

**2022
TO
2023**

MARSHALL AREA CHAMBER

ANNUAL REPORT



MEMBERSHIP



COMMITTEES



GOALS



PUBLICATIONS



STAFF



BUDGET



EVENTS



AWARDS

NEW MEMBERS

Franklin Restorative Care Center
Toursque LLC
Digikor LLC
Jennifer VanKeulen Coaching
Indulge Medispa
The Parsonage of Marshall
Box Car Wind
Engels & Larsen PLLC
Engan Associates Architects
Marshall Education Association
Iverson Tree Farm
Key Largo
Grams Painting
Push Play Entertainment
5 Family Ranch
University of Minnesota Extension
Connections Mental Health
Cloie Stevens
Cdmodz
Summit Carbon Solutions
Leap Forward Technologies
John DeCramer
American Cancer Society
Endeavor Massage
Intentional Action LLC
Sioux Council, Boy Scouts of America

Halehaven Social Media & Marketing
Marshall Getaway
Holly Louwagie - Primerica
Video Magic Productions
Silver Dollar Auction Company
Boelter Window, Siding & Roofing
Napa Auto Parts
Invenergy Wind Development LLC -
Purple Skies Wind Energy Center
Trucker Logistics LLC
Images by Melissa Doose
Marshall Area Senior Citizens
Gruhot Transfers
Empower Her LLC
Shady Oaks Native Prairie Adventure Trails
Public Affairs Company
Southwest Adult Basic Education
Southwest Minnesota Private Industry Council
T-Mobile
Grill Work Inc
Here we crumb LLC
Bott's Spot Sports Cards & Collectibles
Widseth
Forever Footcare LLC
Maggie Jean Foundation
Marshall Area Stage Company

Marshall Cleaning Services
True Journey
Custom Winter Lights
Anthony Parisek DDS PLLC
Wings Axe Company
Clearance Barn
Vicki's Camp N Country Jam
Shaw & Associates PLLC
Scotty Biggs BBQ
Subway (Walmart)



645
MEMBERS

62
NEW

34
CANCELLED



STAFF

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

BOARD MEMBERS

Mike VanDrehle, Board Chair

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

Ellen Griebel, Board Vice President

Performance Foodservice
Women's Connect Steering Committee

Chad Drake, Board Past Chair

Bremer Bank
AgriBusiness Committee

Eric Eben, Board Treasurer

Hoffman & Brobst

Patty Alcorn

Schwan's Company

Debbie Streier

Avera Marshall

Gina Meulebroeck

Main Stay Cafe
MDBA Committee

Bill Mulso

Southwest Minnesota State University

Jeremy Gossen

Carlson & Stewart Refrigeration

Roger Ricke

Hy-Vee Food Store

Pete Hellie

North Star Mutual Insurance Company

Kevin Reese

US Bank
Workforce Initiatives Chair

John Full

Marcotte Jewelry
MDBA Committee

Leslie Hart

Ralco

Morgan Mahoney

Full Circle Realty
MAYP Steering Committee

COMMITTEES



Marshall Downtown Business Association

Crazy Days
Moonlight Madness
Trick or Treating
Small Business Saturday
Holiday Open House



Transportation

2025 College Drive Project
Hwy 23 4-lane Project



Legislative

Legislative Session Wrap Up
Local Candidate Forum
State Candidate Forum



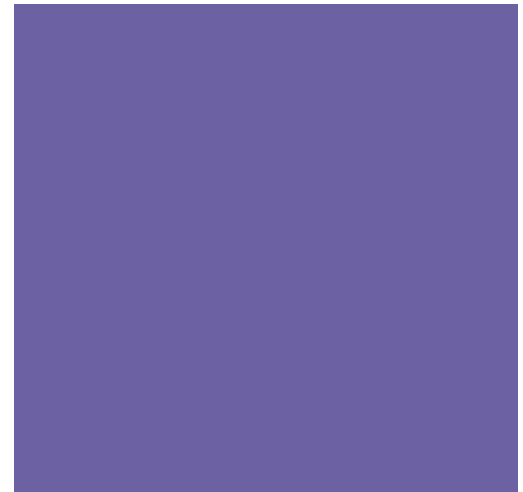
Ambassadors

18 First Dollars
25 Progress Awards
3 Ribbon Cuttings

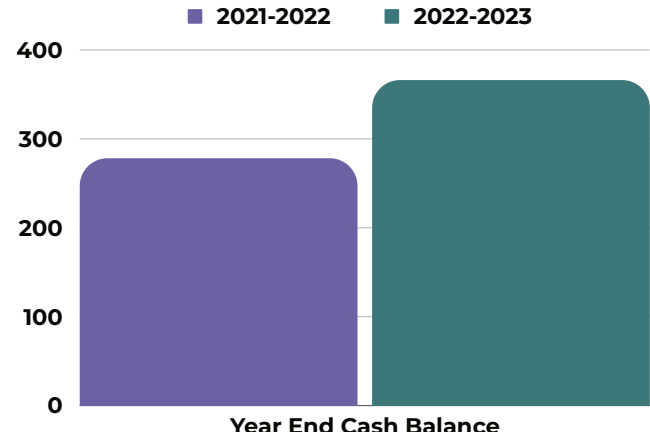
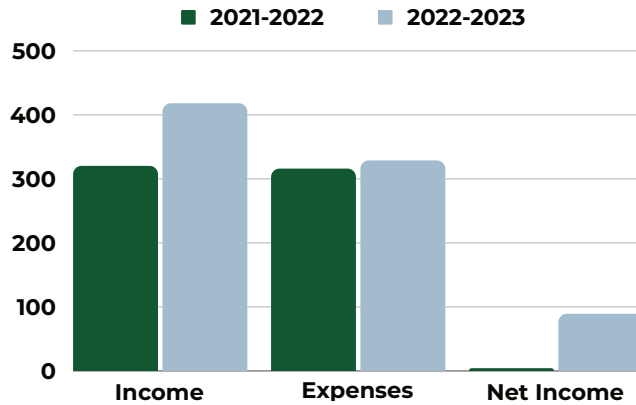
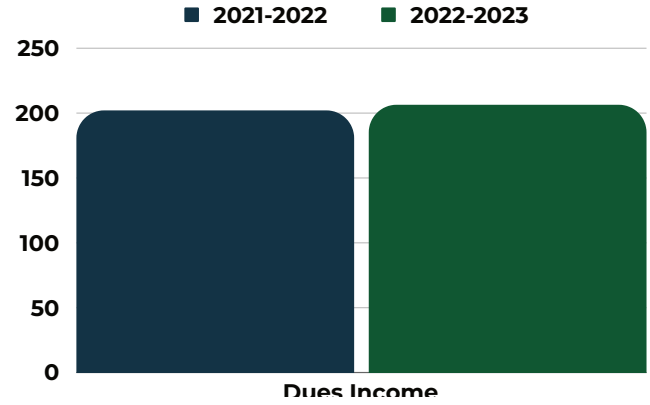
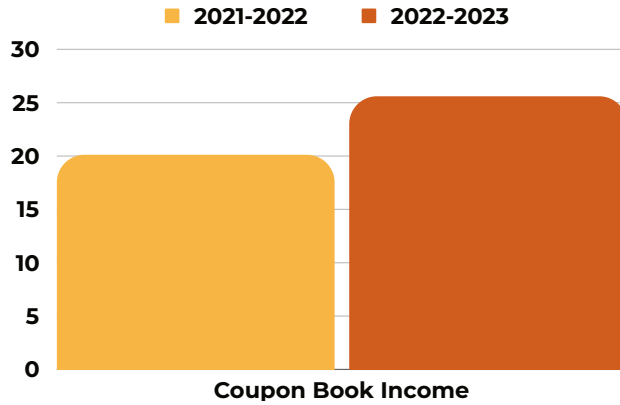


Agribusiness

Conversation Series
Agribusiness Panel
State of Agriculture



BUDGET



*Numbers Shown in Hundred Thousands of Dollars

CHAMBER GOALS

2022-2023



GOAL



RESULT

Maintain 93% Membership Retention

93% Retention Rate

Recruit 41 New Members

62 New Members

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

Brad & Former Events Coordinator Served as Mentors & Presenters for the Creating Entrepreneurship Opportunities Program, Brad is on the SMSU Centers of Innovation & Entrepreneurship (CIE) Advisory Board, Mavi Represented at SMSU Student Success Night, Attended Multiple Career & Job Fairs

Continue Staff Development

2 Staff Attended MACE Conference, 2 of 3 MCCE Conferences, & US Chamber of Commerce Midwest Institute (Brad Graduated this Year!)

Grow Young Professionals Membership

19.9% Increase
21% increase in 2021-2022

Grow Women's Connect Membership

19.5% Increase
17% increase in 2021-2022

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

2023-2024 CHAMBER GOALS

- 🎯 Recruit 48 New Members
- 🎯 Continue Staff Development
- 🎯 Maintain 93% Membership Retention
- 🎯 Grow Young Professionals Membership
- 🎯 Grow Women's Connect Membership
- 🎯 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



2022-2023 YEAR IN REVIEW

- 62 New Members
- 92 Attendees at State of Ag
- 129 Attendees at State of the City
- 470 Attendees at Taste of Marshall
- 65 Total Chamber Events

EVENTS



The Taste of Marshall was held at the Red Baron Arena in October 2022. We had 470 attendees this year! We love to see this event continue to grow.



The State of the City was held in March 2023 & had 129 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 over 132 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 61 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

- Visit Marshall - MAHA - SWFSC
- Graceful Marilyn Quilt Shoppe
- The Upper Room
- Ralco Headquarters
- Well Suite
- Marshall Radio Home Show
- Archer Daniels Midland (ADM)
- Lyon & Murray County CEO Program: Trade Show
- Avera Marshall - Therapy
- SDN Communications
- SMSU Athletics

- Marshall Community Foundation



- Jennifer VanKeulen: Finding Your Passion
- Jenny Greenhoff: Your Health Journey
- Sarah Kicmal: Don't Be Afraid to Pivot!
- Dr. Stacy Frost: Mentorship Match Making
- Kris Cleveland: Women's Wellness & Healthy Living
- Shanda Walker: Generations
- Panel of Speakers: Women in Non-Traditional Roles
- Jessica Dahms: Resilience
- Desiree Petrich: 5 Rules for Life
- Panel of Speakers: Views from the Military
- Lauren Deutz: Inspiring Change
- Mindy Knochenmus: Integrity



MARSHALL AREA YOUNG PROFESSIONALS

- Brian Knochenmus: Putting Yourself in Leadership's Way
- Marshall Food4Kids Volunteering
- Panel of Speakers: Investing
- Brad Bigler: Leadership
- Spencer Louwagie: E-Sports
- Pickleball & Networking
- Lyon & Murray County CEO Program Business Pitches
- Mel Pallansch: Tips & Tricks for Landscaping & More
- After Hours Event @ The Wooden Nickel
- Jon Anderson: Rewrite Your Story
- David Schelkoph: Locally Owned Utilities
- SMSU Enactus: Impact in the Community
- Nick Carrow: Rolle Bolle



LUNCH & LEARN

- Panel of Speakers: Social Media 101
- Maxx Rath: Social Media 201
- Sgt. Matthew Hoekstra: Self-Defense
- Google Professional: Google Business Profile Fundamentals
- Ben Nwachukwu: Microsoft Excel Tips & Tricks
- Panel of Speakers: Business Development Panel
- Rob Friend & Stephanie Bethke-DeJaeghere: Business Recycling for Sustainability & Savings
- Stephanie Bethke-DeJaeghere: Composting at Home
- Panel of Speakers: Marketing 101

MARSHALL DOWNTOWN BUSINESS ASSOCIATION HIGHLIGHTS



66 CURRENT MEMBERS

RETAIL STORES, FINANCIAL SERVICES, BARS & RESTAURANTS, HEALTHCARE, NON-PROFITS & MORE

CRAZY DAYS

59 PARTICIPATING STORES & VENDORS

MOONLIGHT MADNESS

150 ATTENDEES
SOLD OUT EVENT!

OTHER CHAMBER EVENTS

SPEAKER SERIES

FEBRUARY 3RD, 2023

CONGRESSWOMAN MICHELLE FISCHBACH

49 ATTENDEES

STATE OF AG

JULY 25TH, 2023

92 ATTENDEES

AG APPRECIATION BRUNCH

DECEMBER 16TH, 2022



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 2023-2024 MLA Class has 25 participants & we already have multiple participants lined up for next year!

We also held our first MLA Alumni Social on June 21st, 2023 & hope to continue this event in the future!

2023 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



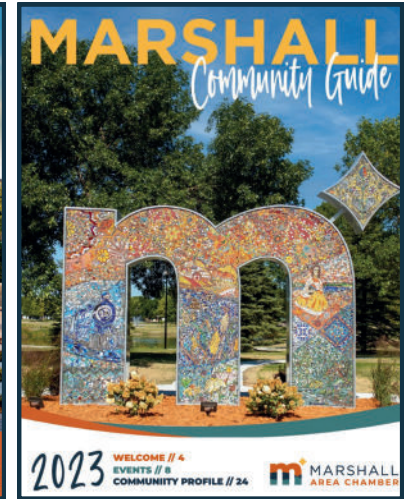
Chamber Coupon Books are released annually & include coupons from current Chamber members! They're available for the community to purchase & is the Chamber's largest fundraiser!

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.

2021-2022 AWARD WINNERS

BUSINESS OF THE YEAR

RALCO

NON-PROFIT OF THE YEAR

WOMEN'S RURAL ADVOCACY PROGRAM (WRAP)

ALL-STAR OF THE YEAR

MARTY SEIFERT

VOLUNTEER OF THE YEAR

MARC KLAITH

HOSPITALITY PROFESSIONAL OF THE YEAR

CARLENE TAYLOR

ROOKIE OF THE YEAR

LAUREN DEUTZ

THANK YOU TO OUR 2022-2023 ANNUAL MEETING SPONSORS!



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