

**LU**  **verne**  
**Area Chamber & CVB**

**2025**  
**MEMBER**  
**RESOURCE GUIDE**

*Love  
the life*

**LU**  **verne**



### 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.*

### 2024 Chamber Membership Report

*236 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) (.org) & (.net)



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Hours: M-F from 8 am to 5 pm



# 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 & Convention and 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 are 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.

The logo for the Luverne Area Chamber & CVB features the word "Luverne" in a bold, grey, sans-serif font. The letter "v" is stylized with a red heart shape integrated into its center. Below "Luverne" is the text "Area Chamber & CVB" in a smaller, grey, sans-serif font.

# 2025 CHAMBER EVENT CALENDAR

January thru May	Love the Business Coffees   Monthly
February 1-28	Battle of the Beverages
February 22	Get Hooked Ice Fishing Derby at The Lake
March 17	St. Patrick's Day Parade   Main Street   4:30 pm
To Be Scheduled	Love the Burger Battle
April 30, May 1-3	Luverne 34th Annual Spring Rummage Sale
May 26	Memorial Day Service   10 am   Maplewood
June thru October	Luverne Farmers Market at Redbird Field
June 5	3rd Annual Tour de LOOP
June 6	Buffalo Days Cruise In
June 7	41st Annual Buffalo Days Expo & Parade
June 16	Touch a Truck Nite   Luverne Public Schools
June 22	Ride the Rock Canoe & Kayak Ride
July 4	4th at The Lake & Fireworks Spectacular
July 10	63rd Annual Hot Dog Nite
July 11 & 12	Luverne's 1st Nutcracker Fest
July 23-27	Rock County Fair
August 29	10th Annual Rock County Tractor Ride
September thru December	Love the Business Coffees   Monthly
September	Annual Chamber Golf Outing
September 27	74th Annual Tri-State Band Festival
October 31	Halloween Trunk 'N Treat
November 11	Herreid Military Museum Open House
November 11	Veterans Day Program
November 30	Santa Train & Light the Night
December 5-7	Winterfest Celebration
December 8	Chamber Annual Meeting
	<b>TO BE SCHEDULED:</b>
	Plaza on Main Events
	Golf Cart Tours



Luverne Area Chamber & CVB - 213 East Luverne Street - Luverne, MN 56156 - 507-283-4061 - luvernechamber@co.rock.mn.us

- CHAMBER QUICK LINKS**
- [HALLOWEEN TRUNK n TREAT](#)  
October 31, 2024 - 4 to 5:30 pm
  - [CVB PHOTO CONTEST](#)  
Enter Now Thru 10-31-2024
  - [VETERANS DAY PROGRAM](#)  
HERREID MUSEUM OPEN HOUSE
  - [WINTERFEST CRAFTERS](#)  
REGISTRATION
  - [CARDINAL COUPON CARDS](#)  
Now Available - Still Only \$10  
At the Chamber - Click to See Offers

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.com

MINNESOTA

★ Love the life!

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. Luverne Events is a great asset that offers one place where everything that is happening in the community is listed! Take advantage of being included by contacting the Chamber with your event!



# MEMBER BENEFITS



# Luverne

## COMMUNICATION SERVICES:

- **WEEKLY CHAMBER CHATTER 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 includes all relevant information about what is happening in our community; FREE to members and received by over 300 contacts
- Chamber Radio Show—Featured on KQAD (800 AM) Wednesday morning highlights community happenings

## NETWORKING:

- Members can receive a current list of all area businesses free of charge in digital or printed format
- The annual Chamber Golf Outing is a great way to get to know other members in a social setting
- 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 COFFEES:** Regularly scheduled Chamber member coffees offer a great opportunity to highlight your business. Attendees bring their own coffee and hosts provide a 20-25 minute overview of their business operation. Following, all those attending share what's happening in their business. No fuss, no muss, just a great chance to share and learn from each other.

## PROMOTIONAL OPPORTUNITIES:

- Promote your business on our Chamber website
- Contact the Chamber to list your events and special happenings on [www.LuverneEvents.com](http://www.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 60-100 bags are given away each year
- The Chamber will promote your special event, job openings and significant happenings on the Chamber's **FACEBOOK** and **INSTAGRAM** accounts
- **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
- Advertise **job openings and rental listings** for FREE on the Chamber website and in weekly Chamber news

## 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!

# LUVERNE AREA CHAMBER

Luverne's Chamber is in a unique position to facilitate and support tourism in Rock County. By managing the Rock County Veterans Memorial Building, Chamber staff has the opportunity to connect with travelers from around the world as they visit the Herreid Military Museum and Brandenburg Gallery. In 2024, the building is on track to welcome more than 4,500 unique visitors.

Significant accomplishments during the 2024 calendar year:

- Coordinating two charter bus visits; three larger family reunions and two conventions
- Assisted in coordinating "Operation Homecoming" - a parade and celebration welcoming the 1942 Jeep Willy that was gifted to Luverne through the efforts of Jim Brandenburg, KAHR Foundation, LACF, Rock County and LIFT
- Coordinated the second annual Veterans Banner Program
- Provided information to residents, businesses and visitors in response to an average of 8-10 phone calls per day
- Provided regular and scheduled golf cart tours of significant community accomplishment to approximately 500 people throughout the spring, summer and fall
- Provided management and coordination services for Luverne Initiatives for Tomorrow and their sub-committees which include the Destination Branding Committee, Plaza Committee, Design Committee, Dog Park Task Force, and the Open for Progress Task Force
- Hosted 4 ribbon-cuttings for new businesses
- Supported local non-profits in response to their needs such as registration assistance, event sales, development of promotional materials, marketing, and etc.
- Distributed approximately 73 hometown greeter bags to new residents
- Coordinated larger public events that brought more than 30,000 visitors to the community throughout the year
- Coordinated the Cardinal Coupon Card project in partnership with Luverne Schools
- Coordinated and distributed over 4,500 Luverne Visitor Passes to travelers coming to the community to drive sales to local businesses
- Responded to the needs of government, organizations, residents and visitors through the coordination and communication of services

*Love  
the life*

LUVERNE

A.C.E. of SW MN - Rock County  
A-1 Jet LLC  
Alliance Communications  
Alphamedia, USA  
American Reformed Church  
Ascent Financial  
Atlas of Rock County  
Ben Franklin Lodge #114  
Berry Fast Bicycles  
Big Top Tents & Events  
Bill's and Brandon Water Softener Service  
BLAC-X Farms  
Blue Mound Area Theatre  
Blue Mound Consulting Group  
Blue Mound Ice Arena  
Blue Mound Liquor  
Blue Mounds State Park  
Bluepeak  
Bluestem Catering Co.  
Bomgaars Supply #45  
Brandenburg Gallery  
Buffalo Ridge Insurance Inc.  
Busse Plumbing, Heating & AC  
C & B Operations  
Cattnach Insurance Inc.  
CCSI  
CenterPoint Energy  
Christensen Farms  
Christian Reformed Church  
Christmas Haus  
CHS Brandon  
Church of St. Catherine  
City of Hardwick  
City of Luverne  
Community Transit of UCAP  
Computer Clinic  
Connell Car Care  
Continental Western Group  
Country Cupboards of Luverne Inc.  
Cox Realty & Land Services  
Cragoe Realty  
Culligan Water SW MN  
Curt & Marilyn Bloemendaal  
Den Herder Construction Inc.  
DeNoble, Austin & Co. PC  
Dinger Sales & Service LLC  
Dingmann Funeral Home  
Drealan Kvilhaug & Hoefker  
Eagles Aerie #3403  
Edward Jones

Ellis & Eastern Company  
Expressway Luverne  
Fareway Meat Market  
Feikema Farms  
First Farmers & Merchants  
First Presbyterian Church  
Four Way Insulation  
Frakco  
G & S Auto  
Generations, Inc  
Grace Lutheran Church  
GrandStay Hotel & Suites  
Graphenteen Real Estate Group  
Great Plains Processing  
Green Earth Players  
Habilitative Services, Inc.  
Hair LTD.  
Hartquist Funeral Home  
Heartland Mutual Insurance Company  
Heidebrink & Assoc.  
Henning Construction Inc.  
Herb N Legend  
Herman Motor Company  
Hills Stainless Steel  
Hinkly House  
Historic Palace Theatre  
History Center  
Howling Dog Saloon  
HRA of Luverne - Blue Mound Tower  
Jalas Enterprises Inc.  
Jensen Mgmt. Service Inc  
JJ's Tasty Drive In  
Jon Finke Trucking LLC  
Kemp Electric  
Ketterling Services, Inc.  
Knoll & Associates  
Kwik Trip #1261  
Landscape Curbing  
Leading Edge Credit Union  
Lewis Family Drug  
Loosbrock Electrical  
Luverne Ace Hardware  
Luverne Announcer  
Luverne Aquatics & Fitness  
Luverne Area Community Foundation  
Luverne Baseball Association  
Luverne Basketball Association  
Luverne Body Shop, INC.  
Luverne Building Center



Luverne Child Guide Coordinator  
Luverne Community Education  
Luverne Counseling  
Luverne Country Club  
Luverne Economic Development Authority  
Luverne Elementary School  
Luverne Family Dental  
Luverne Farmers Market  
Luverne Finance Department  
Luverne Flowers  
Luverne High School  
Luverne Landscaping  
Luverne Lawn Care  
Luverne Lions Club  
Luverne Middle School  
Luverne Monuments  
Luverne Public Schools  
Luverne Public Utilities  
Luverne Public Works  
Luverne Rotary Club  
Luverne Street Music  
M & Em Handyman, LLC  
Main Street Financial Services  
McClure Electric  
McClure Plumbing & Heating  
Mediacom  
Meulebroeck, Taubert & Co.  
Midwest Dry Cast  
Midwest Fire Equipment & Repair Co.  
Minnesota Veterans Home  
Minnesota West  
Minnwest Bank Luverne  
Minnwest Bank South Hwy. 75  
Moundsvie Estates, Inc.  
NAPA Auto Parts  
NationSat, Inc.  
New Prairie Insulation  
NextEra Energy - Walleye Wind  
Northern Con-Agg,LLP  
Oak Drive HOA  
Oasis Care Home LLC  
One Office Solutions  
Palisade Lutheran Church  
Papik Motors, Inc.  
Pioneers Retirement Advisors  
Pizza Ranch - Luverne  
Poplar Creek

Premium Minnesota Pork  
Print Express  
Professional Ag Marketing Inc.  
Promotions Plus  
Quality Printing  
Randy's Pumping Service  
Real Estate Retrievers  
ReBorn Home Furnishings  
Redeemed Remnants  
Remember Rally Inc.  
River Road Campground  
Riverview Finishing  
Roberts Condominium  
Rock County 4-H  
Rock County Abstract & Title  
Rock County Administrator  
Rock County Agricultural Society  
Rock County Auditor  
Rock County Chiropractic  
Rock County Community Library  
Rock County Extension Office  
Rock County Eye Clinic  
Rock County Highway Dept  
Rock County Historical Society  
Rock County Land Management  
Rock County Land Records  
Rock County Law Enforcement  
Rock County Opportunities  
Rock County Pork Producers  
Rock County Rural Water  
Rock County Star Herald  
Rock County Veterans Service  
Rock Ranch  
Rock River Community Church  
Rock Veterinary Clinic PA  
Rock-Nobles Cattlemen  
Salon 75 & Spa  
Sanford Health Equip  
Sanford Health Luverne  
Sanford Hospice  
Sanford Hospice Cottage  
Sanford Luverne Clinic  
Schomacker Cleaning  
Schomacker Home Galleries  
Schwartz Farms Inc.  
Second Mile Bicycles

Security Savings Bank  
Sioux Valley Energy  
Skattum's Confinement & Superior Bldgs  
SouthWest Excavating LLC  
Southwest Initiative Foundation  
Southwestern Mental Health Center  
St. John Lutheran Church  
Staples Oil Co.  
State Farm Insurance  
Sterling's Café & Grille  
Sterrett Properties LLC  
Sturdevant Auto Parts (APH Stores Inc.)  
Subway  
Sunshine Foods  
Sunshine Gas  
Take 16 Brewing Co.  
The Bean  
The Bull Pen

The Fruit Truck  
The Laundry Room  
The Oaks  
The Sewing Basket  
Those Blasted Things  
Tinklenberg Lumber & Hardware  
Titan Machinery  
Titan Truck & Trailer Service  
Tollefson Publishing  
Tom Nergaard Construction  
Top Notch Car Wash LLC  
United Community Action Partnership  
United Methodist Church  
USA Northland Directories  
VanAartsen Construction Inc.  
Vander Stoep Furniture  
Viking Electric LLC  
Wildflowers Coffee Boutique, LLC

**WELCOME NEW MEMBERS**



**ROCK COUNTY  
PORK  
PRODUCERS**



# CONVENTION & VISITORS BUREAU

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

The CVB is controlled 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 more than 5,000 Luverne Visitors Guides to Minnesota Travel Information Centers, Chambers & CVBs throughout Minnesota*
- *Assist in planning and coordinating special group tours, class reunions and family events to Luverne and Rock County (approximately 1,000 annually)*
- *Respond to individual requests for local information to visitors and new residents from leads generated by digital and print advertising*
- *The CVB assists in coordinating two community events that bring people to town; the events include: Get Hooked Ice Fishing Derby and the Ride the Rock Canoe & Kayak Trip*
- *Plans, coordinates and executes events, programs and services that market the Northern Tallgrass Prairie in Rock County*

The CVB coordinates the promotion of Luverne and Rock County both inside and outside our borders.

We share the story of Luverne and Rock County....

why this is a great place to **LIVE, WORK AND PLAY**

and why we...**LOVE THE LIFE!**

*Love the life*

LUVERNE





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

