



**Join us...**

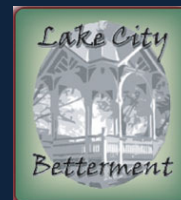
The new year is here and it is time for the  
Lake City Betterment Association (LCBA) Membership Drive.  
Being a part of the LCBA supports and benefits many things  
which you will discover as you explore this brochure.  
Join us in making our community a better place  
to live, work & play!



**Betterment Events & Programs**

- January 21 - **Annual Meeting**
- May 22 - **Jazz in the Park & Grill-Out**
- June 21 - **Progressive Dinner**
- June 29-July 1 - **Western Days**
- July 21 – **Crazy/Garage Sale Day**
- September 16 - **Fall Festival & Dell Blair Memorial Chili Cook-Off**
- December 2 - **Christmas Festival**
- 1<sup>st</sup> & 3<sup>rd</sup> Friday **Membership Coffees**
- **Christmas Shopping Open House**
- **Business Development Events**
- **New Business Ribbon Cuttings**
- **Welcome Wagon**
- **Small Business Loans**

*(Check out our website for the full community calendar!)*



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**Lake City Betterment Association**

**Membership 2012**

# Lake City Betterment Association

"CREATING OPPORTUNITIES FOR COMMUNITY ENRICHMENT & ENJOYMENT"

## BETTERMENT GOALS

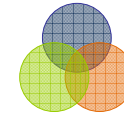
- PROVIDE BUSINESS DEVELOPMENT OPPORTUNITIES
- SPONSOR EVENTS TO PROMOTE THE QUALITY OF LIFE
- ENCOURAGE CITY BEAUTIFICATION



**What members are saying...** "Lake City is extremely fortunate to have a Betterment and a paid coordinator! This is rare for small communities! To keep this position and the variety of events & promotions, individuals and families as well as businesses need to become members. The annual meeting is an opportunity to provide input! It is often heard from out of town visitors, "Wow! Lake City always has something going on and is such a unique town! *HOW* do they do it?" **It starts with the Betterment!**"

## 2011 Highlights & Accomplishments

- **220% increase in organization memberships!!**  
*Increase from 47 to 103 memberships*  
**62 businesses & 41 family/individual memberships**
- Brand **NEW community website** – [www.lakecityiowa.com](http://www.lakecityiowa.com)  
*Combining the Betterment and City sites into ONE!*  
*Averaging 30+ hits a day!*
- Welcomed **4 NEW businesses** in 2011
- Organized **24 Betterment/Community Coffees**
- Welcomed **25 newcomers** to Lake City  
*Both families & individuals!*  
*Thank you to the Welcome Wagon Committee!*
- Planned/Coordinated **8 community events!**  
*Including 3 day long Western Days!*
- Had **44 scarecrows** participate in the 2<sup>nd</sup> Annual Scarecrow Competition
- Purchased **16 NEW Christmas Decoration Ornaments** for Lake City  
*Replacing our 25 year old decorations!*
- Developed a **Lake City Business Guide Brochure**



## What LCBA does...

- 1) Stimulate local economy
- 2) Promote local shopping & services
- 3) Foster city beautification
- 4) Highlight the positives of our community & its achievements
- 5) Provide small business loans
- 6) Encourage local tourism
- 7) Host community events
- 8) Coordinate local events & activities
- 9) **SCRIP MONEY!**
- 10) Make Lake City a better place to live, work AND play!

## The LCBA strives to...

Make Lake City better while taking pride in its past. We help businesses grow through support and development. We strive to improve the quality of life by encouraging a positive atmosphere throughout our community. Lake City is a thriving community; help us to help you keep it strong!



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