

Lake Almanor Tourism & Marketing

Members benefit from and can participate in the Chamber's tourism and marketing program. This includes participation in recreation trade shows in Nevada and Northern California, assistance with event or conference promotion and opportunities to be part of the Lake Almanor Merchandise Program.

Visitors Center & Concierge Services

Chamber staff and volunteers at the Visitors Center respond to over 5,000 calls and visitor requests each year. Referral services are provided for area attractions, lodging, dining, merchant and business services and are directed to Chamber members. Chamber members may include their brochures, business cards and event information in the Visitors Center display racks and kiosk.

Next Stop Chester: Main Street Development

"Next Stop Chester" is the project name for the community effort to beautify and develop Main Street, Chester. This project includes long-term design plans for structural and aesthetic improvements along Main Street as well as short-term projects for improvements. The Adopt A Flower Box program is one part of this effort.

Lake Almanor Cultural & Recreational Council

The Lake Almanor Cultural and Recreational Council provides a conduit for the collection and distribution of information on the existing cultural and recreational activities in the area as well as resources for event planning.

Chamber Sponsored Events

Mile High 100 Bike Ride

The Mile High 100 is not a race but a collection of tours for cyclists of all abilities. This event promotes area visitation and recreational bicycling "under the volcano" in the shadow of Northern California's incredible Lassen Peak and the scenic beauty of Lake Almanor.

4th of July Parade

The 4th of July Parade coordination team plans and assists in the execution of this much loved community event. Details include choosing a parade theme and grand marshal, event judging and parade day coordination.

Fireworks Spectacular

The 4th of July Fireworks over Lake Almanor is an effort fully funded by the Chamber through the generous donations of our community.

Street Rod Extravaganza

Street Rod Extravaganza is the premier Northern California poker run, poker walk, hot rod contest and classic car cruise. Its course travels 35 miles around Lake Almanor, one of the top scenic drives in the US.

Second Fridays

Second Fridays, in old town Chester, features a Farmers Market, local arts and crafts, Lake Almanor merchants, vendors and services, food and live music. Second Fridays is an on-going event June through October of each year. It is an opportunity to display and sell Lake Almanor products and services to the community and our visiting population. The Chamber's goal for Second Fridays is that it become a marketable event for our area, creating a weekend destination choice for regional travelers.



Mission Statement

The Chester/Lake Almanor Chamber of Commerce is a voluntary organization of individuals and businesses whose primary mission is to advance the commercial, financial, industrial and civic interests of the Lake Almanor Basin.

The Chamber serves the community through educational services, promotional programs, events and publications that promote the residential, recreational and economic advantages of the Lake Almanor Basin as a place to visit, live, work and invest.

There is no better way to help care for your community than by joining, supporting and participating in your Chamber

Why Become a Member? Or Why Should I Re-Invest?

529 Main Street
P.O. Box 1198
Chester, CA 96020

Phone: 530-258-2426/800-350-4838
Fax: 530-258-2760

info@LakeAlmanorArea.com
www.LakeAlmanorArea.com

LakeAlmanorArea.Com

The Chamber supports and manages the Lake Almanor Area web site, a visitor's site for information on area lodging, dining, recreational resources and services. This interactive web site includes one-stop information shopping for prospective visitors as well as the community and is tied to the Chamber's Tourism Marketing program. Members receive a primary listing in the Web Directory System.

Member Web Site Benefits

Member Directory Listing. The Membership Directory System, powered by *EcTown, USA* becomes your powerful new marketplace to do business online.

Member Traffic Catcher Site (TCS). Most members' web presence will be ready in a less than half an hour. Unlike setting up a website yourself and getting minimum traffic, your new TCS will send traffic your way immediately. Included in your TCS are the following advantages:

- **Advanced Search System for Member Listing.** Unlike most other member directories, this one allows people to search for your business by words that are indexed off of your TCS. Now when you mention that your company has been "selling homes in Chester or Lake Almanor for over 20 years", they will find you when they enter; Homes or Lake Almanor or Chester or all three. Member search is no longer limited to a category or business name.
- **Member Coupons.** Members are able to post coupons for customers on the Chamber site, with the option to mass blast them to the Chamber Social Network.
- **On-line advertising system.**
- **A Mobile phone** website presence on chamber-bypbone.mobi
- **Lodging & Dining on-line reservations system**

- **Multimedia Ready.** Insert your own video, or audio commercials into your catalog or TCS page - it's the FUTURE of advertising available NOW.
- **Online Support Desk & Telephone Support.** *EcTown, USA* personnel are dedicated to our members and their needs. Prompt and friendly personal service is available daily with a 24 hour support desk available on the web.

Member Resources

Member Web Training. Monthly web training is offered on the third Wednesday of the month at 11 am in the Chamber conference room. Register on-line or call 258-2426

Electronic Newsletter. Monthly updates on Chamber news, attractions and community events posted on the web and sent to your e-mail address give you the opportunity to communicate your business events to members and prospects.

Community Calendar of Events. The chamber manages a Lake Almanor Community Calendar. Any community member may submit to the calendar. Chamber members may use this system to send e-vites to prospects and contacts.

Reports & Rosters. Member Directory, membership reports, rosters, addresses and e-mails.

Member Media & File Center. Downloads and resources for members.

Conference Room Facility & Reservation System Room seats up to 12 around tables, up to 20 in room. Members use is free. Non-members may reserve for a fee.

Email Marketing System. A database where you can add /edit emails and use for mass mailing to your customers.

Second Friday Booth Space. Free to members. Call 258-2426 for details.

Know What's Going On! Network & Promote Your Business

Community Calendar. Submit to & follow the Community Calendar

Evites. View and track your event e-vites on-line via e-mail invitations.

View Chamber Projects & Coordination Team efforts on-line.

Social Media. Send a general multi-post to Twitter and/or Facebook. Access the Chamber Social Network

Classified Ads. On-line posting of your business needs to chamber members.

Member to Member Press Releases. Press releases are posted on the Chamber web for all viewers and included in the monthly electronic newsletter.

Member Coupons. Create and post your business coupons on the Chamber Social Network and Visitors Web.

Mixers. An invitation to Chamber Mixers is an opportunity to meet and network with fellow chamber members and directors.

Business Development. Attend Chamber sponsored personal training and development workshops in conjunction with local business and agencies.

Chamber Programs & Community Services

Ambassadors. Chamber Ambassadors are the key to Chamber success. Ambassadors represent the chamber to members and potential members and assist in serving the needs of each. Welcome baskets, member training and contact with the most positive people in the area.