



### What Does Return On Investment - ROI Mean?

A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. The return on investment formula:

$$ROI = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$



- Member company savings may be higher or lower depending on size of the organization and utilization of Chamber benefits.
- A Regional Chamber Alliance member can expect roughly \$52.33 in return for every \$1 invested. ***At only 10% benefits' utilization, \$5.23 in ROI for each dollar invested.***
- A \$195 membership in the Regional Chamber Alliance (community champion level) may result in over \$10,400 in annual benefits (100% utilization). ***Much more for CyberChoice!***

### Partial List of Benefits at common savings' estimates...

- Free coupon generator, job posting, press release capability – \$150
- Office Depot (average spending of \$500) – \$200
- Free web listing & directory with optimized search system – \$250
- Member Spotlight listing or ad distribution (just one is huge) – \$250
- Special pricing on events' attendance – \$250
- Free Speakers' Bureau – \$300
- Mission, goals, search words, etc., development to drive traffic – \$500
- Instant credibility due chamber membership – \$500
- Referral requests from the region and from around the country – \$500
- Discounted Facilitation Services – \$500
- Energy pooling – \$1000
- Free professional development webinars (10 annually) – \$1000
- ChamberChoice health insurance discount (5 employees) – \$5000
- Business advocacy resisting tax, spending and regulatory increases – priceless
- Select participation in Ambassador Program via IntellaCore – priceless
- Keeping you informed – priceless

**\*Total: \$10,400**

### Three Annual Membership Options for calculating your company's ROI



Cyber Choice (limited option / single proprietor business) – \$96



Community Champion (based on number of employees [2 or more]) – \$195



President's Circle (includes platinum sponsor program [any size company]) – \$5000