

# LU<sup>verne</sup>

Area Chamber & CVB

# 2024 MEMBER RESOURCE GUIDE

*Love  
the life*

LU<sup>verne</sup>



### Our Mission

*To serve as an organization of commercial, retail, professional and educational people working together to enhance economic, civic and cultural interests of the Luverne area.*

### Our Vision

*To be recognized as a leader for creating opportunities for community growth and development through individual and business partnerships.*

### 2023 Chamber Membership Report

*246 Businesses, Individuals, Organizations, Government and Institutions*

### Contact Information

**Luverne Area Chamber**  
**213 East Luverne Street**  
**Luverne, MN 56156**

**Phone: 507 283-4061**

**Toll Free: 888 283-4061**

**Website: [www.luvernechamber.com](http://www.luvernechamber.com)**



**Jane Wildung Lanphere**  
**Executive Director**  
**[luvernechamber@co.rock.mn.us](mailto:luvernechamber@co.rock.mn.us)**  
**Cell: 507-920-5197**

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**Administrative Assistant**  
**[brandenburggallery@co.rock.mn.us](mailto:brandenburggallery@co.rock.mn.us)**

**Hours: M-F from 8 am to 5 pm**

**Luverne**  
**MINNESOTA**  
*Love the life!*

# ORGANIZATION HISTORY & STRUCTURE

The Luverne Commercial Club was organized to promote and support Luverne businesses in 1918. In 1941, the organization was renamed Luverne Civic and Commerce Association and applied for non-profit 501 C6 status under Minnesota Statutes. *Today, our official name is the Luverne Area Chamber and Convention & Visitors Bureau.* Luverne Area Chamber continues to operate under the objectives that were envisioned almost 100 years ago:

*“To develop, encourage, promote, and protect the commercial, professional, financial, general business and residential interests of the City and surrounding area of Luverne; to promote the civic interests and the general welfare of the community; to extend and promote trade and commerce, and foster, develop and protect the industry and residential developments of the Luverne area.”*

Membership is comprised of any person, firm, association or corporation interested in the general welfare of the City of Luverne and the surrounding area.

The organization is directed by a Board of Directors who are responsible for conducting the business of the Chamber. The Board of Directors consists of twelve members elected at the Annual Meeting. Four directors shall be elected each year. In the case of a resignation, the Chamber Board may appoint a person to fill the seat. The membership shall elect a Board *President, Vice-President, Treasurer and Secretary* at the Annual Meeting to conduct the business of the Board. The Annual Meeting is held in the month of December.

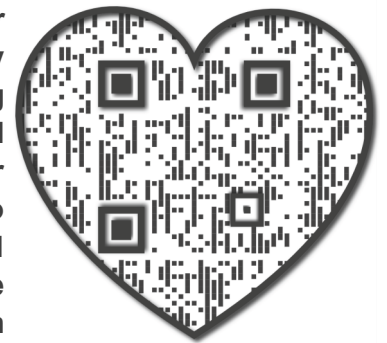
The Board appoints an Executive Director and Administrative Assistant who shall direct the day to day operation of the Chamber including the management of property, business and affairs of the corporation and shall perform such functions and duties as may be delegated by the Board of Directors and/or the President.





Luverne Area Chamber & CVB - 213 East Luverne Street - Luverne, MN 56156 - 507-283-4061 - [luvernechamber@co.rock.mn.us](mailto:luvernechamber@co.rock.mn.us)

Our Chamber Website, [www.LuverneChamber.com](http://www.LuverneChamber.com) is an asset for businesses, residents and visitors. The website features community information, attractions, resources, events and the ever popular listing of businesses and organizations. The website is continually updated with the latest information about our business community. Chamber members receive an added bonus by having a listing with a direct link to their website or Facebook page. For members who don't have a digital presence, the Chamber will create a page within our website where we can include contact information, photos and other relevant information about your business. Please contact Chamber staff for assistance.



Luverne Events Community Calendar

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The one place to find all the events is at [www.LuverneEvents.com](http://www.LuverneEvents.com). This is our community's official CALENDAR OF EVENTS. Any business, organization or institution that would like to have an event featured on the calendar, simply contact the Luverne Area Chamber at 507-283-4061.

# MEMBER BENEFITS



## COMMUNICATION SERVICES:

- **WEEKLY CHAMBER E-NEWSLETTER:** Share your events, announcements and special information through the Chamber's new weekly E-newsletter; the newsletter will be emailed out early Monday morning and will include all relevant information about what is happening in our community; FREE to members and received by over 440 contacts
- Chamber Radio Show—Featured on KQAD (800 AM) every other Wednesday morning at approximately 8:30 am

## NETWORKING:

- Members can receive a current list of all area businesses free of charge in digital or printed format
- Enjoy the Chamber Golf Outing at this Chamber mixer at the Luverne Country Club
- Invitations to community special events to get to know your neighbors and business associates
- Invitations to attend Chamber social and educational events to network and learn from your business partners
- **LOVE THE BUSINESS:** Scheduled from September through May, Love the Business provides an opportunity for members to showcase their business (no fuss-no muss); all members are invited to bring their own coffee to these one hour events; hosting business has 20-25 minutes to showcase their operation; following that—everyone attending is invited to say a few words and provide their business update

## PROMOTIONAL OPPORTUNITIES:

- Promote your business on our Chamber website
- Contact the Chamber to list your events and special happenings on [LuverneEvents.com](http://LuverneEvents.com)
- Take advantage of Chamber coordinated community advertising opportunities for discounted rates
- Post your business info/brochure at the Chamber for **FREE**
- Take advantage to post an offer on the **VISITORS PASS** and **CARDINAL COUPON CARD** for FREE to members
- Market your business for **FREE to new residents** by providing a small gift, promo item, discount or brochure through the **HOMETOWN GREETER PROGRAM**—between 80-100 bags are given away each year
- The Chamber will promote your special event, job openings and significant happenings on the Chamber's **FACEBOOK** account
- **FIRST REFERRALS** is a program that guarantees that Chamber Members are the first businesses/individuals recommended to people who stop in and/or call
- The Chamber operates the **LUVERNE DIGITAL BILLBOARD** on Highway 75 and offers businesses and organizations the opportunity to promote selected events on the billboard by contacting us; events and celebrations must meet the guidelines as directed by MNDOT; contact the Chamber for the details

## MEMBERSHIP SAVINGS:

- Discounts on commercial insurance policies such as the member discounts offered through Auto Owners Insurance available through your local agent
- Use the Chamber network when you want to purchase or sell equipment with the **Chamber-Only Exchange**; contact the Chamber office and we will email out what you want to buy or sell so that you can find great resources for your business to save money!

## EMPLOYEE and CUSTOMER SUPPORT:

- Use the Chamber as a resource when you are trying to recruit new employees; contact the Chamber and we will arrange a FREE community tour to your prospective employee or customer
- Contact the Chamber to get **LUVERNE VISITORS PASSES** to distribute to your out-of-town customers!
- We'll help you market your **JOB OPENINGS** through posts on our Facebook page and emails to our members who can share your opportunity with their friends and family

# LUVERNE AREA CHAMBER - 2023

Luverne's Chamber is in a unique position to facilitate and support tourism in Rock County. Through a partnership with Rock County, the Herreid Military Museum and the Brandenburg Gallery—Chamber staff manages the building that houses two local visitor attractions. From January 1, 2023 through November 30, 2023—the Rock County Veterans Memorial Building welcomed 4,847 visitors. The building is open M-F from 8 am to 5 pm and Saturdays from 10 am to 5 pm.

2023 was a busy year for the Chamber:

- We coordinated day visits from 5 bus groups and assisted in planning for 3 family reunions and 4 high school reunions.
- We assisted in coordinating the first induction event for the Luverne Public Schools Hall of Fame.
- With the three leased 6-passenger golf carts and the creation of a variety of tours—we provided tours for approximately 681 people throughout the spring, summer and early fall.
- We coordinated and hosted four events for community children including a special Easter event, Touch a Truck Night, Summer Fun on the Plaza and Halloween Trunk N Treat.
- Chamber staff also worked with the Destination Branding Committee to install three additional fine art 7 foot nutcrackers on the Main Street corridor and celebrate their installation in September.
- Partnering with businesses and organizations in our community—we coordinated or assisted with many successful events: Spring City-wide Rummage Sales, Love the Burger Battle, Farmers Market, Buffalo Days, Hot Dog Nite, Tractor Ride, 11 mini-events at the Plaza on Main, Chamber Golf Outing, We Love Pork Battle, Tri-State Band Festival, LIFT Annual Social, Veterans Day, Santa Train & Light the Night and Winterfest. On average, estimated attendance and participation for the events increased.
- The Chamber coordinated the Veterans Banner Program on Main Street in partnership with the City of Luverne and the LIFT Design Committee.
- The Chamber offered assistance with various community organizations to coordinate registrations, sales and special projects to support non-profits.
- On average, Chamber staff responds to approximately 8-10 calls per day from individuals, businesses and organizations asking for information.
- Chamber Board hosted 7 ribbon-cuttings for new businesses and facilities over the year.
- We distributed 78 Welcome to Luverne Bags to new residents .

*Love the life*

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# CONVENTION & VISITORS BUREAU

The Chamber is honored to staff the LUVERNE CONVENTION & VISITORS BUREAU. The Luverne CVB was formed by the City of Luverne to utilize locally controlled hotel lodging tax to promote and support visitor traffic.

The CVB is administered by an independent Committee that is comprised of members representing lodging, restaurants, retail, general business and organizations with a representative from the City of Luverne and the Luverne Area Chamber Board of Directors. This Committee makes decisions on promotional investments.

Programs they offer to increase visitor traffic include:

- Operating the Chamber as an official *Explore Minnesota Affiliate Travel Information Center to serve visitors with information for local and state travel opportunities*
- *Digital presence on the Explore Minnesota website*
- *Print advertising in State, regional and national travel magazines*
- *Promotional advertising in the Twin Cities metro area*
- *Interstate billboard and Minnesota Logos advertising*
- *Operation of the ROLL ON LUVERNE PROGRAM (borrow a bike)*
- *Distribution of 35 cases Luverne Visitors Guides to Minnesota Travel Information Centers, Chambers & CVB's throughout Minnesota*
- *Assisted in planning and coordinating special group tours, class reunions and family events to Luverne and Rock County*
- *Respond to individual requests for local information to visitors and new residents from leads generated by print advertising we have fulfilled over 950+ individual requests for the Luverne Visitor Guide*
- *The CVB coordinates one community event that bring people to town; the Get Hooked Ice Fishing Derby*
- *Plans, coordinates and executes events, programs and services that market the Northern Tallgrass Prairie in Rock County*
- *The Chamber operates the Welcome to Luverne digital billboard that promotes community and special events*
- *The CVB partnered with the Luverne EDA and coordinated four days of shooting for promotional videos and photographs*
- A new 30 second bike trail ad was developed in collaboration with Media One.

The CVB coordinates the promotion of Luverne and Rock County both inside and outside our borders and share why this is a great place to **LIVE, WORK AND PLAY** and why we...**LOVE THE LIFE!**

*Love the life*

Luverne



# Experience Luverne... the Heart of the Prairie

With acres of preserved prairie, historic charm, a laidback vibe, and unreal sunsets... Luverne will quickly become a beloved destination. With towering, mature trees, a picturesque downtown, and a multitude of exciting places to see, this town is the perfect destination for a quick getaway or a long weekend.

On the banks of the Rock River in southwest Minnesota, Luverne is a place where time feels as if it's being stretched... giving us all a bit more time to "just be." Whether traversing the acres of Northern Tallgrass Prairie Refuge, enjoying a flight of craft beer at the local brewery, or catching a movie at the drive in, the city of Luverne is sure to leave an impression on your heart.

**Escape to Luverne for a unique, unforgettable experience – so good you may not want to go home!**



Whether you're looking to sleep under the stars or enjoy modern amenities, Luverne has plenty of options. The area offers a **state park** known for its stunning prairie grasses and wildflowers, **campgrounds** that are perfect for families, and **hotels** that promise to provide all the comforts of home.



Along with modern attractions, Luverne offers visitors several opportunities to connect with the past and learn about the area's rich heritage. Witness incredible collections of rare artifacts at the **History Center** and **Herreid Military Museum** or visit the beautifully restored **Hinkly House** built in 1892.



Did you know that Luverne holds one of the **world's largest collections of nutcrackers**? Witness the impressive collection at the History Center, catch a wave of nostalgia at the **Verne Drive In** and **Palace Theatre** or marvel at the works of nature photographer and Luverne native Jim Brandenburg at the **Brandenburg Gallery**.



Having fun should be at the top of your vacation to do list! Enjoy a picnic and play at one of the parks sprinkled around the city, let the kids play at the fenced-in **splash pad**, visit **The Lake** for year-round fishing, or spend an afternoon on the country club's scenic **golf course**.



If you desire something a bit more active, take a brisk walk or a leisurely bike ride on the **15+ miles of paved trails** that weave through and around the city. Outdoor enthusiasts will be elated by **2,500 acres of the Northern Tallgrass Prairie Refuge** only a few miles from Luverne!



Uncover **dining** and **shopping** experiences to make your trip a memorable one! Whether you're interested in a plated dinner, coffee and food on the go, a tasty treat, or a combination of the three, you're sure to find it in Luverne. Bring home something from one of the city's unique retail boutiques!



### TAKE 16 BREWERY

This well-known, local brewery offers the best in craft beer. Come on down for a pint during the summer months and enjoy live music, food, outdoor games, and a large patio. Kid-friendly, family friendly and always fun – stop by Take 16.

### TRAIL SYSTEM

Explore the 15+ miles of trail that weave through Luverne and connect the city to the prairie. Whether an impromptu evening walk or a lengthy afternoon bike ride, the trails are an easy way to get your body moving and get outdoors! Rent an E-bike, borrow-a-bike and enjoy your own two wheels...you'll enjoy the ride!

### BLUE MOUNDS STATE PARK

This state park is full of surprises! Named for the 1.5 mile Sioux Quartzite cliff line that appeared blue to early settlers, Blue Mounds State Park allows for the unique experience of seeing bison in their native habitat. See the stunning prairie grasses and wildflowers, hear the songs of a variety of native birds, and experience camping, hiking, and rock-climbing on Minnesota's native prairie playground.

### TOUCH THE SKY PRAIRIE

Hike the 1,000 acres of the Northern Tallgrass Prairie Refuge at the Brandenburg Prairie Foundation's Touch the Sky Prairie. This beautifully preserved stretch of land is open to the public for activities such as hiking, bird watching, hunting and photography. Managed by the US Fish and Wildlife Service, you'll see hundreds of native plants brought back from near extinction as North America's native prairie has dwindled from more than 170 million acres to a mere 1% remaining. Touch the Sky Prairie is a "must-see" for all nature lovers.

### HISTORY CENTER

Immerse yourself in the area's history by visiting the History Center. Uncover secrets in Rock County's past thru original furnishings, interactive displays, photographs and research materials covering over 150+ years – including a claim shanty, covered wagon and Luverne Auto built in 1911. Sidestep into the nutcracker gallery to learn why Luverne now has more nutcrackers than people and how the collection of 5,500+ (one of the largest in the world) came to be.

### HERREID MILITARY MUSEUM

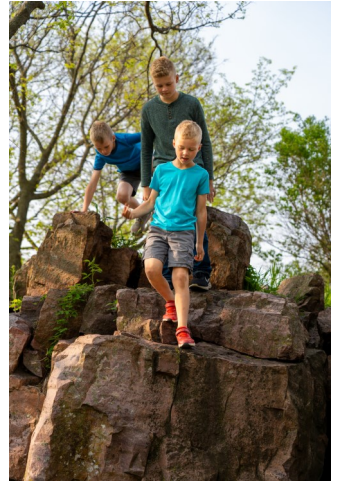
Dive into the rich history of Rock County veterans at the Herreid Military Museum located in the beautifully restored Rock County Jail & Sheriff's House. The museum shares the stories of Rock County's men and women who answered the call to serve told through their artifacts, photographs and documents covering the Civil War to the present. An extensive collection of WWII memorabilia shares the stories of Rock County heroes like Quentin Aanenson, who served as a P-47 pilot in the ETO and was featured in Ken Burns' 2007 epic documentary, **THE WAR**.

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# New Photo Assets



# New Photo Assets



# New Photo Assets



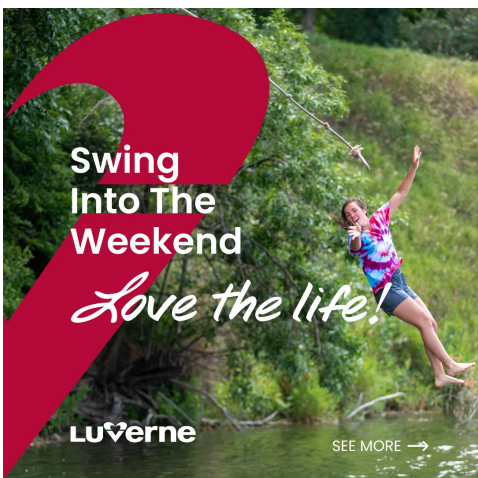


Tranquil  
Peaceful  
Serene

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SEE MORE →



Swing  
Into The  
Weekend

*Love the life!*

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SEE MORE →



Full  
Bloom

*Love the life!*

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SEE MORE →



Enjoy an  
Afternoon  
on the  
Water

*Love the life!*

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SEE MORE →



Enjoy the  
Sweet  
Sounds of  
Nature

*Love the life!*

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SEE MORE →



Enjoy The  
19-Acre  
City Park

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BREATHTAKING  
BEAUTY

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NUTCRACKERS  
-GALORE

*Love the life!*

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Shopping  
Charming  
Unique

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Enjoy The  
Sweet  
Sounds of  
Nature

*Love the life!*

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SEE MORE →

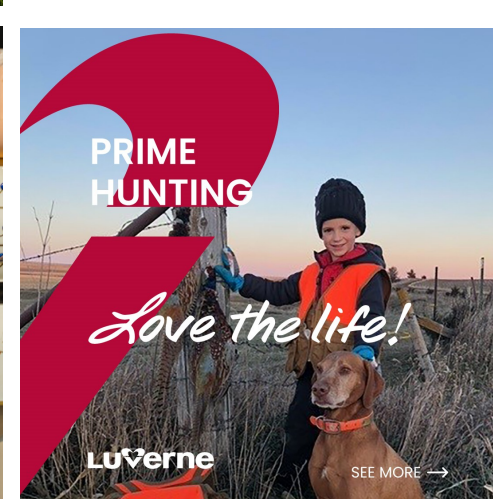
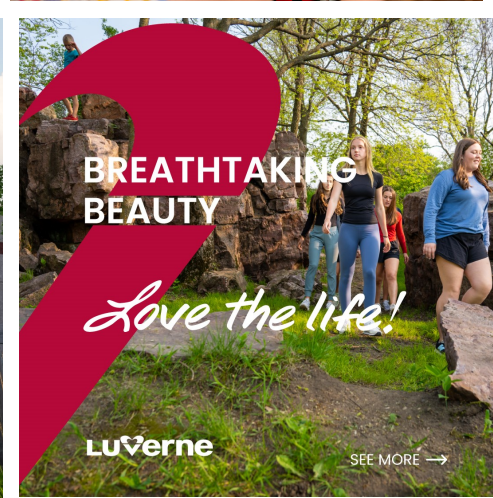


Full  
Bloom

*Love the life!*

LuVerne

SEE MORE →



# 2024 LUVERNE EVENT CALENDAR

January thru May	Thursday Love the Business Coffee
February 17	Get Hooked Ice Fishing Derby at The Lake
March 17	St. Patrick's Day Events
March 18	St. Patrick's Day Parade on Main Street
March 30	Love the Bunny Easter Celebration
April 18-20	Luverne Spring Marketplace
April 18-May 25	Love the Burger Battle
May 1-4	32nd Spring City-wide Rummage Sale
May 29	Memorial Day Services & Events
June thru October	Luverne Farmers Market (Thurs: 4 to 7 pm)
May 30	2nd Annual Tour de Loop
May 31	Buffalo Days Cruise In
June 1-2	Buffalo Days Expo, Parade & Events
June 10	Touch a Truck Night (event for all ages)
July 4	4th of July at The Lake
July 11	62nd Annual Hot Dog Nite
July 24-27	Rock County Fair
August 30	9th Annual Tractor Ride
September 16	Chamber Golf Outing
September 28	73rd Annual Tri-State Band Festival
October 31	Halloween Trunk' N Treat
November 11	Veterans Day Program & Open House
December 1	Santa Train & Light the Night
December 6-8	Winterfest Celebration
December 9	Chamber Annual Meeting

**TO BE SCHEDULED:** Events at the Plaza on Main  
Luverne Fall Marketplace



The Luverne Area Chamber and CVB are honored to staff the community treasure, the **ROCK COUNTY VETERANS MEMORIAL BUILDING**. Opening July 18, 2009, the building is home to the Brandenburg Gallery, Herreid Military Museum and offices of the Chamber.

The Gallery is operated by the Brandenburg Prairie Foundation and features two floors of photographs by award winning, former National Geographic nature photographer and Luverne native Jim Brandenburg. Proceeds from Gallery sales and fundraising are dedicated to saving the fragile Northern Tallgrass Prairie Refuge—Touch the Sky Prairie.

The upper two floors of the building house the Herreid Military Museum. The museum features the story of men and women from Rock County who served this great country from the Civil War through today. The museum is the vision of philanthropists Warren G. Herreid and Jeannine M. Rivet who remodeled the former Rock County Sheriff's Office, Home and Jail into this state-of-the-art museum.

The building is open 52 hours per week free of charge for residents and visitors to enjoy. Approximately 6,000 people visit the building for tours and special events each year.

Monday through Friday: 8 am to 5 pm

Saturday: 10 am to 5 pm

