



Why Invest ?

PROMOTE THE VALLEY

Increasing Your Visibility. Building Awareness. Promoting Your Brand.

- **Identification** - A membership plaque identifies you as a Member in Good Standing with the Chamber. Consumers are 44% more likely to think positively of small businesses if they are Chamber members.
- **Presence on the Internet** - As a part of your membership investment, you are listed categorically on the Internet at www.saratogachamber.info, plus you have e-mail and web page links from the directory listing at no charge. Upgrade to an Enhanced Listing to add photos and videos. Utilize the power of social media by adding a link to your FaceBook Page.
- **Publications**
 - **Newcomers Guide – Membership Directory**
This publication highlights “The Good Times Valley’s” unique qualities and lists all members alphabetically and categorically. It is available free of charge to all members. More importantly, it is sent directly to all inquiries requesting information on personal and business relocation, and vacation and travel to the Valley.
 - **The Bridge Street Journal**
This monthly newsletter keeps you informed about activities and upcoming events of your Chamber. It is published and sent electronically to members and community members giving *The Bridge Street Journal* access to over 800 readers each month. Each issue is different, highlighting events and information important to both the business community and the community at large.
- **Advertising** - Chamber publications and the website offer effective and affordable advertising targeted toward your potential customers. The electronic marquee in downtown Saratoga reaches an audience of over 2,800 each day. Or consider running a Banner Ad for a month and reach thousands of website visitors.
- **Business Promotion** - Member businesses are encouraged to supply the Chamber office with brochures and business cards that will be available to potential residents and visitors. Referrals are made by the Chamber staff when someone visits the office or inquires by phone, e-mail, fax or mail about your specific type of business. *As standard policy, we only refer to our members. So, in a very real sense, the Chamber staff works for you...every business day.*
 - During the past year, the Chamber’s website scored over 121,000 page views and 51,000 unique visitors. People looking for information on the web find the Chamber as a top listing.
 - Our members are our customers, and our members are our owners.
 - We provide assistance in meeting and convention planning, in making connections with prospective customers and community resources, in helping small businesses get off the ground and in helping your business gain exposure, become more visible and become more involved in the community.

PROVIDE OPPORTUNITIES

Making Connections. Creating a Network. Building Your Reputation.

- **Hometown Heroes Program** -- Hometown Heroes provide a unique opportunity to a select group of member businesses/organizations to benefit from a pre-paid package of annual Chamber activities, programs, projects, events and functions -all at a discounted price.
 - Logos are on display at Chamber functions throughout the year, in the newsletter and on the Chamber website (www.saratogachamber.info).
 - Hometown Heroes are offered a full spectrum of sponsorships to consider. These are legitimate marketing opportunities designed to put your business in the spotlight
 - The current Hometown Heroes have all commented that they like the convenience of one annual payment for all Chamber of Commerce events. Businesses may enroll as Hometown Heroes during December for the following calendar year.
- **Annual Meeting** – The general meeting of the membership provides an opportunity to report on accomplishments and recognize individuals and businesses that have made significant contributions to the community during the prior year. Annual awards are presented to recognize outstanding achievements by community leaders and Chamber volunteers.

- **After Hours Chamber Socials** – A popular Chamber tradition, this series of high-powered networking events is designed specifically for Chamber members to combine business and pleasure while featuring prominently the host company.
- **New Contacts** -- Participation in Chamber committees and attendance at Chamber functions offer opportunities to meet prospective customers. It's been said that we are the "Chamber of Contacts."
- **Member-to-Member Support** – Chamber members are typically more supportive of other Chamber members. They understand the necessity of this to ensure economic stability in our communities. Consumers are 63% more likely to buy from a Chamber member than a nonmember, 43% more likely to buy insurance from a Chamber member, and 40% more likely to eat at a restaurant when they know they are members of the Chamber.

STRENGTHEN LOCAL ECONOMY

Supporting Small Businesses. Providing Enrichment. Cultivating Leaders.

- **Representation** – The Chamber represents its members at meetings at the local and state level. With over 185 member businesses, collectively your voice is heard and demands attention. On behalf of you, the Chamber welcomes thousands of visitors, conference attendees, and groups to the Valley each year. Your reputation is important to us.
- **Education and Leadership Development** -- The Chamber has a strong educational component and is committed to helping advance workforce training initiatives as well as working to prepare the next generation of business leaders.
 - *Educational Seminars* – The Chamber encourages participation in a wide range of workshops, seminars and meetings that help business owners and operators become more successful and productive.
 - *Leadership Skills* - Sharpen leadership skills by joining in Chamber activities and becoming a participant in the Chamber Board of Directors.
- **Leaders Luncheon** – A series of lunch hour discussions that are designed to familiarize members with the various initiatives of the Chamber and of all the attendees. Participants frequently comment on how little they knew about various events, issues and businesses until attending that Luncheon.

FORTIFY FINANCIAL STABILITY & GROW ORGANIZATIONAL SUSTAINABILITY

We want to be here when you need us: next week, and next year. No matter who is at the helm or on the Board of Directors, we are making sure that our services are consistent and that our goals for the long term reflect responsible fiscal management.

Perks of Association. Random Advantages. Added Value.

One of the characteristics of a Chamber of Commerce is that "we do the things most people think just happen." Here are some other advantages of membership:

- **Rapid Response** -- All inquiries from our members and customers are answered or acknowledged in a timely manner. Visitor and Relocation packets are mailed the same day as request.
- **Tax Deduction** – The Chamber serves as an advocate organization for area businesses, so your Chamber membership investment is deductible as a necessary business expense.
- **Quality Business Information** – The Chamber has access to the most up-to-date research and information. Resources are available to provide the best inclusive business climate possible for business growth, development and sustainability.
- **Community Calendar** – The Chamber maintains the most comprehensive calendar of events in the Valley and submits it to dozens of websites, newspapers, magazines and radio stations across the nation. The Chamber is always on the front line to answer questions or provide photos and further details for these events.
- **Weekly Emails** -- Each week you will receive a clear, concise summary of events for the upcoming week. Additional relevant and time sensitive information is passed along occasionally, helping you sort through myriad pieces of information.
- **Careers** -- Post your employee openings and contact information on the Chamber website. Let us help recruit prospective employees.
- **Hot Deals** – Do you have a special promotion or event you'd like to share? Posting it to your website listing gives you more coverage. You can also upload your own **news releases and events**.

**statistical information source: The Shapiro Group

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