

GREAT BEND

CHAMBER OF COMMERCE
& ECONOMIC DEVELOPMENT

CHAMBER MEMBER SERVICES

Quick Start Guide to Successfully Using Your Chamber



When consumers know that a restaurant franchise is a member of the Chamber, they are 68% more likely to eat at the franchise in the next few months.



When consumers know that a small business is a member of the Chamber, they are 49% more likely to think favorably of it, and 80% more likely to purchase goods or services.



When consumers know that an insurance company is a member of the Chamber, they are 36% more likely to think favorably of the company.

WHO. WHAT. WHY. HOW. NOW.

MISSION STATEMENT - We will promote and improve the business climate in the city of Great Bend through its services and partnerships that encourage growth and assist existing and new businesses in reaching their goals.

How Can My Business Start Using Services *Right Away?*

SHOP LOCAL CAMPAIGN

Gift Certificate Program - Your business can be listed on more than \$140,000 in certificates issued each year. That money stays local, so why not capture some of it.

ATTRACT & RETAIN EMPLOYEES

Job Fest - An annual Job Fair hosted by the Chamber and many other organizations. Booth space costs just \$100 per company and sponsorships are available for a bigger impact!

CentralKansasJobs.com - A free resource that provides businesses a platform to market their open positions, and job seekers a place to browse and apply for a new career. *Create an account today!*

DIGITAL RESULTS

Membership Directory - Log in to the Member Information Center (MIC) to customize your listing in the searchable online business directory! Add photos, social media links, and more!

Promote Your Event - Utilize the Chamber's Events Calendar to promote an event for your business, your charity, or your community group.

Engage on Social Media - Use your Facebook and Twitter accounts to brag about your membership to your customers!

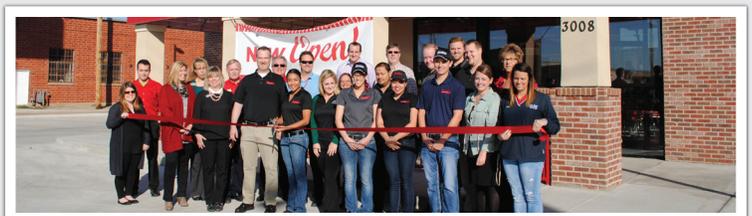
CREATE A BRAND EXPERIENCE

Host a Chamber Coffee \$50.00
50-80 People Every Thursday Morning

Host a Business After Hours \$250.00
Includes Event Marketing & Promotions

Sponsor a Chamber Event **Starting at \$100!**
Golf, Kids Ag, Young Professionals - Something for Everyone!

Host a Ribbon Cutting.....**FREE**
Celebrate Grand Openings, Expansions, New Locations, etc.



PUBLICIZE YOUR NEWS & EVENTS

How Can the Chamber Help me **Get the Word Out?**

OUTLOOK BUSINESS JOURNAL MAILING

Print Ready Content - We welcome all member organizations to submit news and events content for publication in the monthly *Outlook Business Journal*. This is a great place to announce a new employee, promote an event, publicize awards, or debut new products or services. All pre-written press releases in MLA or AP format provided by the 15th of the month will be considered for the next month's issue. All items are subject to editorial discretion due to limited space. Email your print-ready content to marketing@greatbend.org at any time!

Calendar of Events - Events posted to the Community Calendar on our website, www.greatbend.org, before the 15th of the month will automatically be considered for publication in the print calendar included in the newsletter.

Insert Program - Send your letter sized flier to our 1,250+ newsletter subscribers for just \$150! You print the fliers and deliver them to our direct mailer, Golden Belt Printing by the 15th of the month. Fliers are automatically inserted and we bill you for the fee after it hits the post office. Hassle free.



ADVERTISING - Place a full color advertisement in our news publication for 1,250 monthly readers for as little as \$100/month! Space is limited and reserved in 6-month or 12-month terms.

WEEKLY EMAIL UPDATE

Similar to the monthly *Outlook Business Journal* newsletter, email *Updates* offer Chamber members a chance to showcase a particular event, news article, or promotion between the monthly mailings.

This digital publication features upcoming events and news items submitted by members. In addition to over 1,000 residents and business contacts who subscribe, the email *Updates* are also distributed to our local and state elected officials. To publish events content, be sure your calendar item has been posted on our website, www.greatbend.org, at least 10 days prior. To request that your news item be published, just send a detailed write-up to marketing@greatbend.org. *All content is subject to available space and editorial discretion.

CALENDAR OF EVENTS

Members have the opportunity to submit events information to our online Calendar of Events, posted publicly at www.greatbend.org. We encourage businesses and nonprofit organizations to utilize this calendar for scheduling and promoting their community functions, as many local media outlets and governing bodies collect data from our website for their publications as well. Events posted before the 15th of the month prior will automatically be considered for publication in the *Outlook Business Journal*. It is also a popular destination for community residents and visitors who are looking for things to do in the Great Bend area. To submit an event to the calendar, visit our website and fill out the "Submit an Event" form.

GET INVOLVED. IT'S NETWORKING.

Who Will You Meet Through Your Chamber?

21-40 (ISH)

Young Professionals -

The Barton County Young Professionals program is a great way to foster your team. The group is open to anyone 21-40ish who lives or works in the Barton County area. The group's objectives are to Lead. Network. Volunteer. Follow them on Facebook, or join: www.bartonyp.com.

SIGN ME UP!

I'm Ready to Join -

When your business is ready to join the Great Bend Chamber of Commerce & Economic Development, we invite you to complete the enclosed membership application, OR you can join on our website: www.greatbend.org.

GET IN TOUCH -

Call: 620-792-2401

Click: www.greatbend.org

Come In: 1125 Williams
Great Bend, KS 67530



NETWORKING ISN'T STUFFY HERE

Attend Weekly Chamber Coffees.....FREE
Breakfast, Coffee, and Door Prizes - what more could you want?

Attend After Hours EventsFREE
Free Food, Adult Beverages, and Lots of Giveaways!

VolunteerFREE
Pick up a shift at the Farm Show or another Chamber Event.

Attend Legislative Coffees.....FREE
Express concerns and stay in tune with State Officials.

Annual Golf Tournament.....\$100.00
Get out of the office on a Friday - bring a friend or make new ones!

Annual Meeting & Banquet\$750.00
Bring 10 Employees, Sponsor, and Get Exclusive Exposure to 400+ Guests

Serve the Chamber - Serving as a volunteer in the Ambassador Club or on the Board of Directors is a great way to really engage with other professionals. Expand your influence!



KEEP UP WITH INDUSTRY TRENDS

Quarterly Member Orientation SeminarsFREE

Employer/HR Roundtable Seminars..... \$20.00
Lunch and Program Included - great for networking!

Technology Roundtable Seminars \$15.00
Lunch and Program Included - great for networking!