



June 1, 2010

Dear Future Member,

I'd like to share with you the Boulder City Chamber of Commerce's action statement...The Chamber Means Business. We want to include you in that endeavor and invite you to consider joining our Business Member Community.

The enclosed packet of information has been created for you, and will provide you with substantial details regarding our many benefits that will better your business.

If you have any questions, please feel free to contact me. I look forward to working with you in creating a healthy economic climate in our Southern Nevada home. This relationship will be a plus for both of our businesses.

Thank you for your consideration.

Sincerely,

Jill Rowland-Lagan
CEO



465 Nevada Way, Boulder City, Nevada 89005-2424

www.BoulderCityChamber.com (702) 293-2034



Boulder City Chamber of Commerce

Mission Statement and Amplification

The Chamber's mission is to promote business and commerce for the Boulder City area through leadership in economic, political and social development.

In pursuing its mission, the Chamber is an advocate, catalyst, and service Provider focusing on those issues which affect the area's economic vitality.

The Chamber acts as an advocate by representing the membership especially regarding State and local legislative issues. As a united voice of its members, the Chamber seeks a consensus on key issues, communicates the business community's perspective and ultimately influences decisions made by legislators.

The Chamber acts as a catalyst by identifying issues affecting economic vitality and focusing resources to address and resolve those issues. It sponsors and supports a variety of efforts and organizations congruent to the Chamber mission. The Chamber encourages the involvement of corporate citizens within the community and provides a forum for discussing topics of interest to the business community.

The Chamber acts as a service provider by initiating and managing programs which are responsive to member needs. In addition to managing a wide range of programs which encourage small business formation and development, the Chamber is a clearinghouse of information for business. In this role, it helps members interpret the impact of recently passed legislation.

The geographic scope of the Chamber extends throughout Boulder City and the adjacent Metropolitan area. A larger geographic scope of influence and involvement (e.g. communities within Southern Nevada) may be required based on the issue (e.g. legislative, transportation and regional economic development).

As the area grows and becomes more diverse, coordination with other organizations is increasingly important. When working on issues affecting all with other organizations to achieve the Chamber's goals. Therefore, the Chamber seeks to establish coalitions around issues as needed. Routine liaison is sought with closely related organizations (e.g. Southern Nevada Chambers of Commerce).

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Boulder City Chamber of Commerce

Why Should I join the Chamber of Commerce

- The benefits of Chamber membership are numerous. Some benefits will be more important to you than others. The main benefits though are universal. Chamber membership conveys credibility and stability to your customers. Being a member of the Chamber of Commerce will open the door to many contacts that can help your business grow through the power of referrals and networking.

What does the Chamber of Commerce do?

- The majority of Chamber work focuses on attracting visitors to Boulder City and encouraging them to patronize the businesses, services, and attractions offered by our members and informing residents about the importance of a strong local economy.

How does the Chamber do this?

- We distribute over 500,000 Boulder City brochures each year via welcome centers, hotels and motels, and visitors centers in California, Utah, Arizona, New Mexico, and Las Vegas.
- Our website averages 800,000 hits per month. All of our members are listed here.
- We advertise in Nevada Magazine. This tourist publication is sent to people who call the Nevada Commission on Tourism looking for visitor information. We average 400-600 request for information from each issue of this magazine.
- We refer approximately 1000 callers to our members every month.
- We refer an average of 2500 walk-in visitors to our members each month.
- We produce the annual Community Calendar of Events that is sent out with every request for information, as well as maintain the master web calendar of events on the internet.
- We compose numerous articles each year for tourist and local publications that highlight Boulder City. Some of these include *Where? Las Vegas*, *Cerca*, *Where in Nevada*, *The Complete Nevada Traveler*, and *Old West Journal*, to name a few.
- We represent and promote our members on the local, state, national, and international levels through our numerous affiliations with other organizations.
- We are members of the Nevada Development Authority, Nevada Commission on Tourism, Las Vegas Convention and Visitor's Authority, Museums and Attractions in Nevada, Las Vegas Territory, the Las Vegas Chamber of Commerce, the Henderson Chamber of Commerce, the Boulder City Commission on Tourism, and many more.

- We produce and promote community activities and events each year, which are designed to attract more visitors to our city. Some examples are Spring Jamboree and the many Christmas activities.
- We are partners with the City implementing the recommendations of the marketing study that was completed in November 2001. One objective in accomplishing this is the creation of the Economic Vitality Committee which is under the direction of the Chamber Staff.
- We keep Boulder City in the regional and national news by preparing frequent press releases, media events, and interviews, and by purchasing paid advertising.

What Else does the Chamber do?

- We stay informed on the issues that effect your business and your quality of life.
- We let our strong, united voice be heard at the local and national levels when necessary for the benefit of our members.
- We are ambassadors for our city in everything we do.
- We coordinate our efforts with those of other groups to expose our membership to as many people as possible.
- We prepare a quarterly newsletter to keep you up to date on what is happening, as well as sending out a weekly "Chamber Happenings" email.

What are some of the other benefits of Membership?

- FREE Website in conjunction with the Chamber's Site. The Chamber will, free of charge, set up your site and assist you in keeping it up-to-date.
- Chamber Ribbon Cutting a free media opportunity for your business.
- All new members recognized in a Chamber ad in the Boulder City News.
- Anniversaries highlighted in the Chamber Newsletter.
- New members introduced and given the opportunity to address our membership and share literature about your company, product's or service.
- New members listed in quarterly newsletter.
- Opportunity to host a Chamber mixer (another media opportunity).
- All members can use our bulk rate postage permit to save on mailing cost.
- All members are listed on Chamber website.
- All members can display their brochures in the Chamber literature rack.
- Only Chamber members are listed in our relocation publication sent to perspective new residents and tourism requests.
- Membership list is only given out to Chamber members, with labels available for only \$10.00.
- Prospective new residents list made available to Chamber members for only \$15.00 a month.
- Introduce your Business to every Boulder City resident by participating in our Hostess packet program. It's \$15.00 a month and the packets are given to new residents when they sign up for Utilities.
- Regular monthly membership meetings featuring timely topics relative to business today.
- Informative workshops and seminars.
- Booth space in Spring Jamboree "Chamber Showcase" section at a reduced price.
- Discounted advertising rates on the Boulder City map printed by the Chamber and distributed through realtors, service stations, convenience stores, etc.

- We offer an opportunity to participate in Henderson Hyundai Superstore's "Donation Referral Program", as well as other "Membership Values Card" programs such as great discounts with local businesses when proudly showing your Membership Values Card.
- We offer job listings on our Website that allows employers to post job openings and potential employees to see what jobs are available.
- The Chamber now accepts credit cards for the convenience of our members.
- Association Rates with Aflac Supplemental Insurance Program.

Who runs the Chamber of Commerce?

- The Chamber is presently operated by a paid staff of two employees that report directly to the eleven member Board of Directors. The CEO and Office Manager handle the day to day operations of the Chamber office. Approximately 25 Volunteers work regular shifts in the office helping with things like answering phones, mailings, and similar projects.

Who is on the Board?

- The Board of Directors are eleven individuals representing member businesses. They are elected by the membership and serve a three year term.

What do Board members do?

- Board members set the policy for the Chamber of Commerce. They are ambassadors for the Chamber and our City. They volunteer their time aside from their regular jobs to promote the Chamber's mission. They attend Chamber and committee meetings and help with Chamber and other community events.

What does the Staff do?

- The staff is responsible for the day to day operations at the Chamber. This includes most of the tasks necessary to execute our member benefits and programs of work.

Is the Chamber part of the City?

- No. The Chamber of Commerce is a separate entity from the City. The Chamber and the City do work close together to create an atmosphere where business can thrive. In matters concerning or affecting local business, the City request input from the Chamber and takes that information into consideration when making decisions. The City also makes an annual grant to the Chamber to be used for marketing Boulder City.

What is the Chamber's budget?

- The budget of the Chamber varies from year to year based on a number of factors. As a non-profit organization, our operating funds come from membership dues, grants, and fund raisers such as Spring Jamboree. The majority of the Chamber's annual operating budget is allocated to marketing and the cost of marketing materials.

Boulder City Chamber of Commerce Membership Dues and Corporate Partnerships

Revised 01/2011

The Boulder City Chamber of Commerce is a voluntary group of men and women dedicated to meeting the needs of the community by promoting business and commerce through leadership in economic, political and social development. It is open to firms, associations and individuals in good standing, regardless of residence. Dues shall be paid annually in advance unless otherwise agreed.

Corporate Partnership

Upon the signed agreement with Chamber staff, a Corporate Partnership can be established, giving the company multiple benefits and elite status within the Chamber.

Platinum Partner

\$5000.00

This Partnership allows for Annual Chamber Membership, recognition at all Chamber events, 4 seats at the Annual Awards and Installation Evening and name recognition in the Installation Program, sponsor recognition at the annual Spring Jamboree, name and logo on all Spring Jamboree event materials and press releases, free booth space at Spring Jamboree Chamber showcase, sponsor recognition at the Chamber's annual Christmas events and free entry in the Christmas parade, company banner along parade route or on the Chamber float, free ad in the annual Christmas coloring book, sponsorship of the King Kids 5th grade shopping day held each December to help educate this age group on the importance of shopping locally, company name and logo on the Chamber's Corporate Sponsorship banner, and on the Corporate Partnership plaque that hangs in the Chamber office, sponsor recognition in the Chamber's quarterly newsletter, opportunity to put collateral materials in Potential Member Packets, and finally an ad in the Platinum Category, in a high traffic zone, on the Chamber's interactive website. Package value of over \$10,000.00.

Gold Partner

\$2500.00

This partnership allows for Annual Chamber Membership, recognition at all Chamber events, 3 seats at the Annual Awards and Installation Evening and name recognition in the Installation program, sponsor recognition at the annual Spring Jamboree, name and logo on all Spring Jamboree event materials and press releases, free booth space at Spring Jamboree Chamber Showcase, sponsor recognition at the Chamber's annual Christmas events, and free entry in the Christmas parade, company banner along parade route or on the chamber float, free ad in the annual Christmas coloring book, sponsorship of the King Kids 5th grade shopping day held each December to help educate this age group on the importance of shopping locally, company name and logo on the Chamber's Corporate Sponsorship banner, and on the Corporate Partnership plaque that hangs in the Chamber office, sponsor recognition in the Chamber's quarterly newsletter, opportunity to put collateral materials in Potential Member Packets, and finally an ad in the Gold Category, in a high traffic zone, on the Chamber's interactive website. Package value of over \$6,500.00.

Silver Partner

\$1000.00

This Partnership allows for Annual Chamber Membership, recognition at all Chamber events, 1 seat at the Annual Awards and Installation Evening and name recognition in the Installation Program, sponsor recognition at the annual Spring Jamboree, name and logo on all Spring Jamboree event materials and press releases, free booth space at Spring Jamboree Chamber Showcase, including a company banner,

sponsor recognition at the Chamber's annual Christmas events and free entry in the Christmas parade, company name and logo on the Chamber's Corporate Sponsorship banner, and on the Corporate Partnership plaque that hangs in the Chamber's office, sponsor recognition in the Chamber's quarterly newsletter, opportunity to put collateral materials in Potential Member Packets, and finally an ad in the Silver Category on the Chamber's interactive website. Package value of over \$4,000.00.

Bronze Partner \$500.00

This Partnership allows for Annual Chamber Membership, recognition at all Chamber events, 1 seat at the Annual Awards and Installation Evening and name recognition in the Installation Program, sponsor recognition at the annual Spring Jamboree, name and logo on all Spring Jamboree event materials and press releases, free booth space at Spring Jamboree Chamber Showcase, sponsor recognition at the Chambers annual Christmas event, company name and logo on the Chamber's Corporate Sponsorship banner, including the Corporate Partnership plaque that hangs in the Chamber's office, sponsor recognition in the Chamber's quarterly newsletter, opportunity to put collateral materials in Potential Member Packets, and finally an ad in the Silver Category on the Chamber's interactive website. Package value of over \$2,500.00.

Business Member: Any person, association, firm, partnership, estate or corporation licensed to do business and any non-profit, service or fraternal organization in agreement with the object of this organization shall be eligible to apply for a business membership. Each membership may represent only one business, shall have one vote and shall be limited to ten (10) associate (voting) memberships. Dues are based on the following annual structure:

Number of Employees	<u>Share</u>
1-5	\$180.00
6-12	241.00
13-20	302.00
21-50	363.00
51-100	422.00
101 and above	484.00

Host Agency/ Independent Contractors (realtors, beauticians, massage therapist, etc.)

Host Agency	180.00
Sub-Contractors to Host Agency	120.00
May Vote	

Non-profit (number of members)

1-20	87.00
21-100 and above	119.00
Religious Organizations	87.00

Resorts/Marinas

Number of Employees	
1-20	244.00
2-50	363.00
51-100	484.00
101+	598.00

Hotels/Motels/Apts./Mobile Home Parks

180.00 up to 20 rooms
180.00 Plus \$2.25 each unit over 21

Associate Member (may vote)

84.00

Any interested individual in agreement with the object of this organization shall be eligible for Associate Membership. An Associate Member may not promote any business, organization or product unless that business or organization is a member of the Chamber and has a Business Membership.

Honorary Member- Upon the signed recommendation of two members and by a three-fourths vote by ballot of those present at the annual meeting, honorary memberships may be conferred upon an adult resident of Boulder City who shall have rendered notable service to the Chamber and / or to the community at large. Honorary Membership shall include all of the privileges of an Associate Membership, with the exemption from payment of dues. Businesses or organizations are not eligible for Honorary Membership.

Boulder City Chamber of Commerce
465 Nevada Way - Boulder City, NV 89005 - 702/293-2034
(revised January 2008)

Thank you for joining the Boulder City Chamber of Commerce. We get calls and letters from hundreds of people that we hope to connect with you. Your business may provide goods or services they want or need and we may not be aware of them. The more information we have, the more we can give potential customers. Remember our goal is to help you.

Please help us promote your business by completing the form below.

Date: _____

Name of Business: _____

Physical Address: _____

Mailing Address: _____

Phone # _____ FAX # _____ 800 # _____

E-Mail Address _____ Web Site _____

Owner/s: _____ Contact Person: _____

Year Business Started: _____ Number of Employees or Members: _____

Number of Spaces/Rooms for Rent: _____

Major Services/Products Offered: _____

Other Services/Products Offered: _____

Business Days/Hours: _____

Conference Room Available: Yes _____ No _____ Capacity: _____

I would like to contribute \$_____ to the High School Scholarship Fund each year. (This is tax deductible.)

CONSIDER JOINING THE HOSTESS AND RELOCATION PROGRAMS. A GREAT WAY TO GET YOUR NAME OUT TO THE PUBLIC AND EACH PROGRAM IS ONLY \$15.00 PER MONTH.

_____ I would like to join the Hostess Program at \$180.00/year.

_____ I would like to join the Relocation Program at \$180.00/year.

I would like to receive the Chamber Newsletter _____ via E-Mail or _____ by Mail

Membership dues are not tax deductible as charitable contributions, but may be deductible as ordinary and necessary business expenses.

More Great Tools...

~ **Calendar of Events:** The calendar on the Chamber website is very user friendly. You can submit your own events or simply see what is going on from day to day. If your business has a lot of customers or walk-in traffic, consider printing the calendar off each week for your them to view. Let's put a stop to "nothing ever happens around here!"

~ **Member Announcements:** View the latest information regarding area businesses. You may also submit information on your own happenings.

~ **Online Coupon:** You can create and distribute your online coupon from the Chamber's website to all your potential customers via social networking, emailing your database, and encouraging customers to use their smart phones to redeem. The Chamber website can help you go green and bring customers into your business.

We are here to help you...

We want to be your "Easy" button! The Boulder Chamber website becomes most effective by getting more of our members optimized and using the many tools of the website system. We make more referrals and you get more business. It is that simple!

If you have any questions, please contact the Chamber office. We can come to you and assist you in starting your website, you can contact Chamber Nation for assistance, or you can go to www.memberclasses.com and sign up for one of our WEB 101 classes held the first Wednesday and Friday every month.



The Chamber Means Business

www.bouldercitychamber.com

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Don't be missed when customers are searching for you!

Optimize Your Web Presence with a FREE Website



Start your Traffic Catcher Site Today!

Do you have a LOCAL search strategy for your business? Join the Chamber and you will!

The Boulder City Chamber realizes that most people today researching information on a business in a community will do their searching via the Internet. The Chamber's website is proof of this. The highly targeted traffic is now available to members that take advantage of the very user-friendly online advertising program.

To expand the Chamber's reach, the Area Search Engine is available to all members and is powered by Google. Members are impressed with results when they optimize and attract this traffic.

Did you know ...

~85% of buyers and tourists research online during the buying process

~ 80% of those choose a vendor online

~ 70% of consumers use search engines

~ When you buy locally, money turns over 3.2 times within the community

The Chamber website and operating system is a carefully engineered program to provide outstanding local advertising results to our members. When members load the required data, we all achieve the maximum benefit.

Once you join a optimize...

You are now a part of a "locally driven" nationwide advertising network

Your customers are now searching for you by category, which means the value of the search is going up. Customers are 63% more likely to buy from you if you are a Chamber member and find you online.

Keywords are a major part of our search engine and therefore, the more keywords you have the more often you are found. If you are having trouble coming up with keywords, we suggest employee names, product lines, and services. You may even consider popular typos or different versions of your business name.

Your membership now provides access to some powerful information in the members area of our website. When you click on the button to manage your website, you can view the "Search and Find" as well as the "Search and NO Find" reports. We suggest that you periodically view these reports and update your keywords accordingly. Do not underestimate the value of these reports. This information reflects live searches done by potential customers.

Photos play an important roll in capturing a viewer's interest. Take advantage of all of the photo options, e.g. the main photo, custom header image, photo tour, and "about us" photos. The photo used in the main image should clearly show the purpose of your company.

Within the member business network you will have the option to enter text about your business. This area is used extensively for search engine optimization and should contain as much information as possible on your business. In some cases you may want to extend your content to include a description or history of your business.

The Chamber receives a great number of requests from the public to provide recommendations on local businesses. While we have the pleasure of personally speaking to our guests, the online directory continues to be where we see an increase in **recommendations.**

The Chamber is part of the Chamber Nation Network so you can now advertise your business locally online FREE.

Getting Started...

- Get your user name and password, and save it here:

Username: _____

Password: _____

- Go to www.bouldercitychamber.com and locate the "member login" link on the home page.
- Once on your welcome page, click on "manage website".
- The system will tell you what areas you have completed or not. The more you complete, the more optimized you'll be.
- Be sure to link to your website, Facebook, Twitter or any other pages you are currently using to promote your business.
- List your services and be specific. You may link these services back to your website and traffic catcher page.
- Keep up on your keywords. View the "Search and No Finds" as well as the "Search and Finds" reports to be sure you are being found as often as possible.
- Upload photos and keep it fresh. Photos help potential customers get a glimpse of your and what you have to offer.
- Call the Chamber if you have any problems.



BOULDER CITY CHAMBER OF COMMERCE

465 Nevada Way • Boulder City, Nevada 89005-2424 • (702) 293-2034 • Fax: (702) 293-0574

HOSTESS PROGRAM

The Hostess Packets are sponsored by Boulder City Merchants and are given as a welcome greeting to new residents. The Boulder City Chamber of Commerce prepares the packets and inserts materials provided by the merchants. New residents are given these free packets when they sign up for their Utilities at the City Utility Office.

The Chamber feels this program helps in establishing the shopping habits of the new residents by familiarizing them with services available in our city.

Each new resident is presented with a packet containing a gift, gift certificate or brochure from sponsoring businesses. Included are Boulder City brochures, maps, driver's license, car registration information, and greetings from the Boulder City Police and Fire Departments.

The New Resident Program is financed by the participating merchants and not subsidized by Chamber dues. The cost is \$15.00 per month for each participant and is billed yearly at \$180.00.

If you are interested in participating in the CHAMBER HOSTESS PROGRAM or have any questions concerning the program, please call the Chamber office.



BOULDER CITY CHAMBER OF COMMERCE

RIBBON CUTTING CHECKLIST

A Ribbon Cutting marks the opening of a new business, or the reopening of an older business after remodeling, relocation, new ownership, etc. As a Chamber member you are entitled to have a Chamber sponsored Ribbon Cutting.

A Ribbon Cutting can be a great way to give your business exposure in the Chamber and the community. A press release of the Ribbon Cutting will be submitted to all the local media outlets. It will also be in the next issue of the Chamber Communication Link.

Some things to consider when planning your Ribbon Cutting are:

Choose your date carefully: Ribbon Cuttings can be scheduled Monday through Thursday at either 12:00 or 5:30 p.m. Please check with the Chamber Office for assistance on scheduling.

Get your information to the Chamber office early ~ MAKE SURE THAT IT IS ACCURATE: You must fill out a Ribbon Cutting form and turn it into the Chamber Office ten(10) days before your Ribbon Cutting. This gives us time to prepare a Ribbon and arrange for the media to take photos. Make sure that all names are spelled correctly and all information is current. We take spelling, etc. right from the form that you have filled out.

Promote your event: The Chamber Office will do a broadcast fax and email to all Chamber members. If timing permits, we will also announce the Ribbon Cutting at a membership meeting or at any other Chamber functions. The best-attended Ribbon Cuttings have been at those where the business owners did some of their own promotion as well.

The Chamber provides: The Chamber provides a Ribbon with your business name, "showcase" scissors, real scissors, and pens for signing the Ribbon.

You provide: You provide light refreshments. Some businesses have scheduled entertainment and special presentations to augment the actual Ribbon Cutting ceremony.

BOULDER CITY CHAMBER OF COMMERCE

RIBBON CUTTING FORM

Revised 8/2009

MEMBERS BUSINESS NAME: _____

STREET ADDRESS: _____

CONTACT NAME: _____

CONTACT PHONE NUMBER: _____

DATE OF RIBBON CUTTING: _____

NAME TO BE PRINTED ON RIBBON (please print clearly):

For office use only:

DATE RECEIVED IN OFFICE: _____

DATE RIBBON ORDERED: _____

DATE RIBBON RECEIVED: _____

**THIS FORM MUST BE RETURNED TO THE CHAMBER OFFICE NO
LATER THAN TWO (2) WEEKS BEFORE YOUR RIBBON CUTTING**