

Fund	Fund Abbrev	Fund	Dept	Account Descr	Current Period	September 2025 Amt	2025 YTD Amt	2025 YTD Budget	%YTD Act	Budget Status	
Expenditure											
	EDAOPER	250	46500	E 250-46500-100 Wages and Salaries	September 2025	\$0.00	\$0.00	\$900.00	0.00%	Active	
	EDAOPER	250	46500	E 250-46500-122 FICA	September 2025	\$0.00	\$0.00	\$69.00	0.00%	Active	
	EDAOPER	250	46500	E 250-46500-210 Operating Supplies	September 2025	\$150.08	\$278.52	\$500.00	55.70%	Active	
	EDAOPER	250	46500	E 250-46500-300 Professional Srvs	September 2025	\$0.00	\$3,230.00	\$15,963.15	20.23%	Active	
	EDAOPER	250	46500	E 250-46500-445 EDA Project	September 2025	\$125.30	\$1,530.30	\$5,000.00	30.61%	Active	
	EDAOPER	250	46500	E 250-46500-500Capital Outlay (GENERAL)	September 2025	\$0.00	\$0.00	\$10,000.00	0.00%	Active	
Revenue											
	EDAOPER	250	46500	R 250-46500-36200 Miscellaneous	September 2025	\$0.00	\$5,200.00	\$0.00	0.00%	Active	
	EDAOPER	250	46500	R 250-46500-36210 Interest Earnings	September 2025	\$0.00	\$11.43	\$0.00	0.00%	Active	
	EDAOPER	250	46500	R 250-46500-39203 Transfer from Other	September 2025	\$0.00	\$0.00	\$0.00	0.00%	Active	
	EDAOPER	250	46600	R 250-46600-31000 General Property	September 2025	\$0.00	\$18,298.16	\$32,432.15	56.42%	Active	
Fund	2025 Begin Balance					Receipts	Disbursements	Transfers	Journal Entries	Payroll JEs	Balance
10104 - F&M Bank EDA											
250 - EDA OPERATING				\$0.00	\$111.43		(\$100.00)	0	\$0.00	\$0.00	\$11.43
313 - Sparrow Valley Properties Abt				\$1,521.00	\$7,007.01			0	\$0.00	\$0.00	\$8,528.01
620 - EDA Loan Funds Flexible				\$17,158.88	\$8,709.34		(\$12,205.30)	0	\$0.00	\$0.00	\$13,662.92
625 - EDA USDA Loan Funds				\$20,500.06	\$47,037.33		(\$31,740.00)	0	\$0.00	\$0.00	\$35,797.39
				\$39,179.94	\$62,865.11		(\$44,045.30)	\$0.00	\$0.00	\$0.00	\$57,999.75

Loan Client Balance as of 9/19/25

CLIENT	STATUS	BALANCE
Paxton	On-Time	\$39,400
Skelly	On-Time	\$ 23,288.52
Lind	Past Due 8/1/25	\$ 10,609.56
Pfeffer	On-Time	\$ 56,722.03
Harvey	On-Time	\$ 25,910.62
Claras	On-Time	\$ 13,830.44
Palmer	On-Time	\$ 20,060.13
Shipton	On-Time	\$ 25,893.54
Erwin	In Collections	\$ 1786.40

**Lanesboro Economic Development Authority
Regular Meeting Minutes
Thursday, September 4, 2025 – 10:45 a.m.
City Council Meeting Room & Zoom**

Present Members:

☒ Mindy Albrecht-Benson ☒ Michael Boho ☒ Tom Pursell ☐ Linda Tacke
☒ Kathryn Wade

Staff:

☒ Mitchell Walbridge ☒ Darla Taylor (Via Zoom) ☒ Michelle Marotzke

Guests: Bonita Underbakke, Joe Goetzke

Call to Order: Chair Wade called the regular meeting to order at 10:45 a.m.

A. **Agenda Approval:** Member Pursell entered a motion to approve the Agenda as presented; Member Benson seconded the motion. Motion carried with all in favor.

B. **Public Comments:** No public comments were shared.

C. **Consent Agenda:**

- a. Minutes of the Regular Meeting, August 7, 2025
- b. August Financials

Member Boho asked about interest earnings for the RLF interest. Administrator Walbridge shared that the interest earned from payments goes back into the USDA Flexible Fund account. It was clarified that it does not get separated out on a different line. Member Benson entered a motion to approve the Consent Agenda; Member Pursell seconded the motion. Motion carried with all in favor.

Department Reports

A. **EDA Director Report:**

- a. Director Marotzke shared the new rack card for the EDA. These were also shared with the Lanesboro Business Promotion Group.
- b. Marotzke also shared that the City Council approved the Lanesboro Golf Club revolving loan fund application, and she is waiting for the legal opinion related to conflict of concerns. The attorney providing the opinion is different from the City Attorney due to additional potential conflict of interest as the City Attorney was asked to complete the title work for the project. Attorney Greg Schieber from Harmony has agreed to review and help on this application. Member Benson asked what the costs might be, Marotzke shared that Attorney Schieber has been given our cost structure and is trying to work within that.

B. **City Council/City Administration:** City Administrator Mitchell Walbridge provided an update to the EDA Board including:

- a. The prior Tuesday evening, City Council passed a Resolution for the Highway 250 project. Member Pursell asked for a potential start date. Walbridge shared that it is anticipated to be late March 2027.
- b. On Tuesday, August 26th, the City Council held a budget workshop to review the 2026 Preliminary Budget. It went well and they homed in on what they could to make sure estimates were “best guess”. A Resolution was passed establishing the proposed tax levy for 2026.

C. **Chamber of Commerce:** Executive Director Joe Goetzke presented an update to the EDA Board.

- Director Goetzke shared that a ribbon cutting was done at Driftless Fiber Arts, a retail shop and non-profit group that offers social connections and art.
- A ribbon cutting will be held this afternoon at the History Museum for the Talking Trail. This was launched earlier in the summer, but they waited for it to officially launch so any kinks could be worked out.

- It is Membership renewal season and time to update the Visitor Guide for the next year.
- The John McGillivray episode is expected to launch in Spring 2026, and they are thinking about a fun way to promote that.
- Note that there is bridge work on the trail between here and Fountain, so it is closed.
- More Visitor Guides have been ordered, they ran out earlier than expected.
- The website, lanesboro.com, has 67,000 users and 215,000 page views compared to 60,000/203,000 last year (for the same time period).
- The Chamber is seriously considering a booth at the Chicago Travel and Adventure Show in February 2026 to expand our footprint in that area for weekend getaway travelers.
- They approach the EDA for matching funds each year for a grant with Dairyland Power.
- Member Benson asked about the use of data that they got. Goetzke shared that it has been used for grant writing and business information and will be used more in the future. Data was also used in a Post Bulletin article recently written about lodging in Lanesboro and it was a great story.

D. School Board: There was not a representative available for an update.

Revolving Loan Fund

- A. **Available Funds:** Director Marotzke shared that the original RLF has about \$32,000 available and the new USDA fund also has about \$32,000 available. The new fund includes the required match from the EDA/City. There are two new loans that may be coming soon.
- B. **Loans in Repayment:** Marotzke reviewed the status of loan payments. There are two loans showing past due, one has been made current. One loan is in collections. Member Wade asked how the collection process gets resolved. Administrator Walbridge stated that we will likely write it off at the end of the year. Marotzke shared that it becomes a cost-benefit decision.
- C. **Pending Applications:** One application has been received and is being worked on. A second is expected.
- D. **Revolving Loan Fund Committee Draft for Review and Approval.** Marotzke has received approval from USDA to make a Plan Update to re-establish the RLF Committee. She is working with two people to be on the committee, which will also include one EDA Board member.

Continued Business

- A. **Greater Minnesota Housing Infrastructure Grant Program Update:** No update at this time.
- B. **DEED Paid Leave Outreach Grant Update:** Award notices have been moved to September. Marotzke shared that there are ways to have education sessions without the award and she is working with Joe Goetzke for a partnership with the Chamber.
- C. **Housing Study Update:** An RFP/work plan was created and sent to a variety of sources, including Bolton & Menk and others. To get assistance from organizations such as Extension, we would be about a year out. Marotzke and Walbridge discussed waiting until later 2026 to discuss again, especially with the Highway 250 project being more in focus at that time.
- C. **Downtown Commercial District Business Vacancies:** Darla took Marotzke on a downtown tour and was full of great information. Marotzke has some specific ideas and will work on reaching out to the building owners for conversations. Overall, the downtown looks good and doesn't have a lot of vacant buildings. Member Boho shared his thoughts on doing something to get people downtown, especially during the winter holiday season. Member Benson talked about pairing something with Legion Lights. Administrator Walbridge suggested that the EDA could run a best holiday window display contest. A motion was made by Chair Wade, seconded by Boho, for a Best Storefront Holiday Design Contest. Motion carried with all in favor.

New Business

- A. **Southern Minnesota Initiative Foundation – Small Towns Grant application:** Marotzke provided an overview of the Small Towns Grant application. It was applied for by the City of Preston to bring Deb Brown of Building Possibility to Preston and Lanesboro. Ms. Brown walks around town, talks to

business owners, and provides ideas for improving downtowns and business districts. The grant required a 25% cash match for \$10,000 (making the total project \$12,500) so Marotzke is requesting a \$1,250 contribution for matching funds from each of the EDAs in Preston and Lanesboro. Member Pursell made the motion to contribute \$1,250 toward this project and Member Benson seconded the motion. Motion carried with all in favor.

- B. Southern Minnesota Initiative Foundation – Economic Development Grant application:** Marotzke shared that this is the program she plans to apply for funding to assist with creating a business development program for Preston and Lanesboro businesses. She has been working with Rochester Technical College’s Customized Training Program to develop the program. There may be a funding request at the October meeting. Marotzke shared more about the design of the program, including what funding would be used for and how the program would be structured.

Next Meeting: Thursday, November 6, 2025, at 10:45 a.m.

A motion was made by Member Benson and seconded by Member Wade to adjourn the meeting. Member Pursell adjourned the meeting at 11:19 a.m.

Respectfully submitted,

Michelle Marotzke
City of Lanesboro
Economic Development Director

Revolving Loan Fund Committee Interest Form

Name

JOE GOETZKE

Date:

9/26/05

Address

Phone Number

Email:

Occupation/Employer

Lanesboro Chamber

Interest and Experiences

Are you a resident of the City of Lanesboro?

YES ☒ NO ☐

Are you 18 years of age or older?

YES ☒ NO ☐

What knowledge, qualifications, and/or experience will you contribute to the Board/Commission to which you are applying?

- 4 years EDA board experience
- 4 years chamber board experience
- current chamber director
- 4 years city council experience

Why are you interested in serving on this committee?

The revolving loan fund is a great tool to assist businesses in their goals and I want to help in that process.

What is your prior board/committee experience?

see first question

Data Practices Advisory: The City is required to provide the following information to you. Under Minnesota law, your name and home address are public information which must be provided to anyone who requests it. If appointed to a City Board and/or Commission, this information will also be publicly available, if requested. The other information requested is classified as private. This information may be used by the City Council in determining whether you should be appointed to a Board and/or Commission. Failure to provide the requested information may result in your not being considered for an appointment.

I have read the Data Practices Advisory and agree to the collection/release of my data as described.

I agree

☒

Conflict of Interest: This may arise by the participation in any activity, recommended action, or decision from which you receive or could potentially receive direct or indirect personal financial gain, or other personal interest. A conflict of interest may also occur if you hold a private or other public position in addition to your City Board and/or Commission which may interfere with your discharge of your City responsibilities.

In accordance with these definitions, do you have any legal or equitable interest in any business, however organized, which in the course of your participation in a City Advisory Board and/or Commission, could give rise to a conflict of interest?

Yes

☐

No

☒

If yes, please explain



Applicant Signature

Please return interest forms to City Hall.
For Office Use ONLY Below.

Received Date

Received By



507-765-2153

preston@prestonmn.gov

www.prestonmn.org

Revolving Loan Fund Committee Interest Form

Name Marcia Haley Date: 9/22/2025
Address [REDACTED]
Phone Number [REDACTED] Email: [REDACTED]
Occupation/Employer Southern MN Initiative Foundation

Interest and Experiences

Are you a resident of the City of Preston?

YES ☐ NO ☒

Are you 18 years of age or older?

YES ☒ NO ☐

What knowledge, qualifications, and/or experience will you contribute to the Board/Commission to which you are applying?

Currently I am the Senior Lending Director at SMIF. I have been employed here over 20 years. Prior to that I was in banking for 14 years. I also was employed as a purchaser for 5 years. My husband and I have owned our farm for 32 years and we also sold items at the local farmer's markets for years.
I graduated from the U. of MN with a degree in Agricultural Business Administration.

Why are you interested in serving on this committee?

I believe strongly in assisting businesses, and see this as an opportunity to do that. I also realize sometimes the best way to assist a business is by not letting them get further in debt.

What is your prior board/committee experience?

I have been a trustee for the Waseca-Le Sueur Library Board and the Northfield Enterprise Center.

Data Practices Advisory: The City is required to provide the following information to you. Under Minnesota law, your name and home address are public information which must be provided to anyone who requests it. If appointed to a City Board and/or Commission, this information will also be publicly available, if requested. The other information requested is classified as private. This information may be used by the City Council in determining whether you should be appointed to a Board and/or Commission. Failure to provide the requested information may result in your not being considered for an appointment.

I have read the Data Practices Advisory and agree to the collection/release of my data as described.

I agree



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In accordance with these definitions, do you have any legal or equitable interest in any business, however organized, which in the course of your participation in a City Advisory Board and/or Commission, could give rise to a conflict of interest?

Yes ☐

No ☒

If yes, please explain

Marcia Haley

Applicant Signature

Please return interest forms to City Hall.
For Office Use ONLY Below.

Received Date

Received By



ROCHESTER

COMMUNITY AND TECHNICAL COLLEGE

*Center for Business and
Workforce Education*

Entrepreneurial Series Pilot

Presented to:

City of Lanesboro & City of Preston
Economic Development

Presented by:

Jennifer Teske
Customized Training Representative

Date: 9/25/2025

Rochester Community and Technical College
851 30th Avenue SE
Rochester, MN 55904
507.280.3577
jennifer.teske@rctc.edu

Center for Business and Workforce Education

Customized Training Proposal

Center for Business and Workforce Education

Rochester Community and Technical College's Center for Business and Workforce Education team welcomes the opportunity to partner with you. Our team is recognized as Rochester's educational leader for innovative learning solutions that serve the diverse education and training needs of today's workforce. Our team does this by:

- Discovering your organization's specific training needs and then designing customized courses to address your identified requirements.
- Providing instructors that are both subject matter experts and have industry experience.
- Utilizing innovative teaching techniques to deliver training content so participants learn and can confidently apply new skills.

Our ultimate goal is to assist you in the development of a skilled workforce who can help you achieve your organization's goals.

Why Invest in Professional Development?

Investing in the professional development of current employees offers significant benefits for companies compared to hiring new talent, including cost savings, enhanced productivity, and improved employee retention.

Key Benefits of Professional Development:

1. Cost Savings and High ROI

- Developing existing employees can save recruitment costs, which often amount to 1.5 to 2 times the annual salary of a new hire.
- Leadership training generates a return on investment as high as 7 times the initial cost.
- Companies that invest in training see 21% more profit and 24% higher margins than those that do not.

2. Enhanced Productivity and Innovation

- Organizations with strong learning cultures are 52% more productive and 17% more profitable than competitors
- Employee development leads to a 20% increase in individual performance

3. Retention of Top Talent

- Employees are 86% more likely to stay with a company offering career development opportunities
- Comprehensive training reduces turnover by up to 14.9%, saving on the costs of frequent hiring

4. Alignment with Workforce Expectations

- Training programs align with workforce preferences, as 87% of millennials prioritize professional development when choosing or staying in jobs.
- Offering growth opportunities ensures Benchmark attracts and retains the best talent from younger generations.

Entrepreneurial Series

Pilot

City of Lanesboro & City of Preston

Purpose Statement:

The Entrepreneurship Series equips participants with the knowledge and tools to plan, launch, and sustain a successful business. Through interactive sessions on finance, marketing, operations, and leadership, learners gain practical skills to make informed decisions and drive business growth. By the end of the series, participants will be prepared to secure funding, manage resources effectively, and build long-term sustainability.

Target Audience:

- New, existing, and aspiring entrepreneurs.

Training Format

- Individual Training Format
 - Each training will have theoretical classroom teaching as well as practical applications.
 - All trainings will incorporate adult learning techniques, which will include course discussions, case study reviews, role plays, and other activities to support learning.
- Training time frame and format (To Be Negotiated)
 - 1 cohort of 12-15 individuals
 - Cohort will meet for 8 sessions
 - Each session will be 3 hours in length
 - Cohort Celebration & Showcase – 2 hours
 - Each person will receive 24 hours of live training, on-site in Preston and/or Lanesboro

Date	Time	Topic
1/15/26	1 pm – 4 pm	Personal Financial Management
1/22/26	1 pm – 4 pm	Business Planning & Elevator Pitch
1/29/26	1 pm – 4 pm	Business Competition & Marketing
2/5/26	1 pm – 4 pm	Product Pricing
2/19/26	1 pm – 4 pm	Basic Business Bookkeeping
2/26/26	1 pm – 4 pm	Financing & Insuring Businesses
3/5/26	1 pm – 4 pm	Human Resources Management
3/12/26	1 pm – 4 pm	Strategic Partnerships & Succession Planning
3/12/26	4 pm – 6 pm	Celebration & Showcase

Personal Financial Management

This session lays the groundwork for understanding essential financial terminology and the impact of personal finances on business operations. Learners engage in exercises and case studies to identify the relationship between creditworthiness and business funding.

Key Learnings:

- Define and differentiate start-up, fixed, and variable expenses
- Understand how personal credit affects business financing
- Identify distinctions between personal and business financial responsibilities
- Analyze spending habits and budgeting tools
- Apply financial vocabulary in real-world scenarios

Understanding financial fundamentals and personal credit is crucial for entrepreneurs seeking to secure funding and manage operations effectively. This session builds the financial literacy needed to launch and sustain a viable business.

Course Date: January 15, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: RCTC Instructor

Business Planning & Elevator Pitch

Participants learn the core components of a business plan and how to develop persuasive elevator pitches tailored to different audiences. Peer feedback and workshops provide practical experience in articulating business ideas.

Key Learnings:

- Identify the elements of a comprehensive business plan
- Draft components such as executive summaries and market analysis
- Define the purpose and structure of an elevator pitch
- Practice and refine verbal business summaries for clarity and impact
- Use feedback to improve presentation skills

A clear, compelling business plan and pitch are essential tools for securing support and resources. This session equips learners to present their business ideas with confidence and structure.

Course Date: January 22, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: John Jimenez

Business Competition & Marketing

Learners assess their competitive landscape and explore branding and marketing strategies. Real-world case studies support decision-making around positioning and promotion.

Key Learnings:

- Differentiate between direct and indirect competitors
- Evaluate digital vs. traditional marketing tactics
- Analyze successful brand strategies and campaigns
- Match marketing approaches with audience segments
- Develop a tailored marketing strategy

Entrepreneurs must understand their market position and communicate their value effectively. This session teaches practical marketing techniques aligned with business goals.

Course Date: January 29, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: John Jimenez

Product Pricing

This session focuses on financial calculations and pricing models that support sustainable business decisions. Learners apply data-driven techniques to set profitable prices.

Key Learnings:

- Calculate cost-per-unit and breakeven points
- Determine gross and net profit margins
- Analyze market-based pricing strategies
- Justify pricing decisions using financial projections
- Use pricing as a strategic tool for growth

Pricing decisions can make or break a business. This session ensures entrepreneurs understand how to set prices that reflect costs, market trends, and profit goals.

Course Date: February 5, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: John Jimenez

Basic Business Bookkeeping

Students are introduced to bookkeeping principles and how business structure affects financial recordkeeping. The course lays the foundation for managing cash flow and tax obligations.

Key Learnings:

- Understand various business entities and related tax implications
- Setting up an entity and accounts for making payments and receiving payments
- Creating a budget and funding your business for success
- Track income and expenses using basic bookkeeping practices
- Making profits, payments to owners, and tax considerations
- Items to watch out for, areas in which to consider outside help

Accurate financial tracking is essential for business viability and compliance. This session empowers entrepreneurs to manage their books effectively and make informed decisions.

Course Date: February 19, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: Jacob Petersen

Financing & Insuring Businesses

Participants examine funding sources and the role of insurance in business continuity. They learn to weigh financial and legal risks in their operations.

Key Learnings:

- Compare financing options: loans, gap financing, and investment
- Identify when and how to pursue external funding
- Understand key types of business insurance
- Assess coverage needs based on business risks
- Incorporate risk management into financial planning

Securing funding and mitigating risk are foundational to long-term success. This session helps entrepreneurs create financial strategies that protect and grow their ventures.

Course Date: February 26, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: Local Bank & Insurance Company

Human Resources Management

This session introduces the responsibilities of managing employees and complying with HR laws. Students gain the tools to build strong employment practices and workplace cultures.

Key Learnings:

- Understand hiring laws and anti-discrimination practices
- Define payroll terminology and benefit requirements
- Create basic HR policies and procedures
- Learn the importance of documentation and compliance
- Connect HR functions to business growth

Strong HR practices reduce legal risk and support employee retention. This session prepares entrepreneurs to manage people professionally and lawfully.

Course Date: March 5, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: Valerie Folk - Smart HR

Strategic Partnerships & Succession Planning

This session helps entrepreneurs strengthen their businesses by cultivating local partnerships and preparing for long-term sustainability. Learners will explore how to engage with community networks, identify key support resources, and design succession strategies that ensure stability and continuity.

Key Learnings:

- Identify and connect with local organizations such as SBDCs, Chambers, and mentorship networks.
- Evaluate the benefits of partnerships for growth, funding, and resource access.
- Understand the role of community engagement in sustaining a business.
- Learn how to initiate and maintain mutually beneficial partnerships.
- Develop foundational elements of a succession or exit plan to ensure long-term stability.
- Recognize how partnerships can support transition planning and business continuity.

No business grows—or endures—in isolation. This session emphasizes building strong networks and planning ahead to secure business resilience. By combining strategic partnerships with succession planning, entrepreneurs gain the tools to access support now while preparing for the future.

Course Date: March 12, 2026, 1:00 – 4:00 pm

Course Length: 3 hours

Potential Trainer: Michelle Marotzke

Celebration & Showcase

This culminating event will honor the achievements of participants and highlight the entrepreneurial skills they've gained throughout the series. Family, friends, and community partners will join together to celebrate the commitment, creativity, and growth of the graduates.

The program will feature participant showcases, where entrepreneurs share their business ideas and key takeaways, along with recognition of their accomplishments. A keynote speaker will deliver an inspiring message on innovation and resilience, followed by a networking reception that fosters connections with peers, mentors, and community leaders. This celebration marks both the conclusion of the series and the beginning of participants' entrepreneurial journeys.

Date & Time: March 12, 2026, 4:00 pm – 6:00 pm

Location: TBD

Total Investment:

RCTC will provide the Entrepreneurship Series – Pilot to the City of Lanesboro & the City of Preston Economic Development for **\$14,800**. This amount is based on 12-15 individuals participating in the training, which includes 24 hours of in-person training per person, on-site, and materials provided by RCTC.

This proposal is valid for 30 days



Holiday Storefront Decoration/Display Competition

Season's Greetings! The Lanesboro Economic Development Authority and Lanesboro Area Chamber of Commerce invite all Lanesboro business owners to join our first-ever Holiday Storefront Decoration/Display Competition! This is an opportunity to showcase your creativity, spread holiday cheer, and help make our downtown a festive and inviting place for residents and visitors alike – all while incorporating a little friendly competition! Participation is a fun way to engage with the community and highlight your business during the holiday season!

Overview. Our business community is invited to celebrate the holiday season and create a festive atmosphere, attract shoppers, and support community pride. The competition is open to all downtown business owners.

Awards.

Entries will be judged with four winners being announced and awarded with a Traveling Trophy:

- 🏆 **Best Overall:** Recognizes the standout storefront across all judging criteria.
- 🏆 **Most Festive:** Bright, cheerful, and holiday-spirited décor.
- 🏆 **Most Creative:** Innovative or unique design.
- 🏆 **Best Theme Execution:** Cohesive use of holiday theme demonstrating attention to detail.

Entry. Sign up by calling Lanesboro City Hall at 507-467-3722 or emailing city@lanesboro-mn.gov. Include your Business Name, Address, and Contact Person/Phone Number/Email Address. Register by Friday, November 21, 2025.

Judging. The EDA Board of Directors and Chamber of Commerce Director will judge the competition with winners announced Thursday, December 5.

Timeline.

- ❁ Registration Opens – November 1, 2025
- ❁ Registration Closes – November 26, 2025
- ❁ Decorations Installed – December 1, 2025
- ❁ Judging Period – December 1-4, 2025
- ❁ Winners Announced – December 5, 2025

Promotion. The Economic Development Authority will feature participating establishments via its webpage and city social media.