

2025

Membership Guide

DISCOVER MEMBER BENEFITS, RESOURCES,
NETWORKING OPPORTUNITIES AND MORE!



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excelsiorlakeminnetonkachamber.com

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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.

2025 Board of Directors

Chair - Cheryl Holds, *Excelsior Realty*

Chair Elect - Cathy Keefe, *Community Member*

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*

Greg McCurry, *Plaid Moose Creative*

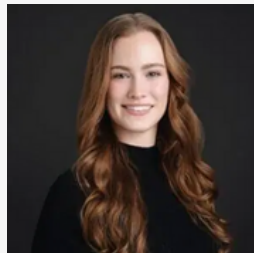
Danielle Riley, *Lake Effect Nautical Gifts*

Sean Wenham, *MidwestOne Bank*

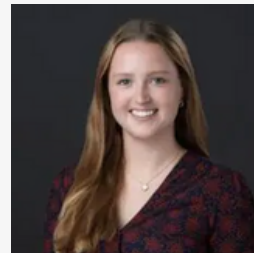
Staff



Tiffany King
Executive Director
tiffany@elmcc.org



Mercury King
Events Coordinator
mercury@elmcc.org



Ellie Pfohl
Membership Coordinator
ellie@elmcc.org

Look Back on 2024

Membership

209

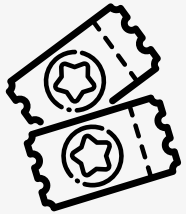
In 2024, ELMCC grew to 209 members, with businesses from Shorewood to Minnetonka and the surrounding areas.

Membership Retention

97%

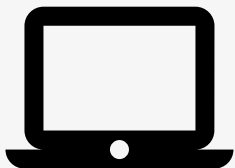
The Chamber maintained a 97% retention of members in 2024.

Events



The Chamber hosted 13 events, including 2 new events, with 48,000 attendees resulting in an over 4 million dollar economic impact on the community

Website and Social Media



From October- November 2024 there have been over 12k website views, 1000 clicks on the Directory, and 2k clicks on the event calendar



As of November 2024, there are a combined 13.1k social media followers and a reach of over 303k viewers through events, posts, and advertising.

Look Forward to 2025

Committees

In 2025, we will begin revamping and rejuvenating our committees. There are now 5 standing committees. Our new committees will allow us to focus more attention on value-added services, professional development opportunities, producing world-class events, and more for our members.

For our
Committee
Handbook
Click or scan here!



Additional Member Services

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

- Co-Op Marketing Opportunities
- Pole Banners
- Community Book

Networking Opportunities

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

- Power UP! Membership 101
- Business After Hours
- Coffee & Commerce
- & More!

Committees

MARKETING COMMITTEE

- Focus on events marketing and more
- Focus chamber marketing to new/current members
- Help look for co-op opportunities, earned media, marketing campaigns

MEMBERSHIP COMMITTEE

AMBASSADORS SUBCOMMITTEE

- Develop networking opportunities
- Develop value added services
- Develop strategy for member retention and growth
- Implement membership drive

BUSINESS ADVOCACY COMMITTEE

- Assist with Spring Job Fair
- Plan and host candidate forums
- Research requests for letters of support and present recommendations to the board
- Assist with annual State of the Cities

PROFESSIONAL DEVELOPMENT COMMITTEE

- Planning and executing educational opportunities for member, including but not limited to, webinars, discussion panels, courses or series of courses.

TOURISM COMMITTEE

- Aid in strategic decisions and data analysis of all new chamber events
- Help plan and execute all tourism events
 - Luck O' the Lake Run, Art on the Lake, 4th of July, Firecracker Run, Apple Days, Spooky Sprint, Trick or Treat the Street, Celebrating the Season

Interested in joining a committee?
Email tiffany@elmcc.org for more information.

Networking Opportunities



Monthly Member Meetings

1st Tuesday each month. 8:30-9:30 AM

Join us for the Monthly Member Meeting 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.

Meetings are held at the Public Safety Building
24100 Smithtown Rd, Shorewood, MN 55331

Networking Opportunities



Sign-up to host a
Coffee & Commerce
event

Click or scan here!



Coffee & Commerce

3rd Tuesday every other month. 9-10 AM

Coffee & Commerce is a monthly networking event for Chamber Members. 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, please sign-up. Feel free to contact Tiffany at tiffany@elmcc.org with any questions.



Sign-up to host a
Business After
Hours event

Click or scan here!



Business After Hours

3rd Tuesday every other month. 4-6 PM

Business After Hours is a monthly networking event for Chamber Members. We ask that the host business provide light refreshments and we do the rest! We provide name tags and sign-in sheets, which the host business will receive a copy of after the event. We also promote the event through the newsletter, email blasts, and social media. We also urge you to invite your existing clients as well, if desired. This is a great way to showcase your business, get people in your door, and network with other chamber members and business owners in a social setting. If you are interested in hosting, please sign-up. Feel free to contact Tiffany at tiffany@elmcc.org with any questions.

Educational Opportunities



Power UP! Membership 101

4th Tuesday every other month. 9-10 AM

Learn how to maximize your membership with the Chamber of Commerce! During this time, Executive Director Tiffany King will walk you through our many member benefits and how to best use them to support your organization. Please make sure you have a working laptop for this event.

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

Member Info Hub

To login to your Member account, go to our website www.elmcc.org under "Members" and "Member Login".



To Login
Click or scan here!



Info Hub Login
for
Excelsior-Lake
Minnetonka
Chamber of
Commerce

Username

Password

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

ELMCC Community Cash



Community EGift cards are 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, etc. 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 and can key in the transaction like a phone order. **There is no fee to participate.** This benefit is included in your membership investment.

Would you like to get your business listed on the Community Cash Card?

Click or scan here to fill out form!



Exposure Opportunities



Ribbon Cutting Ceremony

Ribbon Cutting Ceremony is a 15-minute ceremony.

- Ribbon & scissors provided
- Invitations sent to Chamber board and ambassadors, local media contacts, Chamber members, and posted on social media
- Pictures published after ceremony on newsletters and shared on social media
- Ribbon Cuttings are available for purchase for non-members.



New Member Spotlights

New Member Spotlights will be featured in the weekly newsletter that is distributed to all chamber members as well as our community distribution list of over 3000 people. This is a great way to spotlight your business and get exposure in the community. We want to highlight and celebrate our members. Questions or concerns can be forwarded to ellie@elmcc.org.

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!



@ExcLakeMtkChamber



**Excelsior - Lake Minnetonka
Chamber of Commerce**

7K likes • 8.9K followers



@exclakemtka



2,983
posts

4,150
followers

200
following

Excelsior-Lake Mtk Chamber

[Local business](#)

Visit Excelsior, MN. Official Instagram of the
Excelsior-Lake Minnetonka Chamber of
Commerce. Share your visit with us
[#exclakemtka](#)

Exposure Opportunities



Sponsorships

We offer a variety of sponsorship packages for our Chamber events each year. Please see link below or reach out to Sarah Heyd to set up a meeting or inquire about participating in our available sponsorship programs.

**Check out our
event sponsorship
guides!**

Click or scan here!



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 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 Events Coordinator, Mercury!



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

Schedule a meeting with our Membership Coordinator, Ellie!



Something else on your mind?

Schedule a meeting with our Executive Director, Tiffany!

