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NORTHFIELD AREA
CHAMBER
OF COMMERCE
& TOURISM

2021

ANNUAL REPORT

MEMBERSHIP

341

MEMBERS ENDING FISCAL YEAR 2021

NEW MEMBERS (48)

- Makeshift Accessories
- LaRopa
- Little Hill Berry Farm
- Jean Wakely – Mary Kay Cosmetics
- Farm Bureau Financial Services, Dan Hummel
- The Blast Northfield
- LAU Insurance Services
- Estes Campbell Law Firm
- Garage Force
- Four Leaf Property Services
- Waste Management
- Wings Financial Credit Union
- Thrivent Financial/Jaeson Morrison
- Unique Window Shadings, LLC
- Slumberland Furniture

- Innovative Basement Authority
- Stephanie Bennett Photography
- Farmstead Bike Shop
- T & M Sales Inc.
- CK Johnson Productions
- Pentair
- Coratel Inn & Suites
- Action COACH
- Moran Pro Cleaning Services, LLC
- George's Vineyard
- Healthy Focus
- loanDepot
- Tin Tea LLC
- Don Chingon
- Full Potential Therapy, LLC
- Spectrum
- City Gal Transportation

- Champion Sports
- Skopos Athletics
- The BeauTox Shop
- Twin Cities Anesthesia Solutions
- Keith Pumper Plumbing & Heating
- McLane Minnesota
- Nutrition Proportion
- Rice County United Way
- Marbury Lott
- Northfield Community Acupuncture & Qigong
- Coco's Place
- Los Martinez
- Quality Touch Painting
- V Nails
- Fate Furnishings
- Heath Creek Cycles

DROPPED MEMBERS (35)

- Jenkins Jewelers
- Magic Door B&B
- Bob's Wood Specialties & Credit River Granite
- Archer House River Inn
- Award Centre
- Northside Self Storage
- Julie Buckwald Haley, Freelance Writer
- Kmicheal Homes
- VJ Properties, LLC
- Buddha WP
- Wells Fargo Bank
- Northfield Union of Youth

- Northfield Urgent Care
- Home Depot Burnsville
- KOMA
- Essential Carpet Cleaners
- Polzin Glass
- Launch5 Media
- Lyceum Learning
- Castrol Premium Lube Express
- DuFour's Cleaners, Inc.
- Reliable Auto
- JHW Townhomes Association
- Awakened Healing with Leslie
- Paylocity
- Permanent Cosmetics by Desire

- CMS Home Group of Keller Williams Preferred Realty
- Northfield Area Community Solar
- Sun This Week/Dakota County Tribune
- Integrity House Services, LLC
- J. Scott Braden, P.A.
- Home Solutions Midwest
- Advanced Septic Solutions, Inc.
- Re/Max Results – Susan Jackson



STAFF

- Lisa Peterson, Chamber President
- Jane Bartho, Director of Membership & Events
- Rachel Trnka, Administrative Assistant

CHAMBER BOARD 2021

- Sue White - Community Resource Bank, Chair
- Penny Carr – Taylor Truck Line, LLC, Vice Chair
- Jody Gunderson – S2K Financial, Past Chair
- Chris Ekern – Bluewater Properties, Treasurer
- Chris Lambert – Higher Standards, Secretary
- Martha Kasper – Edina Realty

- Dale Gehring – Fairbo Insurance
- Laura Stelter – Arcadia Charter School
- Dawn Christensen – Post Consumer Brands
- Rachel Kinny – Paisley Gardens
- Jesse Cashman – Carleton College
- Rob Schanilec – By All Means Graphics
- Dr. Matt Hillmann – Northfield Public Schools
- Ben Martig – City of Northfield

CHAMBER COMMITTEES

Ambassador Committee

- Mob Squad
- Ribbon Cuttings
- Ground Breakings
- Networking Event Emcees
- Business Mentorships

Be Local, Buy Local

- Girls Nite Out
- Crazy Daze
- Save-A-Buck
- Winter Walk

Event Planning Committees

- Home & Garden Show
- Girls Nite Out
- Chamber Cup Golf Tournament
- Fall Gala
- Winter Walk

2022 GOALS

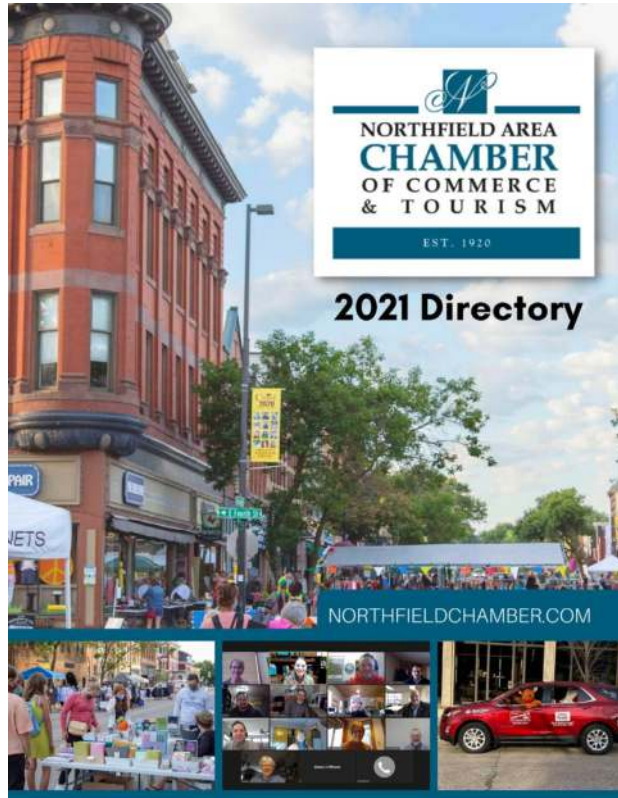
- Maintain 92% Membership Retention
- Continue to provide resources for businesses
- Grow membership by 30 members
- Continue DEI initiatives
- Continue and grow education & training opportunities for members and staff
- Increase programs for youth and minority entrepreneurs.

BUDGET

Total Income: \$406,269.16
Total Expenses: \$297,588.14
Net Income: +\$108,681.02

Actual Dues Income: \$180,774.21
2021 VS 2020: +\$116,945.91

Fiscal Year End Cash:
Balance: \$177,924.25
Reserve: \$61,194.71
CD: \$26,084.82



PUBLICATIONS

- Northfield Visitor's Guide
- Northfield City Map
- Northfield Chamber Business Directory
- Chamber Weekly E-News



AT-A-GLANCE

A LOOK AT WHAT HAPPENED IN 2021

MEMBERSHIP

SOCIAL MEDIA

Facebook
 @northfieldchamberofcommerce
2,351 FOLLOWERS
 @visitnorthfieldmn
21,263 FOLLOWERS

Instagram
 @northfieldchamber
968 FOLLOWERS
 @visit_northfield
2,226 FOLLOWERS

LinkedIn
 www.linkedin.com/company/northfield-area-chamber-of-commerce-&-tourism
183 FOLLOWERS

WEBSITE SESSIONS
68,481

MAJOR EVENTS
13

Members
341

MORNING MINGLES
9

MY PRO LUNCH
9

Retention Rate
92%

JOB POSTING VIEWS
3,896

BUSINESS AFTER HOURS
7

Ribbon Cuttings
13

CHAMBER BUCKS SOLD \$51,340

NEW RESIDENTS KITS SENT 439

VISITOR PACKETS SENT 3,019

Ground Breakings
5



ANNUAL AWARDS

2021 BUSINESS

OF THE YEAR:

Capital Construction

2021 BUSINESSPERSON

OF THE YEAR:

Joan Spaulding

2021 AMBASSADOR

OF THE YEAR:

Chris Lambert

THANK YOU TO OUR STAKEHOLDER LEVEL MEMBERS:

COMMUNITY RESOURCE BANK
PROFESSIONAL PRIDE REALTY
NEUGER & ENGAGE PRINTING

REBOUND PARTNERS
McLANE MINNESOTA