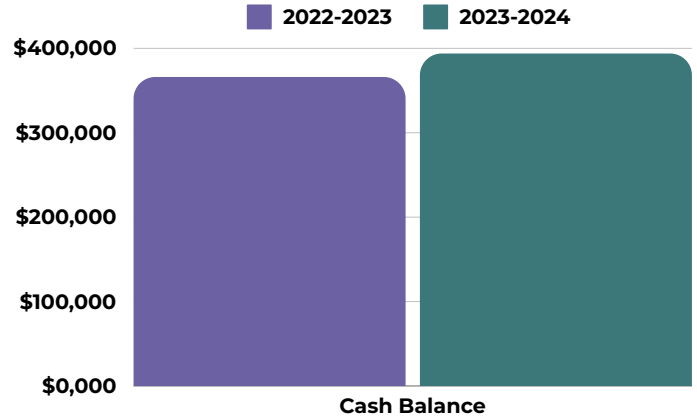
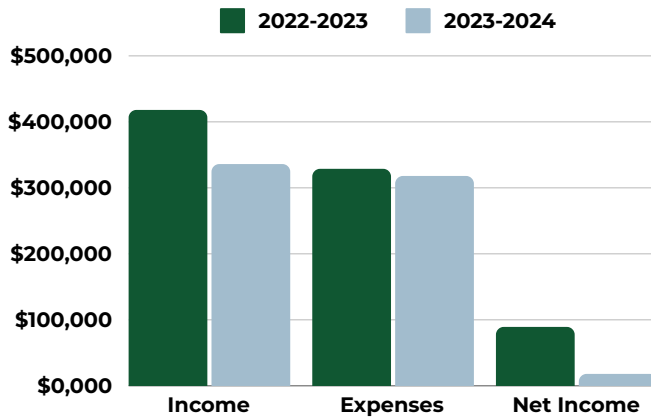
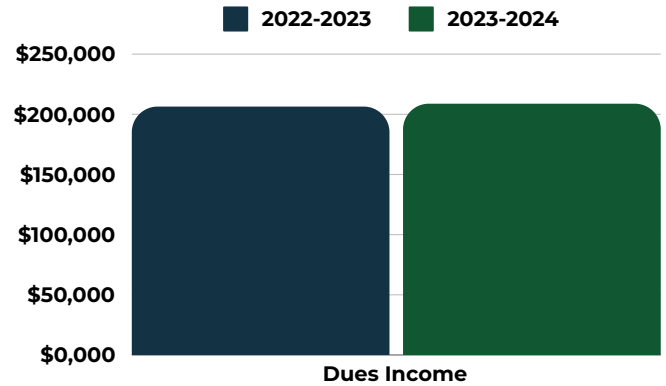
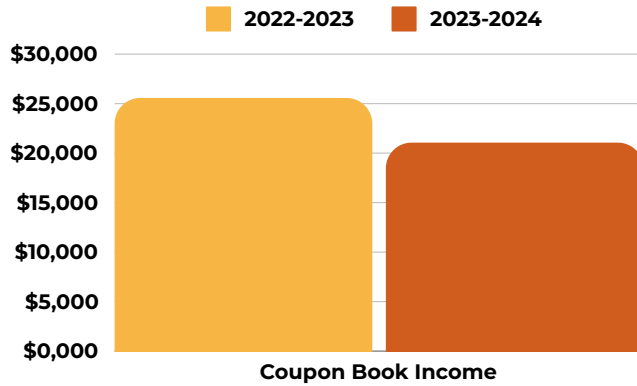


## Agribusiness

State of Agriculture



# BUDGET



# CHAMBER GOALS 2023-2024



# GOAL



# RESULT

**Maintain 93% Membership Retention**

**90% Retention Rate**

**Recruit 41 New Members**

**65 New Members**

**Continue to Work on Workforce Initiatives with SMSU, Minnesota West & Marshall Public Schools**

Brad served as mentors & presenters for the Creating Entrepreneurship Opportunities (CEO) program, Brad is on the SMSU Centers of Innovation & Entrepreneurship (CIE) Advisory Board. Working with Redwood Falls, Worthington, Pipestone & SWMN Private Industry Council after securing a DEED Drive for Five DEI grant which in turn places interns in our local businesses. Mavi represented SMSU Student Success Night, & attended multiple career & job fairs.

**Continue Staff Development**

**2 Staff Attended MACE Conference, 3 of 3 MCCE Conferences**

**Grow Young Professionals Membership**

**26.31% Decrease**  
19.9% increase in 2022-2023

**Grow Women's Connect Membership**

**10.71% Decrease**  
19.5% increase in 2022-2023

**Advocate for Pro-Business Initiatives**

**Continue to Work with the County on a Summer Internship Program Similar to Nobles, Martin & Murray Counties**

**Continue to Provide Resources for Businesses**

# 2024-2025 CHAMBER GOALS

- 🎯 Recruit 48 New Members
- 🎯 Continue Staff Development
- 🎯 Maintain a 93% Membership Retention
- 🎯 Grow Young Professional & Women's Connect Memberships
- 🎯 Increase Overall Event Attendance
- 🎯 Continue to Improve Workforce Initiatives with SMSU, Minnesota West, Marshall Public Schools, SW MN Private Industry Council, City of Marshall EDA, Lyon County, Southwest Initiative Foundation, Junior Achievement, Minnesota Chamber of Commerce, Local Legislators & the Area Business Community
- 🎯 Continue Collaboration with Other Agencies & Local Businesses on Childcare Initiative
- 🎯 Continue to Provide Resources for Business
- 🎯 Advocate for Pro-Business Initiatives
- 🎯 Decrease Membership Cancellations
- 🎯 Work closely with the Minnesota Chamber Federation on Pro-Business Advocacy
- 🎯 Work with Area Workforce Partners to Combat Build Dakota Program



## 2023-2024 YEAR IN REVIEW

65 New Members  
90 Attendees at State of Ag  
149 Attendees at State of the City  
556 Attendees at Taste of Marshall  
73 Total Chamber Events

# EVENTS



The Taste of Marshall was held at the Red Baron Arena in October 2023. We had **556** attendees this year! We love to see this event continue to grow.



The State of the City was held in March 2024 & had **149** attendees! Updates were provided from the Mayor, City Administrator & City Officials about the City of Marshall.



A member favorite! Attendees come to promote their business with a one-minute commercial. We had **165** attendees at our Let's Connect events this past year.



Chamber 101 gives new members the opportunity to learn more about the programs and resources the Chamber offers. We had **65** people attend this event in the last year.



Chamber 201 gives members insight on our back-end services, including what it all means to log into our website! These events are held 1-2 times a year.





## BUSINESS AFTER HOURS

- Wings Axe Co.
- Sky Printing
- Marshall Radio Home Show
- Archer Daniels Midland (ADM)
- CEO Program
- Performance Foodservice
- True Light Christian School
- SMSU Athletics
- Fuzzy's
- Advanced Opportunities
- Leading Edge Credit Union
- Career & Technical Institute (CTI)

- Invenergy
- Marshall Community Foundation (x2)
- Red Baron Arena & Expo



## Women's CONNECT

- Beth Ritter: Career & Technical Institute (CTI)
- Ellen Griebel: Creating a Positive Impact
- Holiday Networking Event
- Sharon Hanson: New Years Resolution for Leaders
- Chamber Speaker Series ft. Russel Dubree
- Kodee Antoine: Women in Male Dominant Industries
- Cassi Weiss: Visit Marshall, MN Updates
- Kim Guenther: Followership - The Other Half of Leadership
- Desiree Petrich: The Process of Writing a Book
- Kary DeVlieger: Obstacles of Young Entrepreneurship
- Yury Leon Hernandez: History & Meaning of La Tapatia
- SMSU Leadership Conference



## MARSHALL AREA YOUNG PROFESSIONALS

- Preston Stensrud: Fire Safety Month
- Tour of Avera Marshall
- Holiday Networking Party
- Shanda Walker: The Importance of Membership
- Chamber Speaker Series ft. Russel Dubree
- Dr. Amy Full: Dental Hygiene
- Kodee Antoine: Tour of Archer Daniels Midland (ADM)
- Martt Parkhurst: Where Do Your Groceries Come From?
- Preston Stensrud: Summer Activities in Marshall
- Putting Contest at the Marshall Golf Club
- Tom Webb: Leadership
- Cassi Weiss + Fairbanks Ice Dogs Coaches: Ice Dogs



## LUNCH & LEARN

- Business Safety & Security - Jim Marshall (Chief of Police)
- Social Media & Branding - Adri DeBoer (Visit Marshall, MN)
- The 6 Types of Working Genius - Cindy McKittrick (Hope Harbor)
- Earned Sick & Safe Time Laws in Minnesota - Hayley Mattila (MN Dept. of Labor & Industry)
- Marketing Execution Workshop - Denise Gochenouer (SMSU)
- Minnesota Paid Family & Medical Leave - Linda Miller (DEED)
- Artificial Intelligence (AI) - Sarah Kuglin (Redwood Valley Tech)

# MARSHALL DOWNTOWN BUSINESS ASSOCIATION HIGHLIGHTS



**72 CURRENT MEMBERS**  
6 NEW MEMBERS THIS YEAR  
**ST. PATRICK'S DAY PARADE**  
RETURNED AFTER 4 YEARS!  
36 PARTICIPANTS

**CRAZY DAYS**  
76 PARTICIPATING STORES, FOOD  
TRUCKS, VENDORS & MORE!

**MOONLIGHT MADNESS**  
105 ATTENDEES AT EVENING EVENT  
2 SPONSORS & 18 PARTICIPATING BUSINESSES

## OTHER CHAMBER EVENTS

### CHAMBER SPEAKER SERIES

**JANUARY 17TH, 2024**

TYLER GEORGE, OLYMPIC GOLD MEDALIST

32 ATTENDEES

**FEBRUARY 28TH, 2024**

RUSSEL DUBREE, PERFORMANCE FACTION

55 ATTENDEES

### STATE OF AG

**JULY 23RD, 2024**

90 ATTENDEES



# MARSHALL LEADERSHIP ACADEMY

We had 24 graduates who learned about 8 different areas of Marshall including: Local Leadership, Manufacturing, Economic Development, Public Policy, Healthcare, Agriculture, Community Safety, & Education. They also worked on a group project and presented it at the end of the year. The 2024-2025 MLA Class has 24 participants currently going through the program!

We held our 2nd Annual Marshall Leadership Academy Alumni Social on June 26th, 2024 at Tavern 507!

## 2024 Graduating Class

# PUBLICATIONS

## CHAMBER CONNECTION



Chamber Connection is published in the Marshall Independent once a month & features updates from the Chamber, new members, upcoming events, Ambassador visits, general highlights & more.

## COUPON BOOK



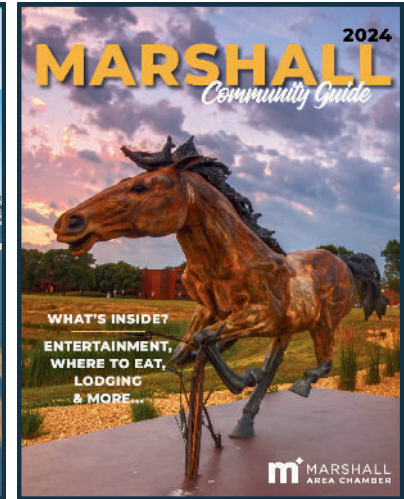
Chamber Coupon Books are released annually & include coupons from current Chamber members! They're available for the community to purchase & is the Chamber's largest fundraiser!

## MARSHALL CITY MAP



The Marshall City Map is published every other year by the Chamber, along with a Downtown Marshall Map. These maps are distributed around the community & are available at the Chamber Office or viewable online.

## COMMUNITY GUIDE



The Chamber creates an updated Community Guide every year. It serves as a Business Directory, highlights local festivals & events, city & county information, displays Chamber members, advertisements & more.

## CHAMBER E-CONNECTION E-NEWSLETTER



The Chamber E-Connection is sent every Friday via email & includes member events, news, announcements & more!

## COMMUNITY CONNECT TV PROGRAM



Community Connect is a monthly TV program on Studio 1 TV. The show is hosted by the Chamber President & features a guest each month.

## CHAMBER CHATTER RADIO SHOW



Chamber Chatter is a weekly show aired on Marshall Radio. It features member events happening that week along with Chamber updates!

## LIVE LOCAL SOCIAL MEDIA GROUP & CALENDAR



Live Local is a campaign that includes a Facebook group for local sales, events & more with over 1,500 members along with a monthly events calendar posted online.

# AWARD CATEGORIES

## Business of the Year

This award is given to the business that has made tangible & extraordinary contributions to the Marshall Area.

## All-Star of the Year

This award is given to an individual who has had a long term positive impact with the Marshall Area Chamber of Commerce & the community & has played a key role in the history of Marshall.

## Hospitality Award

This award is given to the individual who exemplifies superior customer service in a hospitality setting such as restaurants & hotels.

## Non-Profit of the Year

This award is given to a local non-profit that has made a difference for the Marshall Area in providing community engagement & growth.

## Volunteer of the Year

This award is given to the volunteer who displays extraordinary commitment to the Marshall Area Chamber of Commerce, its members, & who has demonstrated the willingness to contribute to our community without personal gain.

## Rookie of the Year

This award is given to an individual who has the desire to respond to the community needs by showing potential for advancement & is pursuing interests in the Marshall area.

# **2022-2023 AWARD WINNERS**

BUSINESS OF THE YEAR  
**NORTH STAR MUTUAL INSURANCE CO.**

NON-PROFIT OF THE YEAR  
**MARSHALL FESTIVAL SOUNDS OF SUMMER**

ALL-STAR OF THE YEAR  
**PRESTON STENSRUD**

VOLUNTEER OF THE YEAR  
**ERIC LUTHER**

HOSPITALITY PROFESSIONAL OF THE YEAR  
**SHAUNA BJORKLUND**

ROOKIE OF THE YEAR  
**HEATHER ROKEH**

# THANK YOU TO OUR 2023-2024 ANNUAL MEETING SPONSORS!



## FOLLOW US!



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