

# Why Membership in the Regional Chamber Alliance



## What is the Regional Chamber Alliance?

The Regional Chamber Alliance (RCA) is the region's premier chamber of commerce serving businesses and over 30 communities in the Mon Valley and Mon/Yough regions of Allegheny County, along and around the 51 Corridor, Monongahela and Youghiogheny Rivers, and in the Turtle Creek Valley communities.

## What is its mission?

To be communities of choice when selecting a place to do business, work, live, play and go to school.



## How is it different?

Historically – and incongruent with other states and outside of our region (Airport Area Chamber, Monroeville Area Chamber, North Allegheny Chamber, etc.) – our region was comprised of small, local chambers of commerce without staff, office, and significant influence with policy makers operating on a more regional or state basis. The RCA was formed to meet local needs while endeavoring to leverage the benefits of being a much larger entity.

## How does it serve local communities?

- Without extensive travel or compelled to be a member in a number of chambers, a larger, i.e., regional chamber provides more opportunity for members to present products and services beyond the historical borders.
- Provide networking events in each of the communities throughout the region, thus benefiting from a larger network to gain additional business prospects. Currently we showcase events such as:
  - Member Opportunity for Referrals & Exchange (M.O.R.E.) meeting every month at the Hampton Inn in West Mifflin;
  - Member in the Spotlight, a quarterly series of networking events at various member locations;
  - Annual Golf Classic at local golf clubs and irregular presentations of Business Expos at Century III Mall, Political Policy Forums, 'Extravaganzas', etc.
- Support local chamber chapters under the RCA umbrella. This permits preservation of specific communities without the costly overhead of a local chamber office and support staff. The RCA is amenable and will assist local communities launch their own local chapter.



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- Provide a central website and directory system for members with a myriad of services (job board, press release, product or service advertising, etc., capability). Members possess access to automatic search engine optimization through Google without additional cost. No website? No problem as we offer one without additional cost!
- The RCA refers member businesses in response to the hundreds of calls each year.
- Provide members with cost-saving or business expansion services through partners normally not receptive to engaging smaller chambers of commerce.
  - Chamber Choice: Group health insurance and numerous other employee benefit packages;
  - On Demand: Energy pooling permitting members to purchase electricity and natural gas at wholesale pricing usually only available to large business;
  - Office Depot: 20-50% discounts on everyday supplies and equipment;
  - Intellacore: Heavily discounted support and services leading members to build their businesses and sell beyond limited local borders.
- Provide individual community support to projects (e.g., Lincoln Way Widening Project in White Oak, Anti-Drug program in Clairton, MASD Image, etc.).

### **How does it serve the region?**

Beyond the myriad of services provided to members as stipulated above, a larger organization possesses intrinsic influence when dealing with local, state or federal representation (i.e., a 1000 member chamber vs. 100...). It's only human to gravitate to where there is more opportunity to serve one's self-interest.

The RCA is the only unapologetic advocate for business – the well from which all prosperity originates – in the region. It voices its position in editorials, articles, and at the various speaking opportunities provided.

The RCA's website hits and click-through (high as 325,000 per month) provide visitors from around the region and country access to information (business information as well) on each community it serves. Its office receives phone, written, and electronic requests because chambers of commerce have long been considered a trusted source of community information and referrals.

Recognizing the various needs of its region's businesses, the RCA offers three distinct membership options: Community Champion, Cyber Choice, & the President's Circle.

The RCA is currently an integral part in region-wide initiatives, projects providing benefit to both individual communities and the region:

- Completing the Mon/Fayette Expressway;
- Leading the 5 communities served by the McKeesport Area School District to improve the region's perception and mitigate real challenges harming its ability to attract residents and businesses.

**Be a part of the Regional Chamber Alliance**  
Champion for our Communities. Believer in our Businesses.



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