



## **Membership Information Packet**

### **Mission Statement**

The Indian River Resort Region Chamber of Commerce is organized for the purpose of encouraging economic development, while promoting and preserving our natural resources; fostering integrity, good faith, and equitable principles in business.

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## **Who We Are**

The Indian River Resort Region Chamber of Commerce is located in a convenient high profile area serving both visitors and residents. We are open year round with an Executive Director and an assistant to handle all requests for information in a knowledgeable and enthusiastic manner. The Chamber often serves as the first point of contact for persons or corporations interested in establishing a business or relocating to the Indian River area.

The Chamber focuses on business development as a way of growing a stronger community. Through a cooperative program with the Cheboygan and Indian River Chambers, the Michigan Small Business Technology Development Center (SBTDC) offers business consultation services. The purpose of the SBTDC is to identify existing and emerging business in Cheboygan County and to provide them with the essential leadership skills to plan for and respond to future economic opportunities and challenges.

We also work within our business community to provide educational programs and guest speakers to help our members grow. The Chamber helped develop, establish and support a low interest rate program on storefront renovation/improvement loans for the area. By providing a unified voice for our members on issues covering business at the township, county, and state levels, we are able to keep business viable in our town.

We pride ourselves on offering affordable cooperative advertising opportunities to our members. This advertising is distributed through mailings, the local chamber, welcome centers, other chambers, local events, area businesses, and through the Chamber membership Directory and Vacation Planner. Advertising opportunities are also available through sponsorships of our community events, including the annual Summerfest and the Christmas Craft Show.

We continue to bolster our community and make it a place where businesses can thrive. The Chamber has a working arrangement with the Indian River Tourist Bureau to promote visits to our area. We play an active role with the Downtown Development Authority to stabilize and expand property values and to encourage job creations and retention through economic growth.

See what the Indian River Resort Region Chamber of Commerce can do for you!

## **Frequently Asked Questions**

### **Is the Indian River Resort Region Chamber for you?**

Yes! According to Tim Parker of the Intuit Small Business Blog, chambers “remain one of the best ways to network with other entrepreneurs in virtually any community.” Here are some of the most commonly asked questions about Chamber membership and how we can work for you.

### **What is the Chamber of Commerce?**

A Chamber is a group of business people focusing on the betterment of the community. By strengthening the business community this group plays a key role in strengthening the overall community. Each Chamber develops a set of goals and objectives specific to its community, addressing the concerns and issues that pertain to its membership.

### **Who belongs to the Chamber?**

Chamber members are anyone committed to growth and prosperity of our community and preservation of our precious natural resources. Our members range from home-based businesses to larger corporations and retail operations to non-profits and individuals. Chamber members may be located in Indian River or do business in the Indian River area. This group joins together to address the needs of all members.

### **How will the Indian River Resort Region Chamber of Commerce benefit me?**

As a member of the Chamber you will have the opportunity to:

- Enhance your business image of professionalism, integrity, and credibility.
- Extend your network of business contacts and prospective client base.
- Develop a non-competitive playing field with similar businesses.
- Receive referrals from other members and from the Chamber office.
- Market your products and services through advertising and promotions.
- Increase business community visibility through Chamber activities and programs.
- Expand your opportunities for personal and professional development.
- Help guide the future of the business community, including Chamber development.

## **What activities are available and how will they benefit me?**

The Chamber has different activities and committees available with which you can become involved. Activities include networking events, seminars, keynote speakers, and social events such

as committee meeting involvement. Activities and events are structured to not only develop business contacts, but to help you become more successful in your business.

## **Benefits of Membership**

### **Business Exposure**

The Chamber office features five brochure racks and two business card racks to display promotional material. The racks are maintained by the Chamber office and you will be notified when your supply is running low. Promotional literature is used for visitors as well as mailing in response to specific inquiries. Your business will also be featured in the Member Directory on our website featuring a descriptive listing and a link to your own website.

### **E-Blasts and Social Media**

The Chamber sends out a weekly E-Newsletter as well as a “Weekend Events” guide. These newsletters inform our members of upcoming events, Chamber functions, new members, creative promotional ideas, advertising opportunities, and updates from the Chamber Board meetings. The Chamber will also share your events and promotions with their more than 2000 social media followers to maximize your exposure.

### **Business Referrals**

The Chamber fields thousands of calls a year about our community. While many calls are for accommodations, we answer inquiries for all types of specific businesses and services.

### **Networking Opportunities**

Being involved with the Chamber and our events gives you ample opportunities to interact with other area businesses to swap secrets to the trade and share information on your business. You will also meet decision makers of our community and have the chance to become one yourself.

### **Other Benefits**

Through the years the Chamber has provided both its membership and the community a set of services that no other agency is in a position to deliver. In addition to the services described above membership also includes the following:

- Vacation Planner & Membership Directory Listing
- Annual Promotional Events
- Business consultation with the Michigan Small Business Technology Development Center and Northern Lakes Economic Alliance (NLEA)
- Affordable Advertising Opportunities
- National and State-Wide Affiliations
- Bulk Mailing
- Notary service
- Chamber Network Discounts

## **Membership Dues Structure**

### **Primary Business Member - \$250.00 per year**

- Business members located in Indian River or in the surrounding area that do not already have a Chamber membership.
- Primary members are able to serve on the Board of Directors and committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
  - Business Promotion and community event sponsorship opportunities.

### **Secondary Business Member - \$125.00 per year**

- Business members located in the Indian River or surrounding area that already have a business with an IRCC membership and are adding a second business.
- Able to serve on the Board of Directors and committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office.
  - Business Promotion and community event sponsorship opportunities.

### **Associate Membership - \$85.00 per year**

- Non-profit organizations or individuals looking to promote their cause and make a difference in the community. ▪ Able to serve on committees.
- Featured in the Vacation Planner and Membership Directory and the Chamber office. ▪ Promotion and community event sponsorship opportunities.

Our membership dues are paid annually on September 1<sup>st</sup>. If you join midyear your dues will be prorated to match the September billing cycle.

# *Join the Indian River Chamber of Commerce and watch your business grow!*

When you become a member of the Indian River Chamber of Commerce, dozens of new connections and opportunities are open for your business!

- ✓ When you join the Indian River Chamber of Commerce (IRCC), your business's contact information is immediately added to our online business directory. Your listing contains a brief summary of your services, your phone number, and your website, Facebook page and e-mail address if applicable. The directory is easy to use, helping potential customers everywhere connect to YOU!
- ✓ The Chamber office will display your business's brochures or event flyers, or even your business cards. Tourists and locals alike constantly visit the Chamber for information on local activities and businesses.
- ✓ The IRCC's website, [www.irchamber.com](http://www.irchamber.com), has a schedule of local events. This is a great place to advertise events at your business for free!
- ✓ Visitors to the area frequently call the Chamber or visit our website for information on local businesses. We send out over 100 packets of requested information a month, which are mailed all over the United States and Canada! When you join the chamber, your business's information is added!
- ✓ The Chamber sends out a weekly newsletter about local happenings and a "weekend events" newsletter detailing our members' specials and events for the upcoming Thursday - Sunday. These e-mails are sent to over 300 addresses.
- ✓ The Indian River Chamber of Commerce features a member on their Facebook and Twitter pages every weekday! The IRCC has 2800+ Facebook fans!
- ✓ Over 3000 copies of the Indian River Resource Guide are printed each year, and contain a directory listing of all of the IRCC's business members! This publication is distributed all over Northern Michigan, and mailed far and wide through the United States and Canada.
- ✓ The IRCC plans and organizes SummerFest, WinterFest, the Independence Day Parade and so much more! Partnering with us gives your business the opportunity to be seen by customers in all sorts of different venues.
- ✓ We frequently host Business After Hours (BAH) events where we invite all our members and community residents to attend a fun activity or social event at a local business. Contact the IRCC to sponsor or host your own BAH party!

MEMBERSHIP APPLICATION

Business Name:

\_\_\_\_\_

Mailing Address:

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Business Street Address:

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Website:

\_\_\_\_\_

E-mail:

\_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

Owner(s) Name:

\_\_\_\_\_

Contact Name:

\_\_\_\_\_

Business Directory Listing Information, type of business/ services provided

\_\_\_\_\_

Membership Type (see dues structure page)

\_\_\_\_ Primary Business Member - \$250 per year

\_\_\_\_ Secondary Business Member - \$125 per year

\_\_\_\_ Associate Member - \$85 per year

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Chamber of Commerce membership dues may be deductible as an ordinary and necessary business expense.

## Business Profile

We are very interested in your business and look forward to having you as a new member! To better serve you, the community, and visitors to our area, we would appreciate you taking a few minutes to answer the following questions. Please feel free to attach additional information if required.

**What type of business, product, or service do you provide?**

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**Business Hours? Please include dates of operation.**

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**Are you open year round?**

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**How would you like the Chamber to meet your needs and expectations?**

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**Would you be interested in volunteering for committees or events? List specific areas of interest.**

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Please send a jpg or png copy of your business logo to [info@irchamber.com](mailto:info@irchamber.com) for display on our website member profile page and for future Chamber publications.