



Spring Grove Area Chamber of Commerce

YEAR IN REVIEW

QUARTER 1

- Chamber hires two part-time directors to spearhead membership development, event planning, and communications.
- The Chamber launches the first annual membership drive, resulting in 40 business members for 2022.
- Chamber Business Directory is created at www.springgrovemn.com/chamber-of-commerce-directory
- Chamber distributes window clings for display in Chamber member businesses.
- Chamber secures an annual contract with Lamar to offer discounted billboard advertising to Chamber member businesses
- Spring Grove Puzzle Collection, featuring local photographs, are available for sale as a fundraiser for the Spring Grove Area Chamber of Commerce.
- Produce crates are made by local Amish and are available for sale as a fundraiser for the Spring Grove Area Chamber of Commerce.
- Chamber Bucks are available to the general public. Chamber Bucks are a monetary check issued by the Spring Grove Area Chamber of Commerce and are available in \$5, \$25, \$50, and \$100 increments. They are redeemable at any Spring Grove business that accepts checks.
- The Chamber works with the City of Spring Grove to consolidate community websites and the online calendar. Online calendar is currently available for businesses and organizations to post events.



QUARTER 2

- The Chamber designed and published ads featuring Spring Grove in "Destination Driftless" and "Visit Bluff Country" visitor's guides
- The Chamber assembled Welcome Bags filled with flyers and donated items from area businesses. Welcome bags are distributed to new residents by the City of Spring Grove.
- The Chamber coordinated, created, and distributed a map for city-wide garage sales during Syttende Mai.
- The Chamber billboard promotes Music & Market with a billboard, paid Facebook ads, and posters.
- Music & Market begins, featuring 16 weeks of live music and food provided by local non-profit or small businesses. Non-profit organizations such as churches, booster clubs, and others reported selling 175-200 meals each week with profits of approximately \$1,000 per week, raising a total of over \$15,000 for non-profit organizations.



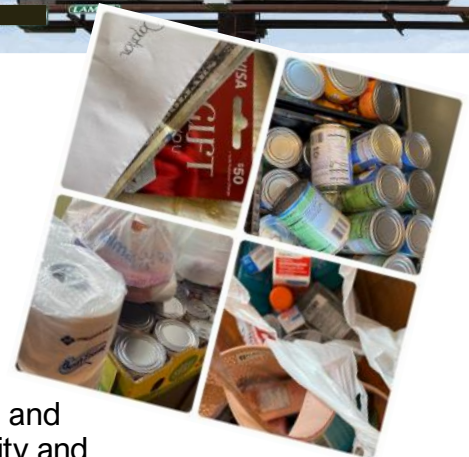
QUARTER 3

- A July Shop Local event is promoted by postcard mailing distributed to more than 2,000 households. Janelle Halverson from KNEI Radio broadcast live during the event.
- The Music & Market Chamber Booth features Spring Grove Communications, Giants of the Earth Heritage Center, and Spring Grove Fitness as guest booths. Music & Market continues weekly.
- The Chamber billboard features Merchants Bank.
- The first Business After Five event is held at RockFilter Distillery (featuring appetizers from Good Times Restaurant & Bar).
- The Chamber of Commerce acquires office space on Main Street, renovates the building.



QUARTER 4

- Music & Market concludes weekly presence after 16 consecutive Wednesdays.
- The Chamber billboard features a “Shop Local” message.
- Service Industry postcard is distributed to more than 2,000 households, promoting non-retail service businesses in Spring Grove.
- The Chamber of Commerce office opens for use, allowing businesses to utilize it for meetings and events. The Chamber plans to open this space as a visitors’ center.
- Chamber hosts open house events during Uffda Fest in the new building for Chamber members and for the general public.
- Holiday Flyer promotes “Shop Spring Grove for the Holidays” and features specific products and holiday specials. Flyer is distributed to 2,000 households and at the Spring Grove Holiday Band Concert.
- Chamber scheduled the first Lunch & Learn “Understanding Your Business & Personal Insurance Needs” with Bruce Hegge (Spring Grove Insurance), Dakota Johnson (American Family Insurance), and Ty Haupt (Thrivent Insurance). Rescheduled for 2023.
- Chamber joins Merchants Bank to host “Fraud & You” community event in early 2023.
- Chamber joins a group of community leaders interested in development of a community publication/magazine (in place of the Spring Grove Herald newspaper). The Chamber is considering this collaborative option rather than developing a stand-alone newsletter for Chamber information.
- Chamber purchases large metal scissors and giant red ribbon to be used in ribbon cuttings that celebrate significant milestones in the life of a business.
- The Chamber receives a \$5,000 grant for technology and works with Spring Grove Communications to secure a projector, desktop, copier, and other technology for the new space.
- The Chamber provides space for students and businesses to create signs for their store windows and for at the game in support of the SGHS Football team. Thanks to Spring Grove Fitness for providing supplies.
- The Chamber hosts a Holiday Pop-Up Shop for the community with treats, prize drawing, and sale of puzzles and Chamber Bucks.
- The Chamber jumps into action during the December 22 downtown fire opening Doc’s and Norski’s buildings as a temporary warming house for firefighters. They immediately began coordinating fire relief using our building as a donation drop-off site for monetary donations, food, hygiene items, specific household and clothing items, and gift cards for those affected by the fire. We also set up a GoFundMe account, coordinated with other businesses for monetary donations, and helped find temporary and permanent housing for the six households who were displaced. The coordination of donated items was a huge undertaking as the households were in need of furniture, clothing, household appliances, and much more. Our office was the central location for these donations. Area news outlets (KTTT TV-10, WKBT TV-8, WXOW TV-19, Caledonia Argus) requested interviews that our board members provided. We expressed how generous and immediate the response was for the fire needs from the business community and community members. Volunteers were coordinated to Christmas shop for gifts on Christmas Eve to ensure that all the children would have presents to open. A small decorated Christmas tree was also procured and delivered so that all could have the best Christmas possible considering the circumstances.



Thank you for your support in 2022!
We look forward to working together in 2023.