



ESTHERVILLE
AREA CHAMBER OF COMMERCE



ESTHERVILLE AREA
CHAMBER OF COMMERCE

MEMBERSHIP GUIDE





CHAMBER TEAM

Executive Director Lexie Ruter
Membership and Events Manager Susan Pytleski

BOARD MEMBERS

Board Chair Robert Leifeld,
Iowa Lakes Community College
Vice Chair Mike Karels,
Northstar Bank and Agency
Treasurer Jim Rosendahl,
Forsyth Law Office

Andrew Spurgin, Estherville Pharmacy
Deborah Herzberg, Avera Holy Family Hospital
Kim Steffes, Employees Credit Union
Jason Bendixen, Jacobson Westergard and Associates



181

Members currently
invested in the
Chamber

Average of
15

Ambassador
visits annually

Over
100

Years serving
Estherville

INTRODUCTION

I would like to **thank you** for taking the time to look through our membership publication. Maybe you are new to town or maybe you are already a member looking to see what benefits you might not be utilizing. We hope that you see how much we at the Estherville Area Chamber of Commerce care about each of our members and about our community.

Estherville is a unique community. We are extremely fortunate to have many organizations and government leadership that all work closely together for the greater good. Problems get solved and opportunities are taken because everyone works towards the common goal of creating the best community we can.

Here at the Chamber we strive to be the voice of the businesses. We work for our members, the businesses of Estherville and its community members. I hope that through reading this publication you will see that the Chamber is multi-faceted and everything that we do is for our members in some way.

We are a small but mighty force. Dedicated and driven by our love of Estherville.

Lexie Ruter

– Lexie Ruter, Executive Director

Average of
\$57,000
 in Estherville Bucks Sold
 Annually—This is money that
 stays in our community!



3,270 Facebook **Likes** and
 3,550 Facebook **Followers**



468 Instagram **Followers**

WHAT IS THE ESTHERVILLE AREA CHAMBER OF COMMERCE?

The **Estherville Area Chamber of Commerce** is a non-profit organization serving the Estherville area community. We are in the business of building a better community. We connect businesses and community leadership to build a more vibrant and prosperous community. The strength of the Chamber lies in its membership.

Collectively we can accomplish what no one could do individually. **Your investment in the Chamber is an investment in your business and in your community.** It is our priority to help you find the right opportunities to achieve the goals you have set.

When our businesses flourish, Estherville wins!

The strength of the Chamber lies in its membership.

OUR MISSION

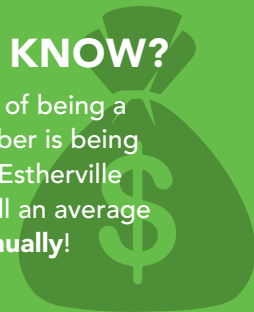
To promote and encourage economic growth while enhancing our community and quality of life.

OUR VISION

To Advance the civic, educational, commercial, industrial and agricultural interests and the stimulation of public sentiment to those ends of the city of Estherville, Emmet County, Iowa and surrounding areas.

DID YOU KNOW?

A huge benefit of being a Chamber member is being able to accept Estherville bucks — we sell an average of **\$57,000 annually!**



I am proud to be a member of the Estherville Chamber of Commerce. They are always seeking out ways to better our local businesses and our community. Networking with them and other members is valuable."

– Dan, Ace



Every year the Estherville Chamber gives out awards to members of the Estherville Community who have gone above and beyond in that year.

Citizen of the Year: Awarded to a community member(s) who is very dedicated to Estherville and the Chamber and who shows a heart for volunteerism.

Business of the Year: Awarded to an Estherville Chamber Member Business who shows exemplary community and Chamber support.

Entrepreneur of the Year:
Awarded to an individual or a business who has demonstrated their entrepreneurial spirit, taken risks and who is advancing in their field and having success here in Estherville.

Lifetime Achievement Award, this honor is given to an outstanding Estherville resident who has dedicated their life to supporting and bettering Estherville and the Chamber.



PARTNERSHIPS

Economic Development for the City of Estherville and Emmet County is managed by the **Estherville Area Growth Partnership**. This non-profit organization is funded through the City of Estherville, Emmet County, and private business partnerships.

Because of the shared goals and missions of both organizations the Estherville Area Growth Partnership is now housed alongside the Estherville Area Chamber of Commerce. They share one Director but continue to have two individual Board or Directors. These two organizations work hand in hand for the betterment of Estherville and it's surrounding area.

The Partnership's main focus is on business retention, expansion and creation. An important focus of this organization is making sure that our existing businesses have the necessary resources to remain and thrive in our community. Both the Estherville Chamber and the partnership are there to help Estherville businesses whether they are brand new startups, new to the community, or already established!

AMBASSADORS

The **Estherville Chamber Ambassadors** are the charitable arm of the Chamber. They host ribbon cuttings and celebrations for new businesses and major business changes. Each year they hold an annual fundraiser the Ambassador's Golf Outing where they raise funds for community donations, scholarships and more. **If you would like to request a ribbon cutting** or celebration photo please contact the Chamber to set it up.

The Estherville Chamber is an asset to our community. They offer a wide variety of services and assistance to existing and potential businesses within the Estherville community. They do a great job organizing and facilitating community events like the Flight Breakfast, Sweet Corn Days and the Fright Hike to name just a few."

– Yas, NW Bank





Excel! Estherville is a non-profit organization that leads community development. The Estherville Community voted in a 1% local option sales tax and Excel advises the Estherville City Council on how the funds should be spent.



The Board is made up of City Officials and Community Members. This organization focuses on quality of life and place projects. Large projects such as the new swimming pool, parks, walking paths, community art and much more are largely funded through this organization. Many community and business grants including the Façade Grant, Interior Remodel, Second Story window Grant and Neighborhood Façade Grant are funded by Excel. The Estherville Chamber Director has an at large seat on the Excel Board, and facilitates grant paperwork and many of the daily operations.

TOURISM AND MARKETING

The Estherville Chamber is the designated Tourism and Marketing entity for Estherville and Emmet County. We advertise our area in several large scale publications including the Iowa Travel Guide and magazines. Each year we work with the Estherville News to create and distribute the **Estherville Community Guide** to both visitors and community members. We use social media which includes inviting bloggers to our area and having a well established Facebook and Instagram page. We also created the **Estherville Chamber Member Business and Community Updates Facebook Group** that allows our members to post business updates, specials and more to thousands of community members at no cost.

A fun marketing tool we have had great success with is Estherville and event themed clothing and merchandise. We enjoy creating ways for our community members and visitors to show their love and pride for Estherville and Sweet Corn Days. Estherville is a special place, and we are fortunate to get to use our marketing skills to tell everyone just how unique it is!

MEMBERSHIP BENEFITS



Web

We provide optimum online exposure for our members through our website database and free traffic catcher websites. Members can also post job openings and special events.



Learn

Workshops, business advisors, business consults, training on demand—if you need help just ask! We will locate a resource on your behalf.



Community

Your Chamber is an integral part of the community. We support, or manage Sweet Corn Days, Flight Breakfast, Fright Hike, Parade of Lights, Santa's House, Sip the Ville, and much more! We also manage the Community Calendar.



Network

Instantly grow your network by joining the chamber. Our friends become your friends. Learn from industry pros while advancing your business. Get solid referrals for being a member.



Voice

Access to legislators and city officials. Chamber director is accessible and available to help! Board Members and Ambassadors are accessible and your peers.



Credibility

The average consumer is 44% more likely to think highly of your biz and 63% will buy your products just for being a local chamber member!



Visibility

Get solid referrals for being a member. Engage in sponsorship opportunities. Utilize the chamber's social media. Ambassador Ribbon cuttings and visits. Board seat opportunity to serve.

The Estherville Chamber was a huge help to us when we first moved into the community. When looking for a studio space for Dekker Photography, we reached out to Lexie at the Chamber and she was able to help us find a great spot in a very timely manner. Being a part of the chamber adds many great resources that helps both of our businesses succeed in Estherville."



– Dekkers, Dekker Photography



Savings

The chamber creates advertising materials (in moderation) on behalf of our members. We offer the opportunity for member businesses to receive discounts for events and publications such as the Community Guide or Farm, Home and Living Show. We save you time and money actively referring and advertising on your behalf.



Grow

Help to spread the word for your events.

News releases for events. Ambassador's program. Estherville Community Guide opportunity. Local shopping campaigns

Work together to bring in new business, talent, and customers to the area.



Marketing

We promote our businesses and Estherville to our residents and outside our community. We drive tourism into our town. We advertise Estherville on a State and National level to make us stand out!

All members start at the base fee of \$225 (unless noted differently in a category on the next page). Base membership fee includes an owner or manager, who is not counted as an employee.

GENERAL BUSINESS:

Each business in this category pays the base fee plus \$32 for each of the first ten employees. They pay \$5 for each employee beyond ten. The owner/manager is counted in the base fee and not in the employee total. Add the base fee plus the appropriate amount for employees to get your total investment. (2 part time employees = 1 full time)

FINANCIAL INSTITUTIONS:

Base rate: \$525 plus \$32 per employee plus \$20 per million in deposits

MOTELS:

The base rate includes the first ten rooms. Add the base fee plus \$11 for each room over ten to determine your total investment. There is no per employee investment.

NON-PROFITS AND EDUCATION:

The base rate is \$275 plus \$1.50 for each employee.

HOME BUSINESS:

The base rate is \$100 plus \$32 for each employee.

MULTIPLE BUSINESSES OWNED BY THE SAME FAMILY

The base rate + \$32 for each employee for all businesses owned by the same household.

UTILITIES/GOVERNMENT

Varies by utility and governmental entity. Call chamber office for details.

OUT OF COUNTY HOME BASED BUSINESS

\$100 flat rate

OUT OF COUNTY GENERAL BUSINESSES

\$250 flat rate.

CHAMBER CHAMPIONS:

The investment rate is \$65 (This category includes civic and service groups, churches, individuals, and other non-business groups.)

The Estherville Chamber was incredibly helpful in the opening and operating of our coffee shop. From connections with other chamber members to the inclusion in chamber events, their support is appreciated in keeping our little dream thriving!"

– Brianna – The Perk



CHAMBER EVENTS

FARM, HOME AND LIVING SHOW

Estherville's only vendor show for commercial business. This Annual show is the perfect place to show off your business and what you have to offer in products or services to over 1,000 people in just two short days! Members receive a discounted booth fee and priority placement!

DOWNTOWN MARKET

Estherville's one and only Farmer's Market! The perfect place to pick up locally grown produce, fresh baked treats and breads, handmade items, and even local honey!

FLIGHT BREAKFAST

Held annually every Fourth of July! Enjoy a delicious breakfast of pancakes, sausage, and eggs at this over 70-year tradition at the Estherville Airport! Watch planes fly in and out plus many other activities for the family!

SWEET CORN DAYS

Estherville's biggest festival takes place in early August! Four days of fun including live bands, free sweet corn, kids' activities, fireworks and so much more!

SHOP HOP

Shop at Estherville Retailers for a chance to win \$500! One winner each week for four weeks goes home with Estherville Bucks and gift cards just for shopping the Ville!

SIP THE VILLE

Sip and sample your way through downtown Estherville! Sample wine, beer, appetizers and treats while shopping and spending time with your favorite people!

ANNUAL MEETING

We appreciate our members and take this opportunity each year to show it during our Annual Meeting. We have dinner, network, give out awards and give updates on what is going on with the Chamber, Excel Estherville, and the Estherville Area Growth Partnership!

FRIGHT HIKE

Do you dare to be scared? Head to Fort Defiance State Park the Saturday before Halloween for an experience unlike no other! Take a half-mile hike through the forest. You never know what you might find or what might find you!

HOLIDAY IN THE VILLE

Shop until you drop while sampling delicious chocolate treats in Downtown Estherville. Kick off your holiday shopping with great deals, discounts, and fun! Take a horse drawn wagon ride through downtown to feel like you're in a Hallmark movie! Take in the Parade of Lights where you'll see dazzling displays of holiday spirit! Following the parade head to Library Square to help Santa turn on all the Christmas Lights while enjoying carolers and hot chocolate!

TUBA CHRISTMAS AND SANTA HOUSE

Music performances and opening of Santa House. A great night to be out and about!

LEADERSHIP PROGRAM

Empower, Engage, Educate, Estherville. This 9-month Leadership Program will make participants not only better leaders in their businesses but also in the Estherville Community. Learn leadership skills, find out how our local government and non-profit organizations work and leave your mark on Estherville! Program has a limited number of annual participants so apply today!

AMBASSADOR GOLF OUTING

Enjoy this 9-hole golf outing hosted by the Estherville Ambassador's each June! Grab your team for a fun day of networking, a 4-person best ball tournament, lunch and more!

LAW ENFORCEMENT AND EMERGENCY PERSONNEL APPRECIATION DINNER

Each September the Ambassadors invite all the Estherville Emergency Responders to the Estherville Golf Course for a steak dinner to show their appreciation for all that they do! Community members are encouraged to join for supper and/or donate towards the cost of dinner.



ESTHERVILLE

AREA CHAMBER OF COMMERCE

OUTLET

www.estherville.org



Estherville Chamber of Commerce



esthervillechamber