

Join the Polar Fun!

February 14-22, 2022

Individuals and groups are invited to join the Great Polar Hunt!
Cost is just \$10.00 per team!

Find the signs around Detroit Lakes,
solve the puzzle and register to win prizes!



The Great Polar Hunt

Once you have registered, watch your inbox for an email sent at noon on February 14th. This email will contain the puzzle you will need to solve by finding hidden signs around Detroit Lakes. All signs will be at local businesses; driving will be required.

You will have one week to find the signs and return your completed puzzle to the DL Chamber Office by 5pm, Feb. 22. Each completed puzzle will be entered into a drawing for prize packages filled with goodies and local gift cards worth over \$100.00 each! One puzzle per paid registration. Winners be drawn on February 22nd at 5pm.

Thank you to this year's sponsors: Minnesota Title & Closing, Diamond Willow Assisted Living, D & D Appliance, Stenerson Lumber, C & G Hair Envy, BTD Manufacturing, Becker County DAC and Minuteman Mortgage!

For more information on this event stop in the Chamber Office or contact us dlchamber@visitdetroitlakes.com

This event is a part of Polar Fest 2022 see www.PolarFestDL.com for more information.

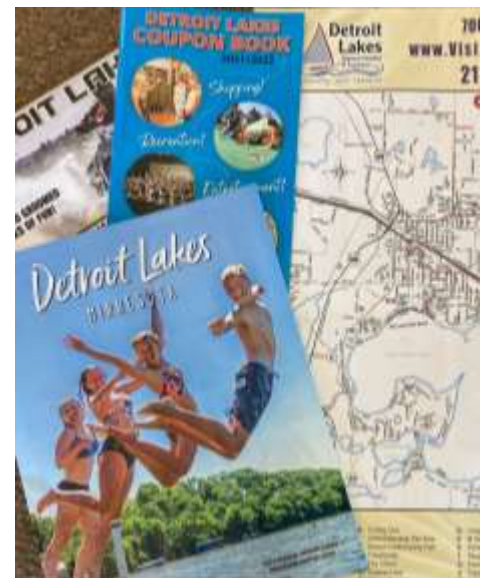
Visitor Guides are Here!

The new 2022 Visitor Guide is here! Each year, the Detroit Lakes Regional Chamber of Commerce prints the annual Visitor Guide. This full-color, glossy magazine is a great way to promote our region and all that we have to offer.

Stop in for your free copy and be sure to also grab maps, brochures and more. These are great to put in your lobby, guest room or new-hire packets.

The Visitor Guide is also available online at www.VisitDetroitLakes.com.

Thank you to all the advertisers who support this publication. You are helping us market our region and bringing tourists to the area year-round!



The Mission of the Detroit Lakes Regional Chamber of Commerce is to advance a vibrant business and tourism economy through service, advocacy, networking and innovation.

We're Working for You:

December 2021	YTD
• Walk-Ins	
121	2,056
• Phone Calls	
186	3,144
• Visitor Guides Mailed	
228	4,820
• Website Sessions	
9,679	196,469

Online newsletter at: <https://www.visitdetroitlakes.com/chamber/newsletter>

A "Dynamic" HR Connect in Feb.

An excellent opportunity for HR professionals, business owners and managers to connect.

We will be discussing human resource topics, sharing best practices and reviewing data to help attract, retain and grow an excellent workforce for the lakes region!

Join us the 1st Thursday of each month, 8:15–9:00 am at the Chamber office.

Mark your calendars for:
Feb 3, Mar 3, Apr 7, May 5 and June 2

Thank you Dynamic Homes for hosting in February!



HR Connect

Thurs, Feb 3rd at
Dynamic Homes Model
Home on Roosevelt Ave, DL
@ 8:15am

Discussion will include:
♦ COVID-19/vaccines
♦ Roundtable questions

FREE for Chamber members.
\$10 for non-members.

RSVP 218-847-9202

Advertise in this newsletter

~ **Display ads** can be placed for one month or save money by reserving your space for 6 or 12 months. For as little as \$35.00/month. Your ad can be the same for every issue or changed as often as you like. Space is limited.

~ **Inserts:** reserve your place in the next newsletter for your insert. \$160.00 (\$60 for non-profits) **Space is limited so be sure to call ahead. Drop off 650 ~ 8½" X 11"** inserts (can be double sided, but need to be on standard copy paper – no card stock). These must be at the Chamber Office by the 24th of the month.

The Chamber (USPS 699-170) is published monthly by the Detroit Lakes Regional Chamber of Commerce, 700 Summit Avenue, Detroit Lakes, MN 56501. Periodicals postage paid at Detroit Lakes, MN 56501-9998. POSTMASTER: Please send address changes to The Chamber, PO Box 348, Detroit Lakes, MN 56502-0348. Annual subscriptions \$15.00

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Member Renewals

Thanks to the following members who have renewed their DL Chamber membership from Dec. 24, 2021-Jan. 26, 2022. Chamber memberships renew throughout the entire year. For a complete list of members see <http://business.visitdetroitlakes.com/list/>

A Place to Belong
 APEX Townhomes
 Brygge Taps & Tastes
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 Frazee Auto Body & Glass
Jimmy John's Gourmet Sandwiches
 Northwestern Bank
 Principle Mortgage Group, Inc.
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Richwood Heights Townhomes
 Starboard Point Luxury Condominium
 TEAM Industries—Audubon
 Toy Box Motorsports
 Two Men and A Truck
 Union Square Townhomes
 Wildflower Golf Course
 XTP Lakes Team
 Zorbaz at the Beach

45 Minutes of News and Networking

DL Chamber's :45 Fill-up
 2nd Wednesday of each month!

February 9th
 DL Chamber Office—700 Summit Ave
 8:15am – 9:00am



DL Chamber Members are welcome to join in for :45 minutes of networking!
 Bring your business cards, event flyers and business information.

FREE. Coffee and treats provided.

No RSVP required. All employees of member businesses are welcome.

If you would like to host a :45 Fill-up Member Meeting contact
 Carrie@VisitDetroitLakes.com

Members of the DL Chamber may qualify for these Discounts Services:

- o Notary and Certificates of Origin services are free to members.
- o Ribbon Cutting, Ground-breaking and First Dollar of Profit recognition.
- o A mailing list of the current Chamber membership is available for \$25.
- o Members can use the DL Chamber's bulk-mail permit on qualifying mailings of 200 or more pieces—call Jean for details.
- o Membership dues may be tax deductible. Ask your tax accountant for more information.
- o Participating Auto Owners Insurance agents may offer a 10% discount on your policy.

Call 218-847-9202 for more information.

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Ambassador Visits in January



Nature's Embrace received their 1st Dollar of Profit. In January, owner Heidi Renney opened her retail store at 1208 Rossman Ave, DL where she features her cold-press, hand-made soaps and accessories.



Ambassadors visited Katie Schiller, Schiller's House located at 1208 Rossman Ave, DL. They offer men's hair cuts, beard trimming and men's hair care products in a relaxed atmosphere.



A First Dollar was presented to Brianna Ulrich, ReNew MedSpa Their spa can be found at 106 Willow St W, DL. From facials to tattoo removal, their list of services is diverse.

Want to join Chamber Ambassadors? It's simple!

Call the Chamber Office and let us know you'd like to sign up. Our Ambassadors meet the 1st Wednesday of each month 9:30-10:30am and visit 2-3 new businesses. PLUS Ambassadors help with ribbon cuttings and groundbreakings.

This is a great way to help our local businesses feel welcomed and appreciated. It is also a great way for you and your employees to make connections !

February 11-27, 2022

Polar Fest



www.PolarFestDL.com
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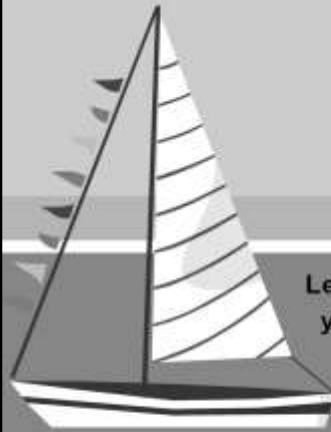
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New to the Lakes?

New employees?
New neighbor?
Client just moved to town?
Looking for connections?

Come to the DL Chamber on February 1st to learn more about the Detroit Lakes area. We will have a team of local experts who can help answer your questions and find the resources you are looking for here at the lakes.

This is a free event; all ages are welcome!



Welcome to Detroit Lakes

Learn about events, resources and community information you can use. Whether you are new to the area or want to re-connect with the community, this event is for you!

All are welcome. Admission is FREE.

Tuesday, February 1, 2022 | 4:00 - 4:45 PM

DL Chamber of Commerce | 700 Summit Ave | RSVP 218-847-9202



*NOTE: Be sure the DL Chamber Office has a stock of your business cards or flyers to promote your business in our lobby... we will share these resources at the quarterly Welcome to DL events and with visitors all year.

MOVED TO NEW DATE: MARCH 24, 2022, 8:00–11:00 am, you are invited (in-person at the Fargo Delta by Marriott or virtually) for the Midwest Economic Forecast Summit

This is an opportunity to learn about regional and national trends, examine factors that keep our area competitive, and hear from leaders across various sectors including agriculture, energy, healthcare, hospitality, manufacturing and technology. Developing and maintaining a vibrant economy is essential to the continued growth of the Midwest.



Hosted by the Fargo Moorhead West Fargo Chamber of Commerce
The Detroit Lakes Regional Chamber of Commerce is a co-host of this Summit.

Cost is \$45.00. Register using promo code: "Detroit Lakes" at:

<https://www.fmwfchamber.com/events/details/midwest-economic-forecast-summit-8616?calendarMonth=2022-02-01>

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2022
Happy New Year!

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Hiring for the Future

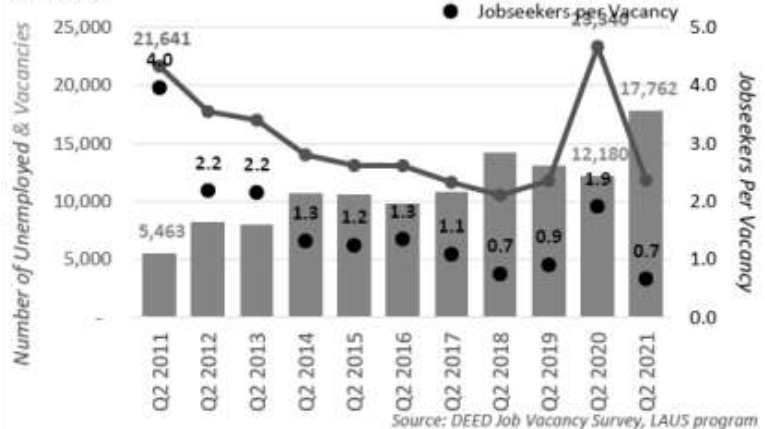
We all know finding your next best employee is difficult. The workforce issue is not just here in lakes country. Make sure you are looking at local data to ensure that your organization is competitive in the job market. There are many places to get this information. For instance, MN DEED has excellent data on their website. You can find unemployment rates, wage averages, cost of living figures and economic trends data at <https://mn.gov/deed/data/lmi-employers/>. Below are a few examples for our area:

Table 6. Labor Force Projections, 2023-2033	Labor Force Projection	
	2023	2033
16 to 24 years	2,599	2,691
25 to 54 years	10,010	11,082
55 to 64 years	3,213	2,751
65 years & over	1,421	1,403
Total Labor Force	17,243	17,928

Source: Minnesota State Demographic Center

The labor market had grown extremely tight in recent years, with less than 1 jobseeker per vacancy until the pandemic recession intervened in early 2020 and the number of unemployed workers spiked. However, by the second quarter of 2021, job vacancies in Northwest reached new highs, quickly bringing back challenges in finding new workers (see Figure 8).

Figure 8. Jobseekers Per Vacancy, 2011-2021



As a member of the DL Chamber, your business takes DL Chamber Bucks!

~ CHAMBER BUCKS are actual checks from the DL Chamber issued to your business. Any DL Chamber member can accept CHAMBER BUCKS.

~ Put CHAMBER BUCKS in your cash register and treat them like other checks in your bank deposit.

~ CHAMBER BUCKS are not meant to be redeemed for cash, however, practice good customer relations and give change as you would for other checks written over the amount of purchase.

~ CHAMBER BUCKS are being used by businesses and individuals in the community for gifts, incentives, bonuses, promotional prizes, special event drawings and more. Keep their gift excitement going by making it easy for them to redeem their DL CHAMBER BUCKS.

Thank you to First Security Bank, Bremer Bank and Wells Fargo Bank for supporting this program for over 30 years!

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Harrison Zacher Fitness' mission is simple—to help others find the best version of themselves while enjoying all aspects of life.

TEAM Industries-Detroit Lakes

Stephanie King, HR Manager
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Senator Amy Klobuchar (DFL)
202.224.3244
senator.klobuchar@senate.gov

Senator Tina Smith (DFL)
202.224.5641
scheduling@smith.senate.gov

Michelle Fischbach (R)
7th District US House
202 225-2165 or
218-616-2802

Paul Utke (R)
Senate 2
218-255-1131

Kent Eken (DFL)
Senate 4
651.296.3205
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Steve Green (R)
House 2B
651.296.9918
rep.steve.green@house.mn

Paul Marquart (DFL)
House 4B
651.296.6829
rep.paul.marquart@house.mn

For more information go to www.gis.leg.mn

SAVE THE DATE:
2022 Detroit Lakes Economic Development Summit
Friday, April 1st, 9:00-11:30am
Holiday Inn Detroit Lakes.


825 Washington Ave
Detroit Lakes, MN
Monday - Saturday
10am - 6pm

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www.VisitDetroitLakes.com

What's Happening!

February 2022

- 1 Welcome to Detroit Lakes, 4pm, DL Chamber Office
- 3 HR Connect, 8:15am, Dynamic Homes Model Home
- 3 "The Lion in Winter" play, 7pm, Holmes Theatre
- 4 Live Music by Shaun Mitzel, 6:30-9pm, Detroit Mountain
- 5 Free Family Movie "Pokemon Det. Pikachu", 10am, Cinemagic Theatre
- 5 Midnite Riders Old Timer's Snowmobile Run, Lake Park Liquor Store
- 6,13,20 Snowshoe Sundays, 1-4pm, Tamarac NWR Discovery Center
- 9 :45 Fill-up, 8:15-9am, DL Chamber Office
- 10 Galentine DIY Bouquet Event, 6-8pm, leela & lavender
- 11-27 Polar Fest in Detroit Lakes; see www.polarfestdl.com for schedule
- 11-13 Ice Harvest Exhibit, DL Pavilion (F 5-7pm, Sa 12-5pm, Su 12-4pm)
- 11 Grand Lighting of Ice Palace, 7pm, DL City Park
- 11 Sawyer Brown, 8pm, Shooting Star Casino
- 12 Freeze Your Buns 5K Run/Walk, 9am, DLCCC
- 12 Fandazzi Fire Circus, 6 & 9pm, DL City Park Bandshell
- 12 Frozen Fireworks, 7pm, DL City Beach
- 12 Chris Koza Trio, 7:30pm, Holmes Theatre
- 13 Cool Kites on the Ice, 12-3pm, DL City Beach
- 14-22 Great Polar Hunt, contact Chamber Office
- 14 Chocolate Fantasy, 10am-4pm, Becker County Museum
- 14 Live Music by Kyle Colby, 6:30-9pm, Detroit Mountain
- 15 Ice Climber Kendra Stritch, 7pm, DL Public Library
- 18 Live Music by In the Fields, 9pm, Zorbaz
- 19 ULTRA Vintage Snowmobile Rally & Swap Meet, 8am-5pm, Little Detroit
- 19 Poles 'N Holes Fishing Derby, 12-3pm, Little Detroit Lake
- 19-20 Ice Harvest Exhibit, DL Pavilion (Sat 12-5pm, Sun 12-4pm)
- 19 The Music of Fleetwood Mac, 7:30pm, Holmes Theatre
- 22 Polar-riffic Spaghetti Dinner, 4:30-7:30pm, pick up at Holiday Inn
- 24 Board of Directors, 8am, DL Chamber office
- 25 Randy Houser, 8pm, Shooting Star Casino
- 26 Polar Fest Plunge, 1pm, Little Detroit Lake
- 26 Ice Harvest Exhibit, 12-5pm, DL Pavilion
- 26 Frozen Fireworks, 7pm, DL City Beach
- 27 Sweetheart Sundae Dance, 3-6pm, Boys & Girls Club

See full calendar of events at VisitDetroitLakes.com
Please let us know if you have events for our website calendar.