

– Marshall Area Chamber –

# ANNUAL REPORT

2024  
to  
2025



Membership



Committees



Goals



Publications



Staff



Budget



Events



Awards

# NEW MEMBERS

Karl's Tv & Appliance  
S & P Window Control  
PURIS  
Samantha Jean Photography  
Get in Mah Belly  
Camden Insurance Agency  
Inside Out Detailing  
Wash Me Windows  
Farmer's Insurance - Amy Peterson  
Gronke Law PLLC  
Manke Yard Services  
Spectrum  
PhRMA  
Keel Photography, LLC  
Independent Lumber of Marshall  
Trust Cleaning Services, LLC  
Tesfa Desta  
Woodgrain Custom Builds  
Buettel-Moseng Land Surveying, Inc.  
Tienda EL Jade  
City of Marshall  
MayBC Construction LLC  
Kwik Trip #1273  
Fagen Inc.  
GrassClippers  
MarketPlace Auction Co.  
MnKota Irrigation  
Farmer's Insurance - Dylan Bennett Agency  
Champion Force of Marshall  
Rural Edge Power Skating  
PrimeTime Web  
Boss Wash LLC  
La Michoacana Elite  
Barberry Health & Spine  
Elite Construction & Remodeling  
Third Street Floral  
Minnwest Plumbing & Heating Inc.  
WoodCarvings Plus  
MN Window Guy LLC  
The Lyndwood

Silver Dollar Property Company  
True Blue Window Cleaning  
Combat Mini Golf \_ Mobile Rental  
Marshalls  
Farm x Faith Media  
SMSU Center of Innovation & Entrepreneurship  
ETM Softwares  
Loffler Companies  
ZenBusiness  
Les Schwab Tire Center  
Jackson Method Marketing Agency  
Child Care & Nutrition Inc.  
RLee's Emporium  
Adobe Acrobat  
Rugged Tree Service  
McCoy Guenther Cleaning Services  
JK Wedding & Events  
Eagle Run Taxi  
Midwest Custom Interiors  
Clean Sweep Cleaning LLC  
Rio's Sweet Tweets  
Pristine Panes  
Versatile Solutions, LLC  
Sazón Catracho, LLC  
Good Shepherd Lutheran Church  
Cintas  
Once Upon a Picnic Events & Rentals  
Nathaniel Lawrence  
Marshall Tobacco  
Ton Kao  
Southwest Human Resources Association  
Meier Stump Grinding  
Tied & True Events  
Christ First  
Brad's Market  
The Aether Collection, LLC  
YT Premium Detailing  
Bri's Delightful Sweets  
Jim Brock Trucking

**655**  
TOTAL  
MEMBERS

**46**  
CANCELLED

**85**  
NEW  
MEMBERS

**15**  
NEW  
STUDENT  
MEMBERS

**124**  
MEMBERS  
OUTSIDE  
OF 56258  
ZIP

## COMPARABLE CHAMBERS

HUTCHINSON: 330

NEW ULM: 400

GRAND RAPIDS: 400

WINONA: 475

WILLMAR: 500

OWATONNA: 530

FARIBAULT: 640

\*SHOWS THEIR CURRENT MEMBERSHIP #



CURRENT  
**STAFF**

**Brad Gruhot**  
Chamber President

**Bonnie Allen**  
Finance Coordinator

**Shelby Buchholz**  
Marketing & Communications Coordinator

**Sam Lund**  
Chamber Events Specialist

**BOARD  
MEMBERS**

**Jeremy Gossen, Board Chair**  
Carlson & Stewart Refrigeration  
MLA Committee

**Leslie Hart, Vice Chair**  
Ralco

**Mike VanDrehle, Past Chair**  
Precision Marketing  
MAYP Steering Committee

**Bill Mulso, Treasurer**  
Hoffman & Brobst PLLP

**Charlie Ehlers**  
US Bank  
MLA Committee

**Eric McVey**  
Archer Daniels Midland (ADM)

**Laura O'Rourke**  
SMSU  
MLA Committee

**Debbie Streier**  
Avera Marshall

**Hayley Fruin**  
Old National Bank  
Ambassadors  
MLA Committee

**Morgan Mahoney**  
Full Circle Realty  
MAYP Steering Committee  
MDBA Member

**Patty Alcorn**  
Schwan's Company

**John Full**  
Marcotte Jewelry LTD  
MDBA Member

**Gina Meulebroeck**  
Main-Stay Cafe  
MDBA Member

**Ellen Griebel**  
Performance Foodservice  
WC Steering Committee

**Roger Ricke**  
Hy-Vee Food Store

# COMMITTEES

## Ambassadors

38 First Dollars  
16 Progress Awards  
6 Ribbon Cuttings  
2 Groundbreaking Ceremonies



## Agribusiness

The annual State of Agriculture event brought in 75 attendees; featuring Chase VanKeulen from Minnesota West Community & Technical College, Julie Tesch with Center for Rural Policy & Development and Sam Ziegler with GreenSeam



## Transportation

The Marshall Area Transportation Group got funding approved for the intersection between SMSU and Marshall High School. This topic was first posed to MnDot at a MATG meeting in December, 2023



## Legislative

Combating the Build Dakota Program  
Legal Immigration Reform  
Local Candidate Forum  
State House Candidate Forum  
SW MN Workforce Summit  
Worked to Improve Paid Family Medical Leave Requirements



## Marshall Downtown Business Association

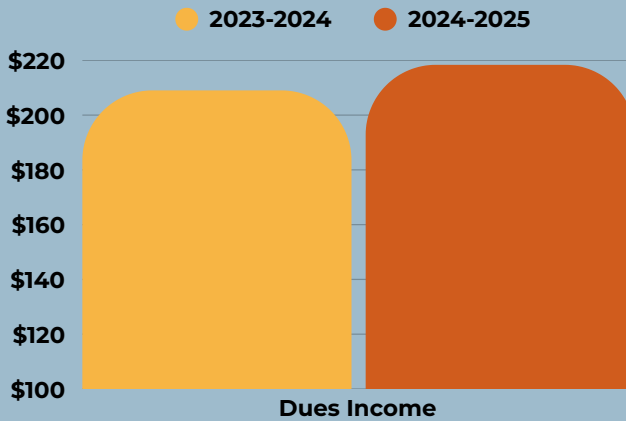
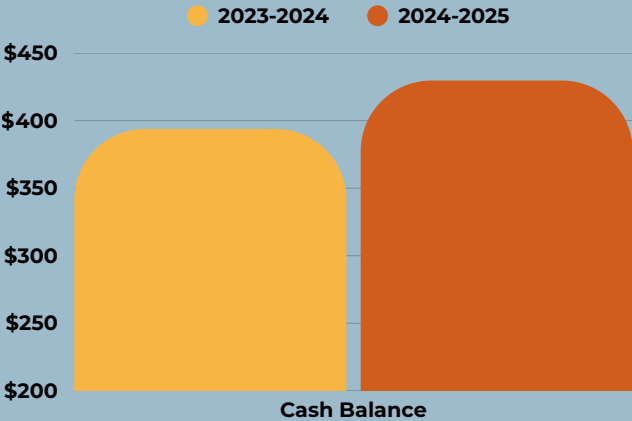
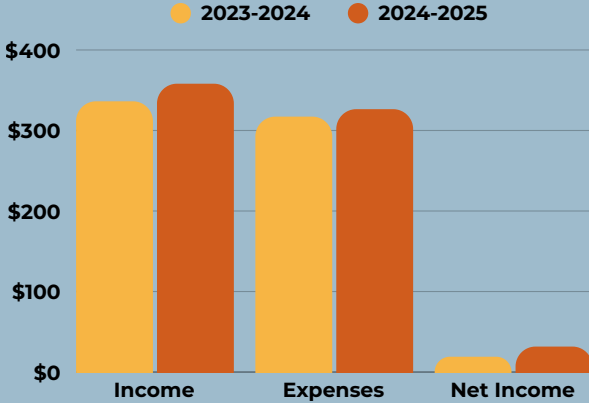
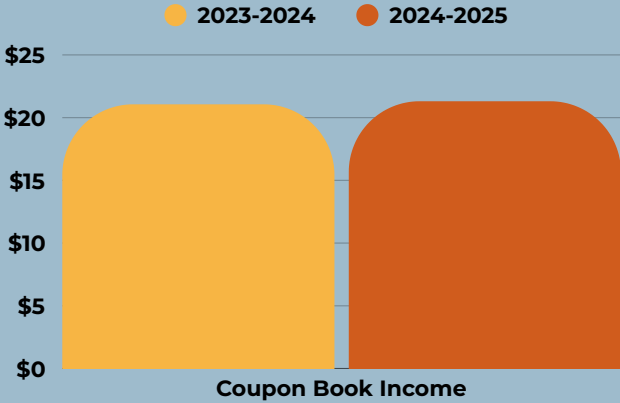
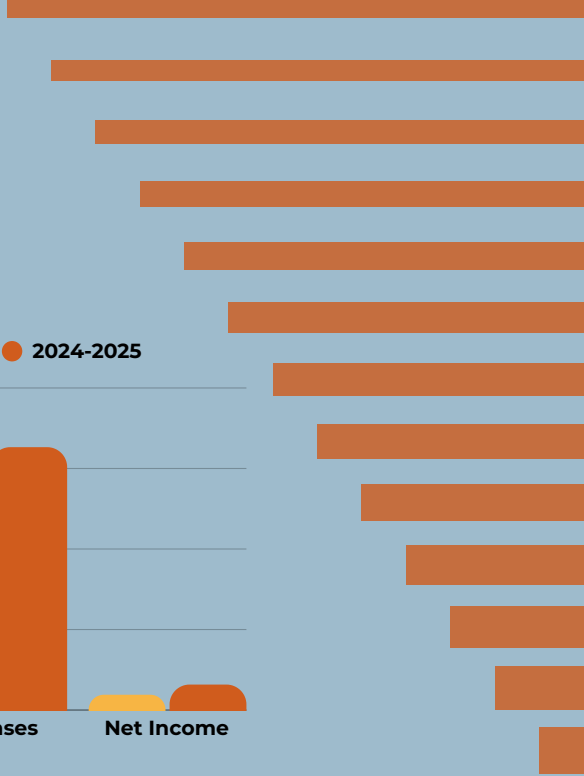


Moonlight Madness  
Trick or Treating  
Holiday Season Kickoff

Spring Fling Parade  
Downtown Roll-In  
Crazy Days



# BUDGET



# CHAMBER GOALS

2024-2025

## GOAL

Maintain 93% Membership Retention

Recruit 41 New Members

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

Continue Staff Development

Grow Young Professionals & Women's Connect Membership

Advocate for Pro-Business Initiatives

## RESULTS

93.5% Retention Rate

85 New Members

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 grant which in turn places interns in our local businesses.

Attended MACE Conference and MCCE Conferences (3)

Maintained 70% Total of Young Professionals & Women's Connect Memberships

Worked with MN Chamber, other Chamber execs, and legislators on: Amending North Star Promise, tweaking changes to Paid Leave and Earned Sick and Safe time laws.

# 2025-2026 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 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

## 2024-2025 YEAR IN REVIEW

85 New Members  
75 Attendees at State of Ag  
157 Attendees at State of the City  
504 Attendees at Taste of Marshall  
57 Total Chamber Events

# EVENTS



The Taste of Marshall was held at the Red Baron Arena in October 2024. We had **541** registered, **504** attendees and **27** Vendors this year! We love to see this event continue to grow.



The State of the City was held in February 2025 & had **157** 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 **244** 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 **83** 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.



- AP Design / Send It
- Intentional Action
- 5 Family Ranch
- Marshall Radio
- ADM
- CEO Trade Show
- Rotary Club
- Minnwest Bank
- Silver Dollar Properties Company
- Borch's
- SMSU Athletics

- Melissa Bruns + Team: Hope Harbor
- Jana Reilly: Real Estate Panel
- Debbie Streier: How to Become a Woman of Influence
- Annie Wing: "Go Deep" Book
- Kim Guenther: Leadership in Kenya
- Caitlyn VanDamme: CredibleMind
- Amy Full and Alyssa Snyder: Living Out the Dream of Running Your Own Business
- Interactive Session
- SMSU Women's Leadership Conference
- Wrap + Abby Wikelius: Domestic Violence
- Marsha Rose: Resilience
- The Gambler: Interactive Bartending

- Ken Murphy: SMSU Planetarium
- The Gambler: Holiday Party
- Chad Drake: Leadership Through Adversity
- Sandra Brau: Brau Brothers Tour
- Nick Schwarz: The Twists and Turns of Life in Business
- Shanda Walker: CEO Panel - Current and Alumni
- Judge Tricia Zimmer: Court Rooms and Presentation
- Jim Swenson: Tour - ATZ Manufacturing
- Tyler Thompson: Game Show
- Lyon County Museum - Volunteer
- Carl and Brent: Personal Finance Panel
- Marty Siefert: Upcoming Election



- Reunited
- Red Baron Arena



- US Chamber - John Kirchner
- Professionalism at the Workplace + Headshot Session - Marcy Heemeyer + Courtney Bicknese, Autumn Keel and Chelbi West
- Chemical Hazard and Hazard Communication Training, MMUA - Daniel Nath

# OTHER EVENTS

## ROUND TABLE EVENTS

- JOSEPH MAHONE: FEDERAL RESERVE BANK OF MINNEAPOLIS
- CONGRESSWOMAN MICHELLE FISCHBACH
- SENATOR GARY DAHMS & REP. CHRIS SWEDZINSKI
- GREENSEAM

## STATE OF AG

JULY 22ND, 2025  
75 ATTENDEES



## MARSHALL DOWNTOWN BUSINESS ASSOCIATION

### SPRING FLING PARADE

5 SPONSORS & 34 FLOATS

### CRAZY DAYS

118 PARTICIPANTS!

### MOONLIGHT MADNESS

5 SPONSORS & 25 PARTICIPATING BUSINESSES

Find us on Facebook and Instagram! We have 3,700+ combined followers.



# 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.

We held our 3rd Annual Marshall Leadership Academy Alumni Social on June 25th, 2025 at Wings Axe Throwing!



## CHAMBER E-CONNECTION E-NEWSLETTER



The Chamber E-Connection is sent every Friday via email to over 2,000 people. We have an average open rate of 49% and 13% click rate!

## 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 GROUP & CALENDAR



Live Local is a campaign that includes a Facebook group for local sales, events & more with over 2,200 members along with an interactive events calendar published on our website.

## SOCIAL MEDIA & CHAMBER WEBSITE



We are present on Facebook, Instagram, and X with a combined following of 6,000+ and growing! Our website also sees 10k visitors and 650k+ event counts per month.

# AWARD CATEGORIES

## Business of the Year

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

## 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.

## 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.

## 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.

## Hospitality Award

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

## 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.

2023 - 2024

# AWARD WINNERS

ALL-STAR OF THE YEAR

MARK & LYLE PATZER

BUSINESS OF THE YEAR

SMALL TOWN EVENTS LLC

NON-PROFIT OF THE YEAR

PRIDE IN THE TIGER FOUNDATION

HOSPITALITY PROFESSIONAL OF THE YEAR

JETT WING

VOLUNTEER OF THE YEAR

KELLY BRUNSVOLD

ROOKIE OF THE YEAR

NICK SCHWARZ

# THANK YOU TO OUR 2024-2025 ANNUAL MEETING SPONSORS!



## FOLLOW US!



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