



**BRING YOUR DREAMS.**

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## **Brookings Area Chamber of Commerce**

### **The Chamber is...**

- An association of business people and other individuals working together to enhance and improve economic and community betterment.
- Able to carry out its broad program of work with business support and financial commitment
- A non-profit voluntary organization of business working together to make the Brookings area a better place to live, work, shop and invest.
- An organization that concentrates its efforts in business promotion, education, community issues, tourism, membership benefits and services, and governmental affairs.

### **The Chamber helps by...**

- Providing new business contacts through the many Chamber activities. Becoming involved in the Chamber is a sure way to make contact with those who can use your goods or services.
- Making business referrals. The Chamber recommends Chamber members when residents and visitors are seeking products or services.
- Providing educational seminars and workshops to help businesses learn new ways to cope with the challenges presented by a changing business climate.
- Serving as a link between businesses and important resources such as Small Business Development services, Downtown Brookings Inc., and the Brookings Economic Development Corporation.
- Initiating creative joint promotions that inform and educate the community about Brookings area businesses.

### **Why should I be a member of the Chamber...**

- The Chamber unifies the public spirit of the community and directs it into useful and constructive channels.
- Active membership in the Chamber carries a sense of accomplishment and inner satisfaction that you are doing your part to continue business and community growth.
- Business has a stake in the community, which can best be safeguarded by working with others through the Chamber to protect and advance business.
- Build your business by building the Brookings community.

### **Membership means...**

- Opportunities to be involved in an informal manner or as an active member with people who share common goals.
- Making a commitment to follow business people and to the larger community. Doing your part to make the Brookings area a better place to live and work.
- You are united with nearly 400 other businesses and professionals who together provide strength, enthusiasm, and imagination to improve the business climate and the quality of life in Brookings.
- Betterment of your city, your business, your profession and your community!

# **Membership Benefits**

## ***Mission***

To promote, connect and enrich the Brookings area business community.

## **Why do you need to be a Chamber Member?**

### ***Advocacy***

You don't have the time to research and respond to all the issues that affect your business. The Chamber represents you as it works with local and state governments on the issues that impact business. Through the Chamber Update and committee involvement, you'll be alerted of issues and initiatives that deserve your attention so you won't miss a chance to be heard and represented on the decisions that affect your quality of life and business.

Advocacy	<ul style="list-style-type: none"><li>- a way to have a voice about topics</li><li>- get your ideas heard</li><li>- information on community issues &amp; new business developments</li></ul>
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### ***Connectivity***

Chamber members not only have a better connection with other businesses and professionals, but they also have a better connection with the community. Through the Chamber's advocacy of its members, and through its networking opportunities, your circle of influence not only reaches direct consumers, but also other businesses and professionals that your current advertising strategy may not be reaching.

Connectivity	<ul style="list-style-type: none"><li>- business contacts</li><li>- committee work</li><li>- work with others that have similar goals</li><li>- network with others</li><li>- become known in the community</li><li>- feel like part of a group</li></ul>
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### ***Exposure***

Exposure is natural when you become a member of the Brookings Chamber of Commerce. The Chamber provides advertising opportunities, helps your business gain publicity through referrals and countless other marketing features. This exposure will help your business become recognized in the community and accepted by your fellow businesses.

Exposure	<ul style="list-style-type: none"><li>- marketing opportunities</li><li>- referral service</li><li>- publicity</li><li>- advertising opportunities</li><li>- recognition in the community</li><li>- Be accepted by your fellow businesses and community</li></ul>
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### ***Leadership***

The Chamber works hard to provide its members with leadership development programs and opportunities as well as volunteer programs and business building seminars and workshops. These educational programs improve professionals, their businesses, and the community as a whole. The Chamber is helping to enhance the quality of life and growth of the community through developing the leaders of the future.

Leadership	<ul style="list-style-type: none"><li>- involved in the community</li><li>- creating a better future for Brookings</li><li>- educational programs</li><li>- Promote the town in turn promotes your business</li></ul>
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# **Brookings Area Chamber of Commerce**

## **Membership Tools**

*"Discover how you can build your business through the Chamber"*

**Chamber CASH** helps keep sales tax dollars in Brookings and can only be used at Chamber members businesses.

**Chamber Chat and Radio Spots** helps keep you informed of upcoming Chamber events, meetings and community activities along with informing you about issues that may affect your business.

*All New* **Community Guide** contains a business directory listing of each member. The guide is distributed to over 20,000 visitors, those looking at relocating, and residents of Brookings.

**Business Referrals** are made on behalf of Chamber members when residents and visitors are seeking product or services which mean increased business for you.

**Ambassador visits** welcome new, changed, and expanded businesses. Your Ambassador visit will be published in the Chamber Update. Additional exposure for your business.

**Chamber Update** newsletter provides all the latest Chamber and Economic Development business news each month. You are welcome to post your business milestones or new services at no additional fee. Advertising opportunities available only to Chamber members. Circulation includes Chamber members and Brookings Register subscribers.

**Membership Mixers** are monthly gatherings of Chamber members, hosted at a Chamber member business. Designed to build a strong business network and offer Chamber members the opportunity to meet one another. (Cost: \$200)

**Website listing** including photo and logo on brookingsssd.com and brookingschamber.org, at no additional charge. Advertising opportunities available to Chamber members only.

**Bulk Mailing Service** is available exclusively to members to use to help cut mailing costs. (\$180 value + reduce mailing cost per piece of mail)

**Display Racks** allows your business to display brochures in the Chamber office to be distributed to the public. Exclusive to members.

**Mailing Labels** provided exclusively to Chamber members allows you to connect with over 550 business contacts. (Cost: \$50)

**Blast email** allows your business to reach all Chamber members in a matter of seconds. Available to members only. (Cost: \$150)

**Workshops/Seminars/Annual Events** are held through the Chamber and members are able to attend at a reduced fee.

**Registered Lobbyist** at the State Capital for the legislative session to lobby on key issues that affect Brookings.

**Government Affairs** committee works to keep members informed on local, state and federal issues. We are the voice of businesses.

**Ribbon Cuttings and Grand Opening Ceremonies** are held and publicized for Chamber members.

**Newsletter Insert** allows your businesses to send a flyer to all members for a low fee. Exclusive to members. (Cost: \$90)

**Committee/Board Participation** is an opportunity for members to participate first hand in the Chamber on committees and the Chamber Board.

**Hosting and Sponsorship** opportunities are available and provide your business additional exposure at events.

**Visitor Bags** allow your business to advertise to individuals or group coming to Brookings.

**Meeting room and equipment** are available for members use at no charge.

**Certificate of Origination and Notary Services** are also available at the Chamber office.

## **Chamber Committees**

### **Ag Relations**

**Purpose:** Promote the Agricultural Industry. Help recognize area ag producers for the strong foundation they provide the area's economy. Support public policies that will strengthen the agricultural production economy.

### **Ambassadors**

**Purpose:** To build and maintain effective communication channels with the Chamber's members. Recruit and welcome new members and assist with various membership networking events.

### **Festival of Lights**

**Purpose:** Organize a promotional event with recreational appeal to increase consumer awareness of downtown Brookings business and retail offerings.

### **Government Affairs**

**Purpose:** Support public policies that foster economic growth, and community and SDSU prosperity. Monitor local, state and national issues. Monitor societal trends and emerging local issues and evaluate their influences on business and economic health, recommend policies to address them, and implement programs to inform members.

### **Leadership Brookings**

**Purpose:** Offer a program for Brookings County citizens that provide leadership skills training, exposure to and exploration of community issues, and introductions to area business, educational and governmental leaders.

### **Military Affairs**

**Purpose:** Promote a positive working relationship among employers and area military and veterans groups.

### **Vision Brookings Coalition (Partnership)**

**Purpose:** Coordinate Member Organizations' efforts to expand the public and private resources that are available to those organizations' economic growth initiatives, and guide the allocation of such resources.

### **Women in Leadership & Learning**

**Purpose:** Empowering professional women to share, educate, and influence through networking to build the business community.

### **Connect 2140**

**Purpose:** To promote the development, connection and retention of emerging industry leaders in the Brookings area.

## Brookings Area Chamber of Commerce & Convention Bureau

### 2011 Membership Classifications and Investment Schedule

<b>Automotive</b>	<b>\$205 + \$12/Employee</b>
<b>Construction &amp; Contractors</b>	
<b>Governmental Units &amp; Enterprises</b>	
<b>Non Profit Enterprises</b>	
<b>Retail Businesses</b>	
<b>Service Businesses</b>	
<b>Real Estate &amp; Investment Brokers</b>	<b>\$205 + \$12/Employee</b>
<b>Agents of Broker Members</b>	<b>\$70</b>
<b>Individuals, Service Clubs</b>	<b>\$70</b>
<i>Category includes Clergy, Retired, Educators, Farmers and membership-based Service Clubs</i>	
<b>Bookkeeping &amp; Insurance</b>	<b>\$205 + \$40 + \$12/Employee</b>
<b>Banks/Credit Unions</b>	<b>\$205 + \$22/Million in deposits</b>
<b>Industry &amp; Manufacturing</b>	<b>\$205 + \$4/Employee</b>
<i>Category includes Manufacturers, Processors, Wholesalers, &amp; Distributors</i>	
<b>Motels</b>	<b>\$205 + \$8 per room</b>
<b>Professions</b>	<b>\$205 + \$70/Lic. + \$12/Employee</b>
<i>Category Includes: Attorneys, Accountants, Architects, Engineers, Funeral Homes, Chiropractors, Medical, Dentists</i>	
<b>Restaurants, Taverns</b>	<b>\$205 + \$1.50/Seat</b>
<b>Utilities</b>	<b>\$205 + \$15/Employee</b>

### About Chamber Membership and Dues Investments

- The \$205 base includes one owner/manager/partner for each business.
- The definition of employees for dues investment calculation purposes is to be Full-time Equivalent employees (based on total number of hours worked by all part-timers, divided by 40.)
- Annual membership investments are for the calendar year; dues investments for members joining after January are pro-rated through December 31.
- In addition to calculated amounts, \$15 is added on member applications received from businesses who have not been members during the past 12 months for membership processing.
- Dues investments are payable annually by check, Visa or MasterCard, or monthly by Electronic Funds Transfer (EFT). Semi-annual payments are also allowed with a \$4.00 per payment processing fee.
- The investment schedule is subject to change annually should the Board determine that revisions are needed.
- Each member is entitled to one vote in ballot decisions. Company members must designate a voting member, to whom ballots are sent for elections; lacking such a designation, the ballot will be sent to the executive considered the member's primary decision-maker.
- Corporations may designate officials as "assigned members", based on one for each \$205.00 in dues investments.

