

Uniting Together to be a Voice of Business

Business Exposure

Networking

Community Involvement

Economic Development



LITCHFIELD
— AREA —
CHAMBER OF COMMERCE
STRONG BUSINESS • STRONG COMMUNITY

2019
MEMBERSHIP
INFORMATION

LITCHFIELD

— AREA —

CHAMBER OF COMMERCE

STRONG BUSINESS • STRONG COMMUNITY

Chamber Information

Visit us at our office!

Litchfield Area Chamber of Commerce
219 North Sibley Avenue
Litchfield, MN 55355

Meet our staff!

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Contact us!

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facebook.com/LitchfieldChamber

Chamber Board of Directors

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Dawn Jansen Center National Bank	320.693.3255
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Kiza Olson Meeker Manor Rehabilitation	320.693.2472
Rebecca Rue Wood & Rue, PLLP	320.693.3289

*Our Mission is to Create,
Promote and Enhance a Healthy Business Environment.*

Our Membership Program:

The Litchfield Area Chamber of Commerce offers opportunities for you to grow your business, connect with other community and business leaders, develop your business skills and enhance the overall economic vitality of the Litchfield area.

Share ideas and develop business contacts though Chamber events

Together we are Strong

Members ♦ Business ♦ Community

Chamber Initiatives

Member Services

- Bring value to members
 - ◊ Referrals
 - ◊ Promotion/Shop Local
 - ◊ 1:1 visits
 - ◊ Survey member needs
- Expand membership
 - ◊ Reach out to neighboring communities to expand membership
- Develop collateral materials to increase membership

Creating Partnerships

- Meeker County Economic Development
 - ◊ Meeker County Made
 - ◊ County Broadband project
 - ◊ Workforce
 - ◊ Economic Development
- Regional
 - ◊ Bring member benefits to surrounding communities
 - ◊ Promote Grow MN program
- Worksite Wellness Consortium

Communications

- Provide training of ChamberMaster for members
- Promote website
- Social media promotions
- Explore new communication methods for members
- Develop online education

Community Vitality/Vision 2020

- Implement a Convention and Visitors Bureau
- Expand marketing Hometown America
- Work with MN DOT on the Hwy 12 construction project

Act Strategically

- Define goals
- Future leadership
- Measure progress
- Provide wide use of resources

Core Values

- **Strengthen** the local economy, bringing business to this area
- **Communicating** with our members and the community
- **Promoting** the community and the business within
- **Advocate** be the voice of business in government
- **Networking** connecting members to members and consumers to members

Chamber Membership at a Glance

Membership Benefit and Value	Value	Basic Membership	Enhanced Membership	Premium Membership	Corporate Membership
Core Benefits	\$300	Included	Included	Included	Included
Hot Deals Cards	\$10 each	2	8	15	Unlimited
Access to mailing labels	\$75 each	1 per year	1 per year	1 per year	1 per year
Website link	\$150		Included	Included	Included
Professional Development discount	\$35 each		2	4	8
E News Brief sponsor, name & logo	\$50 each		1	3	6
Chamber Chat invite	\$125 each			1 per year	2 per year
Business Focus Link	\$200				Included
Business Membership fee		\$250 year \$21/month	\$500 year \$42/month	\$750 year \$63/month	\$1500 year \$125/month
Value to Business		\$395	\$725	\$1090	\$2755

Non-profit Organizations and Direct Sales

Membership Fee: \$150 year - Value to you \$315

This membership level includes non profit 501©3 organizations.

- Receive E-News Brief monthly
- Invited to chamber events (non member rate)
- Listed in the business Resource Guide
- Access to mailing labels one time per year
- Promotion of your events
- 2 Hot Deals Cards

Chamber Supporter

Membership Fee: \$75 year - Value to you \$180

This membership level includes individuals, retired business people etc.

- Receive E-News Brief monthly
- Invited to chamber events (non member rate)
- Listed in the business Resource Guide
- One Hot Deals Card

Core Member Benefits

Chamber Staff & Resource

- Assistance with questions, training opportunities referrals and more.
- Cooperative involvement with state and local programs
- Use of the Chamber Office meeting room

Chamber Communications

- Monthly E-newsletter
- Email updates
- Social Media presence
- Website: business directory listings, job, events and news release postings

Chamber Programs & Events

- Networking opportunities
- Member discount rate for all events and programs
- Worksite Wellness Consortium

Member Business Marketing

- Referrals to your business
- Online Member Portal
- Assistance in celebrating business milestones
- Participate in Hot Deals & Member to Member discount programs
- Business Resource Guide listing

Government Relations

- Access resources from
 - ⇒ Minnesota Chamber
 - ⇒ Federation Partners
 - ⇒ United for Jobs

Grow MN Program

- Business retention, expansion and assistance program

Benefit Details

Hot Deals Program

Each member can choose to participate in the Hot Deals program if they wish.

- Decide what type of “deal” you would like to offer.
- Enter the hot deal into the member portal.
- Your business will receive a Hot Deals plaque to display.
- Hot Deals can change as often as you wish.
- Employees who have a card will need to check the website for current hot deals information.
- Membership levels determine the number of cards given to a business.
- More cards can be purchased for employees as a benefit. If you wish, see the membership ala-carte options.

Access to mailing labels

- Each business has access to mailing labels once a year.
- A business may purchase additional lists, see the membership ala-carte options.
- The labels include: Business name, Primary rep, and address.
You may request printed labels or electronic .

Website Link

- Your business website link will be linked with the Chamber website when you choose the *Enhanced*, *Premium* or *Corporate* level.
- Staff will maintain this link for you.

Professional Development Discount

- *Enhanced* (2) *Premium* (4) and *Corporate* members (8) will receive \$35 discount vouchers on professional development opportunities offered by the Chamber of Commerce.

Chamber Chat Radio Program

- *Premium* and *Corporate* members will receive an invite to join Chamber staff on Chamber Chat, on KLFD AM/FM Radio for a 10 minute program to promote their business.

Business Focus Link

- *Corporate* members will have a Business website link placed on the Business Community Page of the Litchfield Chamber Website.

E News Brief Sponsor - *Enhanced* (1) *Premium* (3) and *Corporate* members (6)

- Logo and business name will appear as a sponsor.
- Additional sponsorships can be purchased, see the membership ala-carte options.

Membership Add-On Ala Carte Options

*Explore the Ala Carte opportunities to customize your membership.
These options are open to Basic Membership level and above.*

<i>Scholarship Sponsor</i>	Career & Technical Education Scholarships given to high school seniors in Meeker County. College Scholarships given to college students who have finished two years of college. Refer to detailed page on sponsorship page.	\$100 \$75 \$50
<i>Mailing Labels</i>	Your business receives one set of mailing labels for membership. If you wish to access additional labels, call or email and we will provide additional copies	\$75
<i>Hot Deal Cards</i>	Your business receives Hot Deals cards for employee use according to your membership level. If you wish to purchase additional cards as a benefit for your employees, you may do so.	\$10 each
<i>Chamber Chat</i>	Promote your business with being a guest on Chamber Chat, heard each Tuesday on KLFD AM1410. Sign up is required.	\$125
<i>Additional Listings</i>	Each business has one listing in the Business Resource Guide as well as the on line business directory. If you have multiple business addresses and information, you may purchase additional listings. The cost fee will include both the resource guide and online.	\$175
<i>Website Link</i>	Chamber staff will provide a link to your website on the member directory page of the Chamber of Commerce website	\$150
<i>E-News Brief Sponsor</i>	Promote your business with your name and logo in the Sponsor Section of the news brief. Sign up is required.	\$50 per month

Sponsorship Support Matters

Programs to Enhance, Market and Provide Networking for your business

Grow MN Program \$600

Limited to 2 sponsors

Grow Minnesota! Was founded by the Minnesota Chamber in 2003 and is the statewide business retention, business assistance and business expansion program in Minnesota. The program operates in partnership with 80 local chambers and economic development organizations.

Grow MN helps:

- Give timely assistance to solve problems related to doing business
- Identify potential Minnesota customers and suppliers
- Build business relationships
- Promotes local jobs
- Be a leader in the business world and support the Grow MN program here in the Litchfield area.

Monthly Business Spotlight \$175

Is your business in need of . . .

- greater exposure of products and services?
- connecting with community and business leaders?
- expanding your professional network?
- celebrating your business?

Business Focus will include:

- Spotlight interview on Chamber Chat (value \$125)
- Feature article in the monthly E-News Brief
- Spotlight on the Chamber's Face book page
- Mailing labels to promote your business
- Access to the window display area at the Chamber Office
- Promotional/Marketing items such as pens, notepads, business cards, coupons, etc. will be distributed by staff

Scholarship Sponsorship \$50, \$75 or \$100

2018 brings new scholarship opportunities for area youth and nontraditional students.

The new criteria will apply for the traditional college scholarship option as well.

The Litchfield Area Chamber will be partnering with area high schools to offer a scholarship option during their scholarship nights in the spring of the year. Seniors in the following communities will be invited to apply for scholarships: Atwater/Cosmos/Grove City, Dassel/Cokato, Eden Valley/Watkins and Litchfield.

There will be two options for applying for scholarship dollars

- **Career and Technical Education:** high school seniors who are pursuing degrees in skills and training from a vocational or technical education may apply.
- **College Scholarship:** students enrolled in a college or university and have completed two full years may apply for this option. These will continue to be given at the end of the year.

As a business you can decide the amount you wish to contribute.

Golf Scramble Hole Sponsor \$200

Limited to 18 sponsors

- A sign provided by the Chamber Office with your business name will be posted at the hole.
- Your business will have an opportunity to provide a game for the golfers.
- You will receive 4 BBQ tickets with your sponsorship.