

2026

Membership Guide

DISCOVER MEMBER BENEFITS, RESOURCES,
NETWORKING OPPORTUNITIES, AND MORE!



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About the Chamber

For many years, The Excelsior - Lake Minnetonka Chamber of Commerce has been welcoming thousands of people to the area. Whether it's by hosting events, supporting member businesses or disseminating information to the many visitors who come to our beautiful South Lake communities. Our organization is committed to our mission, vision and values - intentionally practicing hospitality and building a vibrant community.

The Excelsior-Lake Minnetonka Chamber of Commerce is a 501(c)6 non-profit entity whose mission is to promote the economic well-being of all member businesses as well as to enhance the image of the Excelsior-Lake Minnetonka Area as a great place to live, work and visit.

2026 Board of Directors

Chair - Cathy Keefe, *Community Member*

Past Chair - Cheryl Holds, *Excelsior Realty*

Chair Elect - Kate Bottiger, *Reach for Resources*

Treasurer - Reid Nelles, *Minnesota Movement*

Secretary - Laurie Larson, *Community Member*

Christa Anderson, *Creo Arts & Dance Conservatory*

Kate Bottinger, *Reach for Resources, Inc.*

Ryan Hoogenakker, *Stifel*

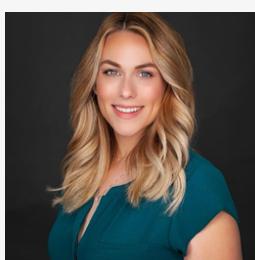
Laura McCauley, *Boom Island Brewing Company*

Greg McCurry, *Plaid Moose Creative*

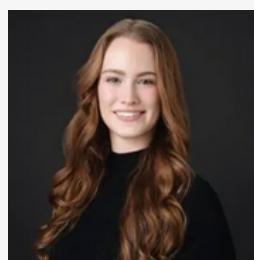
Danielle Riley, *Lake Effect Nautical Gifts*

Sean Wenham, *MidwestOne Bank*

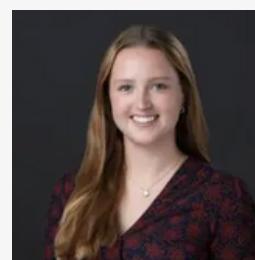
Staff



Tiffany King
President & CEO
tiffany@elmcc.org



Mercury King
Director of Events
mercury@elmcc.org



Ellie Pfohl
Director of Membership
ellie@elmcc.org

Look Back on 2025



Membership

260

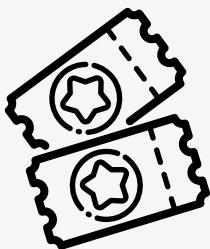
In 2025, ELMCC grew to 260 members, with businesses from Shorewood to Minnetonka and the surrounding areas.

Membership Retention

95%

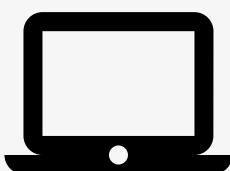
The Chamber maintained a 95% retention rate of members in 2025.

Events



The Chamber hosted 52 events in 2025. 13 of these were large-scale community events, resulting in almost 50,000 counted attendees and an over 4 million dollar economic impact on the community.

Website and Social Media



In Q4 of 2025 alone, elmcc.org had over 47k website views, 2.8k member directory views, and 7.5k event calendar views.



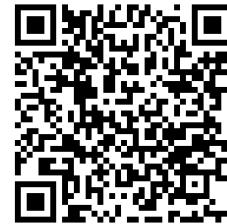
As of January 2026, the Chamber has over 16k social media followers. In 2025, our Facebook and Instagram hit a collective 1.3m views; our click rate grew by 30%, our interactions by 100%, and our total reach by 80%.

Look Forward to 2026

Committees

In 2026, the Chamber has two standing committees: Marketing and Membership. These committees allow our staff to focus more attention on value-added services, promoting our world-class events, and creating visibility for our members.

Click or scan here to view our Committee Handbook!



Additional Member Services

The Chamber is launching even more ways for your business or organization to receive valuable exposure at an affordable cost, including:

- Upgraded Marketing Packages
- Co-Op Marketing Opportunities
- Community Cash
- And more!

Networking Opportunities

We have a number of new and different networking opportunities for organizations to take advantage of, including:

- New Member Breakfast
- Professional, Small Business, and Non-Profit Roundtables
- And more!

Committees

MARKETING COMMITTEE

- Develop new marketing strategies for large-scale community and tourism-focused events
- Develop new strategies to market the Chamber to new and current members
- Find co-op opportunities, earned media, and marketing campaigns

MEMBERSHIP COMMITTEE

AMBASSADORS SUBCOMMITTEE

- Develop new networking opportunities for members
- Develop new value-added services for members
- Develop and implement innovative strategies for member retention and Chamber growth

Interested in Joining a Committee?

Email Tiffany King at tiffany@elmcc.org
for more information.

Networking Opportunities



Monthly Member Meetings

First Tuesday Every Month, 8:30-9:30 AM

Join us for our Monthly Member Meeting on the first Tuesday of each month to network with fellow chamber members and learn about upcoming events and opportunities with the Chamber. Enjoy a morning of networking with current and prospective members and hear updates from the City of Excelsior City Administrator and Chamber President & CEO Tiffany King.

Meetings are held at the South Lake Minnetonka Public Safety Facility:
24100 Smithtown Rd, Shorewood, MN 55331

Networking Opportunities



Coffee & Commerce



**Third Tuesday Every Other Month
9-10 AM**

Coffee & Commerce is a monthly morning networking event for Chamber members hosted at a local coffee shop. This is a great way to showcase your business and network with other chamber members and business owners in a social setting. If you are interested in hosting or have any questions, please reach out to Ellie Pfohl at ellie@elmcc.org.

Business After Hours



**Third Tuesday Every Other Month
4-6 PM**

Coffee & Commerce is a monthly evening networking event for Chamber members hosted at a member business. This is a great way to showcase your business and network with other chamber members and business owners in a social setting. If you are interested in hosting or have any questions, please reach out to Ellie Pfohl at ellie@elmcc.org.

Networking Opportunities



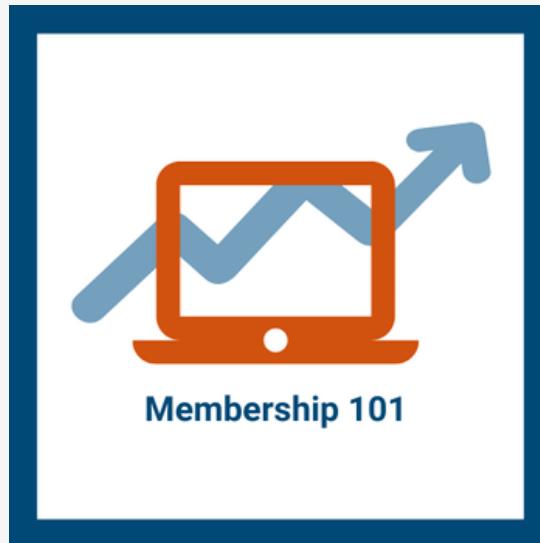
New Member Breakfast

February 11 & October 21, 9-10 AM

This morning is designed to help new members connect, learn, and feel at home in our community. Meet and mingle with fellow new members, ask questions, and gain a deeper understanding of the Chamber and all it has to offer. Our staff team will lead a brief presentation covering upcoming events, key programs, and practical ways to make the most of your membership benefits.

Meetings are held in the Club Room at The Marsh:
15000 Minnetonka Blvd, Minnetonka, MN 55345

Educational Opportunities



Membership 101

Second Tuesday Every Month, 9-10 AM

Learn how to maximize your membership with the Chamber of Commerce! During this time, Director of Membership Ellie Pfohl will walk you through our many member benefits and how to best use them to support your organization. Note-taking is encouraged.

Meetings are held at the Minnetonka Community Center:
14600 Minnetonka Blvd, Minnetonka, MN 55345

Educational Opportunities



Roundtable Series

Fourth Tuesday Every Month, 9-10 AM

These peer-led, invite-only roundtables are each crafted with a specific category of business in mind: Small Business, Personal & Professional Services, and Non-Profit Organizations. Each group focuses on a timely topic or challenge, giving attendees the chance to learn from one another, exchange ideas, and walk away with practical takeaways applicable to their business or organization.

Meetings are held at the Shorewood Community & Event Center:
5735 Country Club Rd, Shorewood, MN 55331

Member Info Hub

To log in to your Chamber account, visit elmcc.org and select “Member Login” under the Members tab.



Log in by clicking or scanning here!



Info Hub Login for Excelsior-Lake Minnetonka Chamber of Commerce

Username

Password

- ✓ Update your contact information and website directory listing
- ✓ Pay outstanding invoices
- ✓ Upload your events to our website calendar
- ✓ Utilize exclusive member resources
- ✓ Post job postings
- ✓ Promote hot deals
- ✓ Share news about your business
- ✓ Reserve sponsorships
- ✓ Register for events
- ✓ Find meeting notes and updated Chamber Information

ELMCC Community Cash



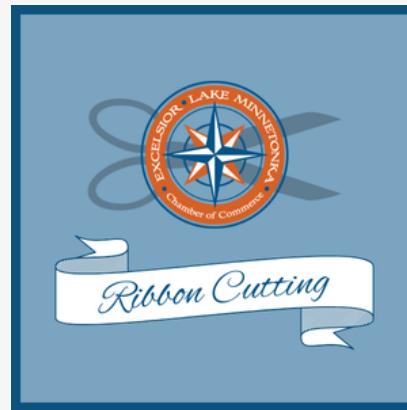
Our Community Cash program is a simple way for people and companies to “give back” and drive more business into our local stores. Custom-branded for Excelsior, they are digital gift cards that can be used at any participating merchants: restaurants, salons and spas, boutiques, service-based businesses, and more. They are a quick and easy way to keep spending local, strengthening our local businesses and building our community.

There is no special technology or administration required to participate, as long as you accept Mastercard. **There is no fee to participate!**

Want to get your business listed on the
Community Cash Card?
Sign up here!



Exposure Opportunities



Ribbon Cutting Ceremonies

Whether you're opening a new space or celebrating a milestone, we want to help you celebrate! We will promote the event to our community and local officials, and on the day of, we'll bring the ribbon and scissors, manage the ceremony, take photos and videos, and invite you to share a few words about your business. The ceremony is short, usually 10-15 minutes. You're welcome to invite guests, provide refreshments, and make it as big a celebration as you'd like! Ribbon-cutting ceremonies are free for members. To schedule, email ellie@elmcc.org.



New Member Spotlights

New Member Spotlights are posted on a first-come, first-served basis on our social media and featured in our weekly Member and Community Newsletters (2,000+ contacts). We want to celebrate and highlight you! After you join, send ellie@elmcc.org your logo and a short bio about you and your business.

Exposure Opportunities

Social Media

We love to share information for our members. If you would like us to share your posts on Instagram or Facebook please tag us, mention us, or include us in your hashtags!



Excelsior - Lake Minnetonka Chamber of Commerce

9.4K followers • 580 following



@ExcLakeMtkaChamber



@exclakemtka

< exclakemtka



Excelsior-Lake Mtka Chamber

3,359 posts 4,947 followers 281 following

Local business
Visit Excelsior, MN. Official Instagram of the Excelsior-Lake Minnetonka Chamber of Commerce. Share your visit with us #exclakemtka

linktr.ee/exclakemtka and 4 more

Exposure Opportunities

Our paid advertising options give members additional ways to increase their visibility and reach our internal and external audiences. These opportunities are designed to help you promote services, special offers, events, or important announcements beyond what is included with your membership.

To learn more or discuss which opportunities may be the best fit for your business, contact Ellie Pfahl at ellie@elmcc.org. To purchase, visit our website at elmcc.org.

Upgraded Marketing Package

Interested in increasing your brand awareness throughout the year? Add an Upgraded Marketing Package to your membership for just \$249 annually.

Package Includes:

- **Deluxe Listing**
 - An upgraded listing in our online Member Directory, which includes priority placement with your logo in our directory search results and the ability to add photos, videos, additional keywords, and a bulleted description.
- **One (1) E-Blast**
 - An email from the Chamber, sent on behalf of your business, to our list of over 2,000 residential and business contacts
- **Website Banner Advertisement**
 - Advertise your business in our online Member Directory
- **One (1) Social Media Takeover**
 - A video filmed and produced by chamber staff, highlighting your business and posted to the Chamber's social media pages
- **Your logo in our Weekly Member Newsletters**
 - *Exclusively available with the purchase of an Upgraded Marketing Package
- **A Member Spotlight on our Website Homepage**
 - *Exclusively available with the purchase of an Upgraded Marketing Package

À la Carte Advertising Offerings

We offer select opportunities to be purchased à la carte at \$49 each:

- **Deluxe Listing** (Good for one year)
- **E-Blasts**
- **Banner Advertisement** (Good for one year)
- **Social Media Takeovers**

Click or scan here
to visit our website store:



Exposure Opportunities



Sponsorships

We offer a variety of sponsorship packages for our Chamber events each year. Please click or scan the QR code below or reach out to our Director of Events, Mercury King, at mercury@elmcc.org to set up a meeting or inquire about participating in our available sponsorship programs.

**Check out our
event sponsorship
guides!**



Certificate of Origin



With your membership at the Excelsior- Lake Minnetonka Chamber of Commerce, we provide Certificate of Origin stamps at no cost to our Chamber members.

Benefits

- Significantly reduce document certification time
- Eliminate courier/mail costs
- Significantly reduce data re-entry
- Significantly reduce submission errors and incorrect declarations
- Significantly reduce risk of liability & fraud
- Receive real-time notifications regarding certificate acceptance or rejection
- Industry standard, designed to work for all types of electronic submissions

Services

- Issues Certificates of Origin – Yes
- Member Cost for Certificate – None
- Non-Member Cost for Certificate – \$250
- Membership cost – starting at \$485
- Made-in-USA Certification Availability – Yes
- Non-U.S. Certification Availability – No

Click or scan here to learn more!



Membership Investment

Booster Club.....\$145 Annually

Associate Membership.....\$149 Annually

Non-Profit/School/Government Entity.....\$250 Annually

Small Business (0-50 employees).....\$460 Annually

Midsized Business (51-500 employees).....\$720 Annually

Enterprise Business (501+ employees).....\$900 Annually

**MEMBERSHIP INVESTMENTS ARE AVAILABLE TO BE PAID
MONTHLY, QUARTERLY, SEMI-ANNUALLY, OR ANNUALLY. CHOOSE
WHAT WORKS BEST FOR YOUR BUSINESS AND YOUR BUDGET!**

Want to learn more?

Interested in learning more about our **Events** and **Sponsorship Opportunities**?

Schedule a meeting with our Director of Events, Mercury!



Interested in learning more about **Membership Benefits** or **Joining the Chamber**?

Schedule a meeting with our Director of Membership, Ellie!



Something else on your mind?

Schedule a meeting with our President & CEO, Tiffany!

