



*The Forest Lake Area Chamber of Commerce is a membership organization serving businesses in the greater Forest Lake Area, including Forest Lake, Wyoming, Scandia, Columbus, Stacy, Lent, and Linwood. Our membership is composed of over 20+ local businesses.*

### **Our Membership Commitment**

The Forest Lake Area Chamber of Commerce is:

- The place to **meet the people** you need to know to be successful
- The trusted resource helping you **build the visibility and credibility** of your business in our community
- A **good value** for your membership investment
- A group that you **enjoy** being part of!

### **Direct Benefits of Chamber Membership**

#### **Networking**

- **Monthly membership breakfast/lunch** with an average attendance of 30-50. Networking with a meal and informative speakers. Members receive a discounted registration rate.
- **Coffee & Connections** monthly FREE, facilitated referral networking group
- **Membership Mixer**, a monthly opportunity to host an open house at your business promoted on your behalf by the Chamber.
- **Chamber Golf Tournament** held annually in July/August – networking with a competitive edge.
- **Committee participation** can be a great way to network:
  - **Ambassadors** build relationships within the business community
  - **Buy Local Committee** encourages local patronage of member businesses
  - **Event Planning Committee** helps plan Chamber events
  - **Board of Directors** oversees all aspects of Chamber operations

#### **Public Policy Economic Development**

- **Grow Minnesota Business Retention & Expansion** is a program linking Chamber members with one another and key policy makers at the state and local level.
- **Relationships with Economic Development Authorities** – the Chamber has strong relationships with EDA's in our service area.
- **Policy advocacy** at the local, county, and state levels

## Marketing

- **Chamber web site** with emphasis on membership directory. Averages over 20,000 visits annually. Enhanced listings and limited advertising available.
- **Printed Membership Directory** – distributed to all area residents each January.
- **Buy Local Program**, an ongoing campaign designed to highlight the importance of local patronage.
- **Chamber Event Sponsorships** offer the opportunity to showcase your business to fellow Chamber members in a variety of in-person and electronic means.
- **Referral Service** by Chamber staff who responds to requests from the general public for information about area businesses and organizations – we only refer to members!
- **Membership Mailing Labels**
- **Business Education Day**, an annual event bringing together newly hired educators in the Forest Lake area with local businesses.

## Credibility

- Chamber membership conveys to potential customers that a company **uses good business practices and is reputable.**
- Businesses who join a chamber of commerce visibly demonstrate their **long-term commitment to the community.**
- Consumer studies show that chamber member products and services are perceived to be **better than those of competitors.**
- When consumers know that a small business is a member of a chamber, they are 44% more likely to think favorably of it and 63% more likely to purchase goods and services from it.
- When consumers know that the local site of a national franchise is a member of a chamber, they are 40% more likely to patronize it in the next few months.
- When consumers know that an insurance company is a member of a chamber, they are 43% more likely to consider buying insurance from it.
  - *Source: Market Street Research, "The Real Value of Joining a Local Chamber of Commerce."*

## Testimonial

Joining the Forest Lake Area Chamber of Commerce was a key decision for myself and our dealership that has enabled us to get to know - and be active in - this vibrant community. We moved here from St. Paul in 2006 and I honestly didn't know anyone in the Forest Lake Area. Within one year of being part of the Chamber, I got to know literally dozens of business and professional people around the area. Our entire staff feels like we are part of the wonderful fabric of the greater Forest Lake community, and the Chamber has been a great contributor to that partnership.

-- Steve Whitaker, Owner, Whitaker Buick GMC. Chamber Member since 2006.



## 2020 Membership Investment Levels

### Overall Membership Benefits:

- Comprehensive listing in the business directory on the Chamber's website (including mobile version), which is visited over 25,000 times annually; listing in printed Chamber Membership Directory distributed annually in January
- Subscription to weekly e-Newsletter and periodic email updates, containing Chamber and community events and happenings, member information and announcements, and more
- Member discount rate for all Chamber events
- Participation in member-only events, such as our free Coffee & Connections monthly referral networking group, free Member Mixer events, and annual buy local campaign
- Business referrals from Chamber office and Chamber website (we only refer to members!)
- Social Media "Member Mentions"
- Opportunity to host one of our Member Mixers, an open house at your business promoted on your behalf by the Chamber
- One set of member mailing labels annually
- Preferred billing - pay dues on an annual or monthly basis by credit card or ACH at no additional fee\*

### Entrepreneur Membership - \$325 annually (\$27/month)

*Suggested for companies with 1-5 employees*

### Business Membership - \$425 (\$35/month)

*Suggested For companies with 6-20 employees*

### Executive Membership - \$650 (\$54/month)

*Suggested for companies with 21-49 employees*

In addition to member benefits above, Executive Members receive:

- \$200 in Chamber Promotional Dollars (see reverse for details)
- Logo recognition on signage and PowerPoint presentations at Chamber events

### President's Circle Membership - \$975 (\$81/month)

*Suggested for companies with 50-99 employees*

President's Circle Members also receive:

- \$400 in Chamber Promotional Dollars (see reverse)
- Logo recognition on signage and PowerPoint presentations at Chamber events

### Benefactor - \$1,350 (\$113/month)

*Suggested for companies with > 100 employees*

Benefactors also receive:

- \$600 in Chamber Promotional Dollars (see reverse)
- Premium logo recognition on signage and PowerPoint presentations at Chamber events
- Right of first refusal on all sponsorship opportunities

### Direct Sales Home Business Membership - \$150

### Non-Profit with 1 or fewer employees - \$200 (\$17/month)

### Individual Member – at the invitation of the Chamber Board of Directors - \$75 annually

*95% of Chamber Membership Dues are deductible as a routine business expense.  
Consult your tax preparer for more information.*

## Chamber Promotional Dollars

Benefactors, President's Circle Members, and Executive Members receive Chamber Promotional Dollars each year. These dollars can be used to purchase Chamber promotional products designed to boost your business' visibility with fellow Chamber members.

Benefactors	\$600 Chamber Promotional Dollars annually
President's Circle	\$400 Chamber Promotional Dollars annually
Executive	\$200 Chamber Promotional Dollars annually

Use your Chamber Promotional Dollars to purchase:

### **e-Blast - \$100**

A customized e-mail message containing your logo, images, and message – sent by the Chamber on your behalf to all Chamber members.

### **Membership Event Sponsorship - \$200**

Your name/logo included on all event promotional materials, placement of items at attendee seats, vendor display table, three minute live "commercial" during event, and door prize giveaway. Available on first-come, first-served basis.

### **Website Banner Ad - \$200 annually**

Rotating placement on Chamber's website, visited by approximately 25,000 visitors annually.

Chamber Promotional Dollars expire one year after date of issuance. Membership Event Sponsorship and Business of the Month are available on a first-come, first-served basis. Chamber Promotional Dollars may not be used for other Chamber sponsorships, including but not limited to annual Golf Tournament and Breakfast with Santa.

## **\*Preferred Billing**

In response to member requests for administrative simplification and monthly dues payment options, the Forest Lake Area Chamber utilizes Preferred Billing for memberships.

With Preferred Billing, your membership will be charged to your credit card or debited to your checking account automatically on a monthly, quarterly, or annual basis, based on your preference. THERE IS NO ADDITIONAL CHARGE FOR PAYING MONTHLY.

For membership dues of \$200 or less, dues must be paid in one annual payment.

Your membership will automatically renew until you choose to cancel it. You will receive an emailed renewal notice and dues receipt annually, 60 days prior to your renewal date. This email will also include instructions on membership cancellation.

Upon request, members may also pay dues by check annually. An invoice fee may apply for paper invoices.



**Payment**

**Preferred Billing:**

*Your membership will be charged to your credit/debit card or ACH withdrawal on a monthly basis until cancelled by you. Please select "Annually" for a single annual payment.*

Credit/Debit Card – monthly payment

OPTIONAL: Please charge dues annually

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digit CVV Code (Back of Card): \_\_\_\_\_

Amex Only – 4 Digit CVV Code (Front of Card): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

\_\_\_\_\_

ACH – monthly withdrawal

OPTIONAL: Withdraw dues **annually**

Routing Number: \_\_\_\_\_

Account Number : \_\_\_\_\_

**PLEASE ATTACH A VOIDED CHECK TO THIS APPLICATION TO ACTIVATE ACH.**

**Other Method of Payment:**

Check made payable to the Forest Lake Area Chamber of Commerce.

*For membership dues of \$200 or less, dues must be paid in one annual payment.*

**Miscellaneous:**

I would also like to be added to Chamber Women's Program correspondence.