

# KASSON CHAMBER OF COMMERCE

## 2022 Annual Report



### Summary -

I'm happy to report the state of the Kasson Chamber of Commerce throughout 2022 seemed to be jurassic-tastic. The addition of three new annual community events, celebrating 14 ribbon cuttings and 1 groundbreaking, completion of key milestones in public projects (ZED, Hwy 57, firehall vote), and implementation of a few new (and returning) chamber programs, I feel strongly optimistic heading into 2023. Our level of membership involvement has seemed to continue growing since reopening from COVID, which has been perhaps my personal favorite theme throughout 2022. Our chamber is poised to continue growing and evolving. Practices of our chamber board and membership that help this process include strong financial management, consistent planning and progress, an ear for input, and an eye for the future. Credit goes to our membership, community, and board members for the jurassic-tastic status and trajectory of the Kasson Chamber of Commerce. The privilege of serving as president during this time has been humbling and inspiring. I invite you to join me and so many others in doing the good work of strengthening, promoting, and supporting our Kasson business community in 2023.

~Tom Monson, President

**Memberships** – 73 paid in 2022, 80 active in Wild Apricot database

**Board** - Jennifer Galloway - KMTEL (Vice President), Matt Bradford - Home Federal (Treasurer), Jenny Carrier – Community Education (Secretary), Angie Bowman - Midwest Floor Solutions, Dan Ziebell - Ziebell Law, Stevie Ersland - You Knead Therapy, Sara Goodnow – Goodnow Graphics, Jill Moosbrugger - Country Financial, Tom Monson - MBT Bank (President)

### Events -

- BINGO - \$580.00 funds raised - scholarship fund
- Festival Kickball Tournament - 4th place
- Shop Local Fridays January to December
- St. Paddy's Day – estimated attendance 50-75
- Around & About – estimated attendance 250-300
- Oktoberfest – estimated attendance 200-225 people
- School Board Candidate Forum – estimated attendance 100 in person, 2.9k video streams
- Christmas in Kasson (sponsor) – estimated attendance 500-600 people
  - NextEra Energy Resources sponsored reindeer appearance for \$2,900
  - New reindeer farm partner – Kendallville Farms

### Sponsorships -

- Spruce pots and Main Street Planters
- Shop Local Friday \$150 prize drawings sponsored by 12 different members
- After Hours \$50 Rolling Drawing – prize up to \$550
- Kaptain Kirby at Festival in the Park
- Care & Share Auction
- Egg Hunt
- Chamber Bucks

***Mission: To strengthen, promote, and support the Kasson business community.***



## Presenters -

- Brandon Theobald WHKS - Hwy 57 Reconstruction Plans (February)
- Ashley Kincaid Peoples Energy – Business Profile (March)
- Tom Monson Kasson Chamber/MBT – Around & About Event (April)
- Patrick Gordon ZED – New Facility Profile (May)
- Kasson Ambassadors (August)
- Stevie Ersland You Knead Therapy/Kasson Chamber – Oktoberfest Event (September)
- City Administrator Tim Ibisch City of Kasson – New Firehall Proposal (October)
- Mark Lennox NextEra Energy Resources – Dodge County Wind Project (November)
- Mike Bowe OnSite Computers – Cybersecurity (December)

## Highlights -

- New Resident Welcome Bags
- Chamber Books (\$1,580 raised towards new community banners)
- First Annual St. Paddy's Day
- First Annual Around & About Kasson
- First Annual Oktoberfest
- NextEra Energy Resources sponsorship of reindeer at Christmas in Kasson
- Midwest Access Interview – Tom Monson as T-Rex
- Mr. T Rex Appearances
- First Chamber Sponsored K-M School Board Candidate Forum
- New Prospective Member Materials
- City Council Workshop Chamber Presentation
- Ribbon Cuttings – 14
- Ground Breakings – 1
- After Hours – 10
- Completion of Hwy 57 Reconstruction Phase 1
- Zumbro Education District Kasson Facility Opening
- Implementation of internal audits via committee
- Christmas Lights Competition

## Looking Ahead - 2023

- Hwy 57 Reconstruction Phase 2 (the roundabouts)
- 2nd Annual of New Chamber Events – St. Paddy's Day, Around & About, Oktoberfest
- Community Banners
- Refill New Resident Welcome Bags (We're almost out of filled bags!)
- Shop Local Passport
- Business After Hours – February host needed!
- Next regular meeting:
  - Wednesday, February 8 - Lunch at 11:30 AM, Meeting at 12:00 PM
  - Kasson City Hall - New Council Chambers

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