

# WEB.



## PROMOTING YOUR BUSINESS

IT'S WHAT WE DO



# NETWORKING.



# Welcome To Shelby County

Since 1851

JOIN THE CHAMBER



## EXPLORESHELBYCOUNTY.COM

TGS Page for Each Member



## The Recognized Source for All Information Related to Shelby County

Launched in April 2015, [exploreshelbycounty.com](http://exploreshelbycounty.com) has become the recognized source for residents and visitors looking for products, services, event information, and so much more.

Average Monthly Business Directory Visits: 4,417

Average Monthly Finds Through Search Engines: 18,327



**REACH YOUR CUSTOMERS AND  
PROSPECTS...NO MATTER  
WHERE THEY ARE**

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**Facebook Page  
Sample Reach: March 23-April 19  
8,440 People reached  
1,749 post engagement**

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**SHELBY COUNTY CHAMBER OF COMMERCE & INDUSTRY**

FACEBOOK AND TWITTER



## NETWORKING - A KEY TO BUSINESS GROWTH

At Shelby County Chamber of Commerce Events, Members Can:  
Spend quality time with key decision makers from throughout the County at  
Chamber Member Only gatherings.

Reach customers and prospects by Sponsoring Community Events.  
Identify business opportunities within the Shelby County Business Community.





# **MEMBERSHIP AND BENEFITS PACKAGE**



## **Advocate...Innovate...Cultivate**

Thank you for your interest in the Shelby County Chamber of Commerce & Industry. A membership in the Shelby County Chamber of Commerce & Industry is an investment in both your business and the Shelby County community. By supporting S.C.C.C.I., you enable the Chamber to promote Shelby County as a top destination in which to live, visit, and do business. As we work together with our business members, we all realize the benefits of a stronger local economy, increased tourism, and a higher quality of life throughout all our communities.

As you review our member benefit information, please feel free to call me with any questions you may have or clarifications you may need.

Again, thank you for considering joining our growing organization.

A handwritten signature in black ink that reads "Todd A Valline". The signature is written in a cursive, flowing style.

Todd Valline  
Executive Director, Shelby County Chamber of Commerce & Industry  
1901 Hawkeye Avenue, Suite 101  
Harlan, IA 51537  
Phone: (712) 755-2114  
Mobile: (712) 579-0437

### **MISSION**

To create a climate of opportunity for business growth, economic development, and a high standard of living throughout Shelby County.

### **VISION**

To be recognized as the leading organization and communication hub of Shelby County, creating the preferred community in which to live and conduct business.

### **VALUES**

We continually pursue our work with integrity and enthusiasm, striving to be strong advocates for our members, to fuel innovation, and to cultivate opportunities.



## Membership in S.C.C.C.I. Comes With Benefits!

**A fresh avenue to promote your business to the local community, the surrounding areas, and area visitors through the new Shelby County Chamber of Commerce & Industry Website:**

As a member, your business will be listed in our online directory. Why is this important? On average, 15,000 individuals view our directory monthly searching for the products/services they need. Our directory provides opportunities for visitors to search based on keyword, service/product needed, and business name to locate you. Once they have located you, the visitor will land on your individual business page located within our directory. This page will provide everything they need to know to do business with you: location information, hours of operation, a description of the products/services provided, pictures you provide (can be location, staff, products, etc...), opportunities for you to offer discounts or specials, a Google map to your location, and links to your active website, Facebook page, Twitter feed, or any other electronic media you currently use to promote your business. In addition, the directory is the main element of the Chamber's Mobile App which is visited by 5,000+ individuals monthly.

### **Receive Qualified Leads through Business Referrals:**

As the information hub for all things Shelby County, S.C.C.C.I. receives inquiries from other businesses, individuals, new arrivals to the area, tourists and visitors, and site selectors finding supply chain vendors for businesses considering relocating or expanding to Shelby County. Indirect referrals will also occur through our website, various publications, events, and sponsorship opportunities.

### **Monthly Newsletter:**

Jam packed with community and countywide information, Chamber Member news, topics of interest to our business community, S.C.C.C.I. Committee activities, and unique advertising/sponsorship opportunities the Chamber Newsletter is a key addition to your business information network. Chamber Members have the opportunity to submit articles to highlight successes, new products or new services.

### **Exclusive Advertising Advantages:**

S.C.C.C.I. members promote their businesses through S.C.C.C.I. community event sponsorships, display of marketing materials and brochures in the visitor information center located at the S.C.C.C.I. office, and unique advertising and promotion available on the S.C.C.C.I. website. These avenues provide our members with an opportunity to promote their business countywide in a select, timely and entertaining fashion.

### **Networking Opportunities:**

Networking is an acknowledged and important part of today's business world. It helps you build relationships, gain visibility, exchange ideas and information, obtain sales leads and broaden your professional horizons. S.C.C.C.I. presents multiple opportunities throughout the year for our members to network in a relaxed, fun atmosphere.

### **Shelby County Business Community Advocacy:**

S.C.C.C.I. provides an avenue for our member's voices to be heard. S.C.C.C.I. advocates for the Shelby County Business Community, discussing the topics most important to Shelby County's economic health and vitality. S.C.C.C.I. researches bills, ordinances, and laws that will have an impact on Shelby County's commerce and communicates our best interests to local, county, state and federal representatives.

### **Volunteer Opportunities:**

S.C.C.C.I. offers our members the chance to participate in active committees that contribute in all aspects of the Shelby County Community. Workforce and training needs, housing issues, community outreach, event planning, professional development/mentoring and business start-up assistance are all topics our members have expertise in and are passionate about. Our members offer this expertise to area businesses and start-ups through our committee structure.

## **Further Benefits:**

- Use of the Chamber's Conference Facilities
- Use of the Chamber's Job Board through the Chamber website
- Mentions during the Monday Chamber Update on KNOD and in the Chamber Happenings newspaper column
- Display of marketing materials and brochures in the Chamber's Welcome Center located at the Chamber office
- Updates of your products/services through the weekly "Did You Know" Chamber email
- Crime Alerts
- Membership cling for your window/doorway
- Ambassador Visits, Business After Hours and Ribbon Cuttings
- Participate in the Chamber's "Welcome Wagon" program for new county residents and businesses

## **Additional Club Level Membership Investment Benefits**

### **BRONZE Club - \$500.00**

- Public thank you at Awards Banquet
- Logo listed at the top of the Member Directory in our "Club Level Member" scroll
- 1 time "Featured Business" with photo in the Chamber Happenings section of the Harlan Tribune
- 1-time Social Media post with photo (Facebook and Twitter) thank you for membership
- Sponsor of Legislative Coffees
- 3 months of banner advertising on the Chamber of Commerce Website "Attractions" Page

### **SILVER Club - \$750.00**

All the additional benefits of Bronze Club Level plus....

- 1-time photo in the Chamber Newsletter acknowledging your membership anniversary
- Sponsor of the Shelby County Area Events section of the Did You Know email (3 times per year)
- 6 months of banner advertising (addt 3 months over Bronze) on the Chamber of Commerce Website "News" Page

### **GOLD Club - \$1,500.00**

All the additional benefits of Silver Club Level plus....

- 9 months of banner advertising (addt 3 months over Silver) on the Chamber of Commerce Website "News" Page
- Chamber sponsored Business After Hours held at your place of business
- Sponsorship of the BOSS (Business Owners Sharing Secrets) presentations
- 50% discount on Annual Chamber Banquet tickets (max. 8 tickets), 10% discount on training seminars

### **PLATINUM Club - \$3,000.00**

All the additional benefits of Gold Club Level plus....

- Sponsorship of the Annual Chamber Golf Outing (sidewalk sign) and one golf team entry into the event
- Two tickets to the annual Fun China Luncheon celebrating Administrative Assistants day
- Two tickets to the Annual Chamber Banquet and 50% discount on additional tickets (max. 6 tickets)
- Convert 9 months of banner advertising on the "News" page to 1 year of advertising on the "Events" page for an additional \$150

### **PLATINUM PLUS Club - \$5,000.00**

All the additional benefits of Platinum Club Level plus....

- Individual Hole Sponsorship of the Annual Golf Outing
- Four tickets to the Annual Chamber Banquet and 50% discount on additional tickets
- One year of banner advertising on the Chamber of Commerce Website "News" and "Events" page
- Sponsor of the Home & Garden Booth (sign noting this)





## **SPECIAL OFFER FOR SHELBY COUNTY BASED BUSINESSES**

**If you are a new Chamber member (have not been a member for 12 months) you may take advantage of the program detailed below from the Shelby County Board of Supervisors.**

### **Shelby County Board of Supervisor's Proposal to Help Promote Economic Development within Shelby County**

#### **New Member Cost Share Program**

1. The Shelby County Board of Supervisor's offers a cost share program to new first time Chamber members for reimbursement on their first-year membership dues, up to 50% or \$125.00 maximum (whichever is less), up to a maximum of 20 new membership per year. (20 memberships X \$125.00 = \$2,500.00)
2. New first time Chamber members who elect to take advantage of this program will have their initial annual membership dues discounted based on the formula above.

# Membership Investment



1901 Hawkeye Ave., Ste. 101 Harlan, IA 51537 712-755-2114 www.exploreshelbycounty.com

Business Name: \_\_\_\_\_ Year Established: \_\_\_\_\_

Number of Employees: Full Time: \_\_\_\_\_ Part Time: \_\_\_\_\_ (2 part time = 1 full time) Total Employees: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Billing address if different from above: \_\_\_\_\_

Website Address: \_\_\_\_\_

Social Media:  \_\_\_\_\_  \_\_\_\_\_

**Contact Information**

Owner/CEO/Director: \_\_\_\_\_

Title: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Sales/Marketing/Daily Contact: \_\_\_\_\_

Title: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

**Membership Opportunities**

<u>Standard Membership Investment</u>		<u>Club Level Membership Investment</u>	
Individuals	\$150.00	Bronze Club	\$500.00
Church/Non Profit	\$150.00	Silver Club	\$750.00
Home Based Businesses	\$200.00	Gold Club	\$1,500.00
Business (1-5 employees)	\$300.00	Platinum Club	\$3,000.00
Business (6-10 employees)	\$400.00	Platinum Plus Club	\$5,000.00
Business (11+ employees)	\$450.00	** 25% Discount for 2 <sup>nd</sup> Business Membership	

Total Investment: \$ \_\_\_\_\_

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

Membership with the Shelby County Chamber of Commerce & Industry is an annual commitment.  
The information provided on this form will be used for the Chamber Website and directory.