

Membership Packet

lanesboro.com/chamber (507) 467-2696 | chamber@lanesboro.com



We are the Lanesboro Area Chamber of Commerce + Visitor Center



Promoting our area while helping our members thrive.

The Lanesboro Area Chamber of Commerce exists to promote Lanesboro and the surrounding area as a vibrant place to visit, live, work, and do business — while helping our member businesses grow through visibility, connection, and support.

As a member, your business becomes part of a powerful visitor-facing network. Whether you want to be included, stand out more prominently, or receive featured promotional support, we offer a membership level designed to meet your goals.

Why Membership Matters

Be Found

Show up where visitors are already looking.

Be visible on lanesboro.com, in the annual Visitor Guide, on the official area/trail map, and through the Visitor Center. Your member listing and landing page also help strengthen your online presence and search/AI discoverability.

Be Connected

Stay plugged into the Chamber and the community.

Receive member communications, networking and educational opportunities, referrals, advocacy, and direct Chamber support that helps your business stay informed and engaged.

Be Promoted

Reach more people through trusted Chamber channels.

Gain access to advertising, co-op promotions, events calendar participation, online posting tools, social amplification, and added visibility opportunities based on your membership tier.



Your Chamber at Work

- **We promote and support local businesses** across Lanesboro and the surrounding area.
- **We operate the Lanesboro Visitor Center** and connect visitors with member businesses year-round.
- **We maintain lanesboro.com** and provide member listings, landing pages, and event visibility.
- **We host the popular online events calendar** at lanesboro.com.
- **We design and print approximately 25,000 Lanesboro Area Visitor Guides each year** and distribute them widely throughout the region.
- **We design and print 10,000 Root River State Trail and Lanesboro/Whalan maps annually** for visitors and local distribution.
- **We support new and prospective business owners** with information and local resources.
- **We provide business referrals and visitor recommendations** through the Visitor Center and Chamber communications.
- **We offer networking and educational opportunities** for members and the broader business community.
- **We assist with ribbon cuttings, press releases, and publicity** for business milestones and community visibility.
- **We help strengthen the visitor economy** by promoting Lanesboro as a vibrant place to visit, live, work, and do business.
- **We advocate for our members and regularly bring together the business community and local leaders** to discuss issues affecting the local business environment.



Membership Levels

Choose the Annual Membership Level That Fits Your Business

Classic Membership | Be Included

- Gives your business standard visibility across the Chamber's core visitor-facing channels, along with access to valuable member tools, promotional opportunities, and Chamber support.

Standard visibility and core Chamber membership. Perfect for businesses that want to be part of the Chamber's tourism and business ecosystem with strong baseline visibility and access to key member benefits.

Enhanced Membership | Be Elevated

- Includes everything in Classic, plus elevated website placement and premium guide placement for businesses that want to stand out more prominently.

Added visibility for businesses ready to stand out more. Ideal for businesses that want greater recognition and stronger placement in the Chamber's most important discovery channels.

Spotlight Membership | Be Featured

- Includes everything in Enhanced, plus top website and guide placement, premium map visibility, plus one annual signature visibility enhancement tailored to your business.

Our highest level of promotional visibility. Designed for businesses that want premium recognition across the Chamber's full visibility system, plus one annual signature visibility enhancement.

Membership Benefits

Classic Membership **\$349 annually**

Standard visibility and core Chamber membership

Website listing — Be listed on lanesboro.com with a member landing page. Connect your Google Business Profile and Facebook page to your membership account.

Visitor guide listing — Be included in the annual Lanesboro Area Visitor Guide.

Official map listing — Have your business listed on the annual Root River State Trail and Lanesboro & Whalan map.

Visitor Center presence — Place brochures or rack cards in the Visitor Center.

Visitor & local referrals — Receive priority recommendations to visitors who contact or stop by the Visitor Center.

Events calendar access — Post your events on the popular online calendar.

Advertising eligibility — Be eligible to purchase ads in Chamber print and digital products.

Co-op opportunities — Access Chamber-organized shared advertising opportunities.

Social media engagement — Receive shares and engagement from Chamber social channels.

Member newsletter — Stay connected through the Depot Delivery, our members-only email newsletter.

Networking & events — Attend educational and networking events.

Member support — Get help with Chamber tools, listings, and more.

Online postings — Share job openings, deals, and manage your own blog on your member landing page on lanesboro.com.

Voting & leadership — Vote at the annual meeting and run for board positions.

For Lanesboro & Whalan members:

Advocacy & representation — Be represented in community and legislative conversations.

Ribbon cuttings — Celebrate with Chamber support and publicity.

Printing services — Take advantage of low-fee on demand print/copy services in our office.

Membership Benefits

Enhanced Membership **\$499 annually**

Includes everything in Classic, plus elevated visibility

Ideal for businesses that want stronger year-round visibility and recognition across Chamber channels.

Priority mention in Chamber promotions — Be more likely to be specifically named in Chamber-created itineraries, seasonal roundups, and other promotional content featuring your type of business.

Elevated website placement — Appear in an Enhanced Member Listings section above standard member listings on lanesboro.com.

Premium guide placement — Receive highlighted placement in the annual visitor guide while remaining within alphabetical order.

Spotlight Membership **\$675 annually**

Includes everything in Enhanced, plus top-tier visibility

Ideal for businesses that want the Chamber's highest level of visibility and one signature visibility enhancement each year.

Top guide and website placement — Receive highlighted, top-of-category placement in the annual visitor guide and top placement in your primary website category on lanesboro.com.

Premium map visibility — Stand out more prominently in the official area/trail map listings.

Signature visibility enhancement — Receive one annual featured promotion:

- **Spotlight article, or**
- **Short-form social video, or**
- **Additional category placement on lanesboro.com and in the annual visitor guide**

Additional Membership Categories



Not every membership fits neatly into the Classic, Enhanced, or Spotlight business tiers. The Chamber also offers several additional membership categories for individuals, organizations, and affiliated businesses whose needs are more specialized.

**Includes the same core benefits as Classic Membership.*

Event Producer — \$100

For organizations or individuals producing special events or productions in the Lanesboro area. Includes access to post on the online events calendar.

Individual Artist/Artisan — \$100*

For independent artists, musicians, makers, and authors whose work is primarily studio-based, home-based, freelance, or by appointment rather than operated through a regularly open storefront or gallery.

Small Nonprofit — \$100*

For registered 501(c)(3) organizations with annual revenue under \$50,000.

- *We may request documentation confirming annual revenue eligibility.*

Place of Worship Member — \$100*

For houses of worship in Root River Valley communities.

Additional Business — \$150*

For current member businesses adding another business they majority-own.

- Adds another business to Chamber membership at a reduced rate.
- Includes core Classic-level visibility benefits for the additional business.
- One membership vote remains with the primary business.

How Membership Tiers Appear

Business listings in the annual Lanesboro Area Visitor Guide reflect membership tier, helping businesses gain added visibility while preserving a clean, visitor-friendly format.

Visitor guide treatment by tier:

- **Classic** – Standard alphabetical listing
- **Enhanced** – Highlighted listing within alphabetical order
- **Spotlight** – Highlighted listing with priority placement



Lanesboro is alive with the arts and history! Catch a stirring performance at the Commonwealth Theatre, browse rotating exhibits at the nationally recognized Lanesboro Arts Gallery, or follow Talking Trails to hear stories of the past come alive. From concerts and festivals to public art and historic tours, our community thrives on creativity.

Spotlight	<p>BLUFF COUNTRY PHOTOGRAPHY 310 Maple Dr (507) 467-2122 bluffcountryphoto.com Juried artist at the Lanesboro Arts Gallery, Barb Jeffers captures the beautiful rural landscape within the Driftless Region along with the communities, businesses and tourism of the area.</p>	<p>COUNTY 8 POTTERY 30258 Cty 8 (507) 222-9043 county8pottery.com Halfway between Fountain and Lanesboro you'll find County 8 Pottery and the work of Ann Ohotto Thompson. Ann uses red earthenware clay using a slab construction method. Open by appointment. See ad page 13.</p>	<p>LANESBORO COMMUNITY THEATER 206 Parkway Ave N (507) 272-2270 bit.ly/lctheaterinfo LCT presents a winter play, a summer musical and movies in the park in the fall. Look for us on Facebook to learn about auditions and performances.</p>	Classic	
	<p>COMMONWEAL THEATRE COMPANY 208 Parkway Ave N (507) 467-2525 commonwealtheatre.org Award-winning, professional live theatre since 1989! With an enticing mix of comedies, dramas, musicals and more, there's something for everyone at the Commonwealth! See ad page 11.</p>	<p>DRIFTLESS FIBER ARTS COLLECTIVE 108 Coffee St E (507) 467-2787 driftlesscollective.org Open year-round, Driftless Fiber Arts Collective is an open to the public gathering space and non-profit dedicated to providing a place for community and tourists alike to get together.</p>	<p>LANESBORO HISTORY MUSEUM 105 Parkway Ave S (507) 467-2177 lanesboro-mn.gov/lanesboro-museum Experience the culture and values of Lanesboro's people. Three floors of history, an interactive phone booth and activities for kids.</p>		Enhanced
	<p>BLUFF COUNTRY GATHERING (507) 498-5452 bluffcountrygathering.org Old-time music festival/camp with workshops, concert and square dance. Many musicians provide pop-up performances in the park and around the community.</p>	<p>JOAN FINNEGAN FINE ARTS 507 Calhoun Ave S (507) 272-0254 joanfinnegan.com Joan's studio location is in the residential area of Lanesboro. Her classic and playful styles of oil and watercolor paintings reflect the winding roads and unique landscape of the Lanesboro area.</p>	<p>PADDLE ON COFFEE & MAKER EMPORIUM 115 Parkway Ave N paddleoncoffee.com A welcoming space where craft coffee meets local art. Selling specialty items provides customers with unique local finds, while we support makers and artisans.</p>		

Website category page treatment by tier:

On lanesboro.com, membership tiers are distinguished through category page placement, helping higher-tier businesses stand out while keeping listings clear and easy to browse.

- **Classic** – Listed in the standard Business Listings section
- **Enhanced** – Listed in the Highlighted Businesses section above standard listings
- **Spotlight** – Listed in the Featured Businesses section at the top of the page

LACC by the Numbers

The Lanesboro Area Chamber of Commerce connects member businesses to a powerful visibility network across digital, print, social, email, and in-person visitor touchpoints.

100,000 annual website users

Helping visitors discover Lanesboro and member businesses online.

300,000 annual pageviews

Helping connect businesses with visitors, locals, and people exploring the area online.

25,000 Visitor Guides printed & distributed each year

Putting member listings and ads into travelers' hands across the region.

10,000 official Lanesboro/Whalan and Root River State Trail maps printed & given out annually

Helping visitors find businesses while exploring Lanesboro and Whalan.



17,000+ social media followers

Extending the reach of Chamber promotions across Facebook, Instagram, and TikTok.

7,500 tourism email subscribers

Engaged through monthly tourism emails with an average 40% open rate.

165+ Chamber members

A strong network of businesses, organizations, and community partners.

Over 10,000 Annual Visitor Center Interactions

Providing referrals, recommendations, and visibility through in-person, phone, email, and after-hours guide/map access.



What Our Members Are Saying

"Being a Chamber member has been highly beneficial for our business, especially in driving website traffic and guest bookings. Each year, the Chamber's website ranks among our top referral sources."

Lucas Johnson

Cedar Valley Resort

For the cost of Chamber membership, the return is hard to ignore. The Chamber promotes all of us year-round through lanesboro.com, social media, visitor services, and the annual visitor guide distributed throughout the region. As members, our businesses are promoted online to hundreds of thousands of website visitors and featured in 25,000 printed visitor guides each year. For me, the question isn't "Can we afford to join?" — it's "Can we afford not to?" The cost for membership is low compared to the benefits it brings, benefits that keep our businesses thriving.

Allie Palmer

Root River Inn & Suites and Paddle on Coffee & Maker Emporium

Membership is available to eligible individuals, businesses, organizations, and civic entities that support the goals and purposes of the Lanesboro Area Chamber of Commerce. Applications are subject to review for eligibility and alignment with Chamber membership requirements, policies, and bylaws. The Lanesboro Area Chamber of Commerce reserves the right to refuse, suspend, or cancel membership in accordance with its bylaws and applicable policies.

Membership dues must be paid annually by the stated deadline in order to remain a member in good standing and receive inclusion in the annual Visitor Guide and other membership benefits. Dues are nonrefundable once membership is accepted. If payment is submitted with an application that is not accepted, dues paid for the pending application will be refunded. Dues may be paid by credit card or check. Chamber membership dues are generally tax-deductible as a business expense, but not as a charitable donation. Please consult your tax professional with any questions.



Contact Us

Questions about membership or ready to join? We'd love to hear from you.

→ **Phone** (507) 467-2696

→ **Email** chamber@lanesboro.com

→ **Website** lanesboro.com/chamber

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