

Chamber Chatter

August 2020

LUverne
Area Chamber & CVB

Love the life!

It has been long time since you have received the Luverne Chamber Chatter. So much has and hasn't transpired since the last edition in April 2020. Many people are working from home, some employees are working part-time or not at all, business revenues have fallen and social isolation has been taking its toll.

The Chamber has continued to operate during providing services to businesses, residents and visitors during this uncertain time. We know that this has been very hard and we applaud you for the fortitude and strength that keep your door open and continued operation during something that none of us have ever experienced before.

We had all hoped by fall, we could have turned the chapter and started to live like normal. Reality has set in during the last few months...we will be dealing with this pandemic for sometime in the future. Over the last couple of months the Chamber has been trying to learn and adopt new strategies that meet social distancing guidelines and offer some semblance of the old Luverne and Rock County...where we **LOVE THE LIFE!**

Buffalo Days, 4th of July, Hot Dog Week Events, Luverne Cruise and Ride the Rock are a few examples of how we tried to adapt to new challenges and circumstances. One thing was clear in providing those opportunities, crowd numbers were definitely smaller. But, at the same time, the people who participated seemed to enjoy and embrace the way they had to be.

The Chamber office has been meeting via Zoom with experts and groups from Minnesota and around the country to discover new ways of supporting businesses by increasing local and regional foot traffic. Many people are hesitant to participate in things that are done in the traditional ways. We have offered service and delivery. The experts strongly encouraged local Chambers and CVB's to create opportunities for people to engage via new and quirky ways. That is what we have been working to develop...new ways to drive traffic through multiple delivery methods.

With those thoughts in mind, we want to share with you a couple of plans that we are working on for the fall and early winter season. None of these things will happen without your support and involvement...so we ask you to thoughtfully consider being part of the "new way" to offer "old events" this year. (Please check out the rest of this edition for more detailed information about some of the events.)

- Driving traffic to Rock County Restaurants—**LOVE THE BURGER BATTLE** from August 17th through September 15th. Thanks to this great partnership with the Rock –Nobles Cattlemen...there are 8 participating restaurants and \$800 in gift cards that will be given away! If you don't want to dine in, take out burgers are always an option! You can drop your ballot off at the Chamber!
- **Luverne Cruise Nights**—August 21 and September 18; a simple way to get people out and around town keeping in mind the social distancing requirements.
- **Cardinal Coupon Card**—even with the football season being postponed until spring, the Luverne Football Team will be selling Cardinal Cards starting on September 8th. The cards will also be available at the Chamber beginning on August 31st. These cards offer great savings to local residents at so many businesses around Rock County!
- **Luverne Visitors Pass**—the Chamber will have new Luverne Visitors Passes available beginning on August 31st. Visitors Passes are free and we encourage businesses to hand them out to your customers from out of town (out of Rock County) to encourage them to visit other shops, service businesses and specialties in the community. Just call the Chamber office and ask for some! Your out of town customers will be delighted to get some local bargains and it is a great extra service you can offer.

(continued on next page)

It's more important now than ever to work together to make Luverne a great place to live, work & play!

- **CHAMBER GOLF OUTING** is always a fun event and a great way to connect with other Chamber members . The Chamber's scramble has been moved to September 14th. Consider sponsoring a hole, putting a team together or both! Social distancing and safety measures are in place to make sure everyone has a great time! Proceeds from the golf scramble are extremely important this year to support the Chamber's work in promoting the community and creating opportunities for residents and visitors to see what our community has to offer! With the cancellation of Chamber events that provide funds for operation, a successful golf scramble is critical to being able to operate through the end of the year!
- **TRI-STATE BAND FESTIVAL** has been canceled by the committee but the Tri-State Committee is working with the Luverne Band Director James Jarvie to host a special marching band clinic with three clinicians on Band Festival Saturday with a performance for invitees. Read more detailed information later in this newsletter. The Committee needs money to make this happen and hope that the generous businesses who have contributed through the button drive and Tri-State Booklet in the past will continue with their support.
- **WE LOVE PORK BATTLE**—the Chamber is in the preliminary stages of working with the Rock County Pork Producers on strategies for a pork battle with area restaurants.
- **HALLOWEEN**—seven years ago the Chamber organized the first Trunk N Treat on Main Street. It was a huge success for families with children and it has grown every year. Last year, over 1,300 children walked Main to collect Halloween candy in 1 and 1/2 hours. In consultation with health officials, it would be impossible to host Trunk 'N Treat this year so we have been working on an alternative Halloween concept. We all know that children want to dress up and collect candy on Halloween so the question is how can we make this safely happen. This is our plan which we are calling **LUVERNE'S STREET OF TREATS!** Instead of kids walking down Main Street shoulder to shoulder, we are planning a socially distanced event. The concept is that we are going to **BEG ALL OUR WONDERFUL MEMBERS** to support Halloween by donating candy to the cause by October 15th. The Chamber will collect the candy and put it in 1,300-1,400 individual Halloween bags . Then on Friday, October 30th, we will ask each sponsoring business to have 1 or 2 of their employees dress up in costume and stand socially distanced on the street in front of the high school. We will coordinate with families and have the parents/kids/families drive by—stopping for a few moments by the south doors to the high school where each child will be given a bag of Halloween candy (which will include a list of all of the sponsors). We want to make this special for the kids and still keep them safe. We will have spooky music people can tune in on their car radios...with spooky Halloween greetings. Last year we had over 50 businesses and organizations line Main Street and give candy to kids. Wouldn't it be great to get 60-70 businesses involved! **Please consider being part of this!**
- **WINTERFEST OUT...FLANNELFEST IN**—one of the strategies that tourism and event planners are preaching is that when an event has to be cancelled because of pandemic restrictions you should plan a new event at about the same time that is different enough not to be concerned a "bad version" of the original. In other words, instead of having a car show and limiting the attendees and the cars, plan something with cars completely different (ie—like the Luverne Cruise). In trying to plan Winterfest, we realized we probably couldn't have the craft show or other events that drew big crowds so we decided we had to come up with something similar but different. This year, instead of Winterfest during the first weekend in December—we will be introducing Flannelfest on the weekend following Thanksgiving. Right now we are in the process of contacting community partners to try to plan some fun and different events and twists on old events. Examples: For the nutcracker scavenger hunt we will ask businesses and individuals to put a flannel shirt on their nutcracker this year. We will work hard to get businesses and individuals to light the city park again this year and turn on the lights on Thanksgiving Sunday night...what will be different is that prior to turning on the lights we will have a fireworks display. Small Business Saturday is going to include Lumberjack Shopping Bingo with great gift card prizes. No Shave November will hit Luverne so that we can have a virtual beard contest via social media with cash prizes. How about having a housing lighting contest with cash prizes? Story-writing and coloring contest and games for children with prizes. How about a Flannel Formal with live music, wonderful food and delicious beer where we crown Lumber Jack & Jill? In the next month or so, we will be sending out more detailed information and asking you to take some part in this.

A way that all of us can give back to our friends, neighbors & customers!

AUGUST 17 THRU SEPTEMBER 15, 2020

SECOND  ANNUAL

Love

THE BURGER

BATTLE

ROCK-NOBLES CATTLEMEN ASSOCIATION

ENJOY THE FEATURED BURGERS AT PARTICIPATING RESTAURANTS!

**75 DINER - GREEN LANTERN BAR & GRILL - HIDDEN HILLS CAFÉ & HIDEAWAY TAVERN
HOWLING DOG SALOON - MAGNOLIA CAFÉ - SPRING BROOKE EVENTS GOLF & GRILL
STERLING'S CAFÉ & GRILLE - VINNIE'S DANG FINE DINE**

Fill out the contest postcard (given to you when you order) and rate the burger!
PATTY, PRESENTATION, TOPPINGS, BUN, CUSTOMER SERVICE

80 CHANCES FOR DINERS TO WIN \$10 DINING GIFT CARDS!

*Restaurant with the best average combined score will be crowned winner!
Trophy presented on September 18 at 8 pm at Take 16 Brewing Co. following the Luverne Cruise*

**Sponsors: Rock-Nobles Cattlemen Association & Participating Restaurants
Info: Luverne Area Chamber - 507.283.4061**



ALL DAY LONG MUSIC FESTIVAL!

historic automotive event

AutoMania

at **SpringBrooke**

SAT. AUG. 22, 2020
from 12:00PM - 10:00PM



SpringBrooke Golf Course and Grill
located right off Interstate 90 at Exit 5, a 15-minute drive east from Sioux Falls.

There's still time to become a sponsor!
Call or message today!



BRING YOUR OLD, NEW, CUSTOM OR CLASSIC TRACTOR TO AUTOMANIA!

An unforgettable evening celebrating exemplary Classic Cars in our communities. Enjoy dinner, drinks, and live bands while hearing stories from Classic Car enthusiasts from all over. Celebrate with community partners, donors, volunteers and friends of AutoMania who help inspire the next generation of Classic Car owners!

Featuring: **dockdogs**



Also featuring live performances by Mogen's Heroes, Southern Detour, Last Call Shrine Band, DNR, and Power Play/Pilgrims!

There are many cars registered for the show but there is room for more! Register online at www.automaniatSpringBrooke.com or call 1-855-386-1275.

Check out our Facebook event titled "AutoMania at SpringBrooke" for more information on this year's event.

Thanks to Rick Gourley, owner of SpringBrooke Events, Golf & Grill, the ever-popular AUTOMANIA Car Show has a new home in Rock County. Rick and SpringBrooke manager Chris Yungeberg have put together a dynamic weekend of events at this beautiful 80+ acre site on the southeast corner of Beaver Creek.

This famous car show began in Sioux Falls in 2006 as a brainchild of Bill Nelson in partnership with Carole Pagonos of Downtown Sioux Falls. The show was an off-shoot of the Corvette based "Hot Summer Nites". The first year of AutoMania brought more than 800 cars, four live bands and tens of thousands of people to downtown Sioux Falls.

After a couple of years in downtown Sioux Falls, Nelson moved the event to Brandon where the event grew to become one of the largest free automotive events in the Midwest. Automania brought thousands of car enthusiasts to enjoy the classic cars and thousands more to enjoy the live music, food, beverage, vendors and other events.

In the Sioux Falls Business magazine, Bill Nelson was quoted as saying: "The cars were works of art, even all the local cars. People came to show their pride and joys from 20 different states and Canada. Tens of thousands of people attended consistently, and several times AutoMania had around 1,500 vehicles on display."

At this 80+ acre beautiful grassy site in Beaver Creek, there is plenty of room for vehicles.

"We have had an excellent response! There is a pent-up demand, and people are excited to get out and show off their cars," Gourley said. "We have more than 85 acres of pristine golf course to spread out on, so there is absolutely room for more." (check next page)

EVENT

SpringBrooke
507 Golf Course Ln,
Beaver Creek, MN

FRIDAY
AUG. 21



www.automaniatspringbrooke.com/

Game Plan 4 Hope



Charity Poker Run
5PM

Brandon, Sunshine Food



Southern Detour

Live Music

7PM

at the Golf Course

Free

Dock Dogs



Diving Competition

5PM

At the golf course

\$5

an historic automotive event
Automania

at **SpringBrooke** | Events
Golf Grill



BAND MUSIC WILL GO ON BUT NOT THE FESTIVAL AS WE KNOW IT!

No doubt many of you have wondered what is the status of the Tri-State Band Festival. The Tri-State Committee met on Monday, August 3rd and made the difficult decision that they would have to cancel this year's event due to the pandemic, the first time in 69 years. Needless to say this decision deeply impacts our wonderful Luverne High School Marching Band and the purpose of the Festival (which is to enhance marching band in the Midwest).

After looking at all sorts of options, the Committee has decided that they are moving forward with an effort to offer the Luverne Marching Band a **SPECIAL BAND CLINIC** on Tri-State Saturday. Yeah! We can still hear marching band music in Luverne on September 26th.

In order to offer this clinic, hire talented and qualified clinicians, provide snacks/meals/social distancing, video-tape/drone footage and all other services to make this happen and keep the participants safe—the Committee needs to raise \$7,000. These funds will allow the committee to make this special event happen for the Luverne Marching Band. The day being planned will end with a premiere show on Cardinal Field to special invitees including sponsors, band parents, friends and other invited guests.

The Committee is looking for sponsors to make this happen. Sponsors will receive advertising in the promotional materials, tickets to the field performance and a 2020 TRI-STATE BAND CLINIC face mask (instead of buttons this year, the Tri-State Committee has decided to make and distribute face masks) - which will be given to each Luverne High School Marching Band student as a memento...for a marching season like no other!

If you supported the band button drive and/or advertised in the band festival booklet, **CONSIDER SUPPORTING THIS EFFORT WITH THOSE PLANNED EXPENDITURES..** If you would like to support this cause, please contact the Chamber. Invoices for pledges will be sent in September and due and payable by September 30, 2020.



RELAY FOR LIFE AUGUST 20, 2020 LUVERNE CITY PARK

- Yvette VanderBrink will be speaking at 6:00 pm
- 5:30-7:00 Drive thru meal
Sponsored by Sunshine Foods,
Pepst-Cola Company
freewill offering
- Relay virtual 5K can be ran or walked anytime
from August 20-23.



Poster boards instead of luminaria bags will be available for a freewill donation at Salon 75 or First Farmers & Merchants or people can make their own with tag board.

Survivors can send their names to luvrockrelay@gmail.com & we will have their names put on special survivor luminary bags.



THANKS TO THESE BUSINESSES FOR TAKING PRIDE IN THEIR COMMUNITY AND SPONSORING THIS PROMOTIONAL PAGE!

Agri-Energy, LLC/Gevo
Blue Mound Area Theatre
Cattnach Insurance
CHS Farmer-Owned with Global Connections
Connell Car Care
Continental Western Group
Cragoe Realty
Eisma & Eisma
Estenson Company, Inc.
First Farmers & Merchants Member FDIC
Hartquist Funeral Home Luverne Chapel
Heidebrink & Associates
Jensen Management Services, Inc.

Ketterling Services, Inc.
Klosterbuer & Haubrich
Lewis Family Drug
Luverne Country Club
Luverne Lanes
Luverne Public Schools
Mark's Plumbing, Heating and AC/LLC.
McClure Electric
Meulebroeck & Taubert Co.
Minnwest Bank Member FDIC
Papik Motors
Real Estate Retrievers
Rock County Chiropractic

Rock County Opportunities, Inc.
Rock County Star Herald
Rock Veterinary Clinic
S&S Carwash
Security Savings Bank Member FDIC
Skattum's Confinement/Superior Buildings
St. Catherine Church
St. John/Little Lambs
Stroeh's Auto Center
Sunshine Foods
SW Mental Health
Top Notch Car Wash, LLC.
Vander Kooi Law Office



Nearly 59% of small businesses say their revenue decreased by more than 75% since the coronavirus became a widespread concern, according to a Main Street America survey of more than 5,850 small businesses. As the crisis continues, nearly 7.5 million small businesses may be at risk of closing in the next five months, according to the survey, and 3.5 million are at risk of closing in the next two months.

The following is a list of some ideas that you might want to keep in mind to support our friends and neighbors—our small business owners, the backbone of the American economy.

- **Pay for online courses:** One way you can help gyms, art and performance studios is to register and take the classes on-line.
- **Buy local:** Instead of purchasing what you need on-line, take a few minutes to shop locally on-line, take a trip down to or make a call to a local business. Most likely you will find exactly what you need. Even if they don't have it, our local retailers might be very happy to order exactly what you need...and you won't have to pay shipping
- **Buy gift cards:** Many businesses are offering gift card purchases that enable the business to get paid immediately. Log onto your favorite businesses' websites and see if they offer the option to purchase gift cards now that can be used later.
- **Order takeout:** Restaurant owners love it when you dine in...but if your lifestyle is too busy and complex, take-out is a great option! Give your favorite restaurant a call and order the delicious meal your mouth is watering for.
- **Buy it forward:** You have probably been in line at a drive-up place when someone ahead of you pays for your beverage or treat. Doesn't that make you feel great? Imagine what could happen to people's attitude if you paid for the haircut after you or the purchase of an item at a shop.
- **Tell businesses what you need:** Give local businesses a chance to respond to your need by telling them what you want. There are probably friends and neighbors looking for the same thing and that pent up demand could be a new revenue source for a local business.
- **Share the news of a great product or service:** Have you been somewhere and purchased or been given as a gift some item that you think is the "best new thing since sliced bread"? Let a small business owner know and give them the chance to be in on this ground-breaking new product/service.
- **Share their stories:** One of the best things we can do to help small businesses is to promote our favorites on social media. Share with you personal and social media network as a way of supporting those small businesses that are special to you!
- **Offer your skill set for free:** Today, some small businesses have had to respond to the pandemic by cutting back on staff or the way they normally do things. Maybe you are one of those people who are now working from home, saving commuting time and essentially having a little more time on your hands. Have you ever thought about volunteering to help one of your favorite small businesses? Mow their lawn, clean their outside windows, sweep their sidewalk, help with a display or develop some promotional material. For a small business owner who is working 24/7, your help may make a big difference.
- **Barter:** Cash may be king but there are plenty of small businesses who are strapped for cash. If they need a service or a product, is there a way you can barter for an exchange. You can get what you need and they can get what they need.
- **Take shopping excursions:** Many people spend a little time shopping while they are on vacation, not necessarily looking for anything special. Try doing the same thing for our local stores. You probably will find something you never thought you would need but just love it now that you have it!

Luverne CRUISE NIGHTS

August 21 & September 18

All Types of Classic Vehicles



Side by Sides

Motorcycles



Tractors

Everyone Welcome! 6 pm to 8 pm

Enjoy Riding...or Enjoy Watching!

Live Music at Take 16 Brewing Co.

Food & Drink Specials at Bars & Restaurants!

**ROUTE DIRECTIONS: FROM 1-90 & US 75...NORTH to Main Street
EAST to Blue Mound Avenue...NORTH to 131st Street**

WEST to Highway 75...SOUTH on Highway 75 and Around Again!

Please loop around the Minnesota Veterans Home Entrance! Residents are watching!

LUVERNE AREA CHAMBER—507.283.4061—www.LuverneChamber.com

ON SALE FROM FALL ATHLETES - SEPTEMBER 8TH



Luverne Cardinal Coupon Card 2020-2021

**Special offers from Luverne Area Chamber Members
Redeemable anytime from 9/1/2020 - 8/31/2021**

*This card is a fundraising project for Luverne
Public School Athletics & the Luverne Area Chamber!*

Card locally sponsored and produced!
For more information check the website
www.luvernechamber.com

**Values totaling
more than \$2,000.00** ^{only} **\$10**

AVAILABLE FROM THE CHAMBER ON AUGUST 31ST



VISITOR PASS

EXPERIENCE MORE . . . PAY LESS

Luverne
Area Chamber & CVB

SCRAMBLE



**-2 Tee Times Available -
1:30 pm or 5:00 pm**

**At Luverne
Country Club**

PLAY GOLF WITH YOUR FELLOW CHAMBER MEMBERS

Fees includes golf, cart, & dinner!

9 holes/\$40 or 18 holes/\$70 Registration begins 30 min before Tee Time

Box Lunch Dinner Served Following Golf - Cash & Gift Prizes Awarded

BE A SPONSOR for only \$100!

*Sponsors recognized in event materials
and in the October Chamber Chatter!*

A Chamber Board member will be calling you in the next 2-3 weeks!

**Say "YES" by being a \$100 sponsor, donating prizes
and/or sponsoring a team!**

Support the work we do for our businesses and our community!

**For additional info or to REGISTER YOUR TEAM, call 507-283-4061
or email brandenburggallery@co.rock.mn.us**

events



EVENTS and HAPPENINGS are an important fabric of life in all small towns. Luverne is not exception. Over the past five months of so we have been learning to adapt to a new kind of normal.

Two things are for certain:

- 1. We can't do things like we have done in the past.***
- 2. But we need to continue to do something to connect people (even socially distanced) so that our residents, visitors and businesses continue to look at Luverne and Rock County as a great place to LIVE, WORK & PLAY!***

That is why we decided to print and mail the first Chamber Chatter since the pandemic shut-down occurred. We want and need you to take time to look through this publication to understand some of the new concepts we will be working on to ***keep "Love the Life" alive!***

What is critically important is that now, more than ever, we need to count on you to help make these things happen. We hope that you and your business will commit to working with us on these projects with financial support, time, energy, and/or resources.

The adage, "**Many Hands Make Light Work**" is so true.

Many businesses working together will make Luverne and Rock County an even greater place to be!