

The background of the slide is a solid dark brown color with a pattern of lighter brown, stylized autumn leaves scattered across it. The leaves have prominent veins and are oriented in various directions, creating a textured, seasonal feel.

Member Service Division

1,512 Members

Goal: 1,540

Membership Overview

December 31

Total Members

2003:	1,366
2004:	1,372
2005:	1,417
2006:	1,501
2007:	1,519
2008:	1,546
2009:	1,536
2010:	?????

New Members January-August

■ 2004:	146
■ 2005:	135
■ 2006:	153
■ 2007:	151
■ 2008:	158
■ 2009:	148
■ 2010:	117

Comparing our Chamber 2009

	Population	#Businesses	Members
■ Valdosta	106,000	3,565	1,525
■ Albany	170,000	4,186	1,200
■ Athens	103,691	4,506	1,100
■ Dalton	83,500	3,376	950
■ Rome	95,000	2,854	1,000
■ Warner Robins	125,000	2,352	1,291

Comparing Penetration Rates

■ VALDOSTA	43%
■ ALBANY	29%
■ ATHENS	24%
■ ROME	28%
■ WARNER ROBINS	55%

Write-Offs

January- August

	<u>2009</u>	<u>2010</u>
■ Budget restrictions	29	16
■ Business sold	8	8
■ No benefit seen	4	2
■ Business consolidated	3	0
■ Member deceased	1	1
■ Member moved	5	3
■ Member retiring	3	1
■ Nonpayment	8	12
■ Out of business	93	61
■ Requested cancellation	37	36
■ Unhappy/angry	1	0
■ Total #	192	140
■ Total \$	\$36,819.52	\$28,180.02

1,512

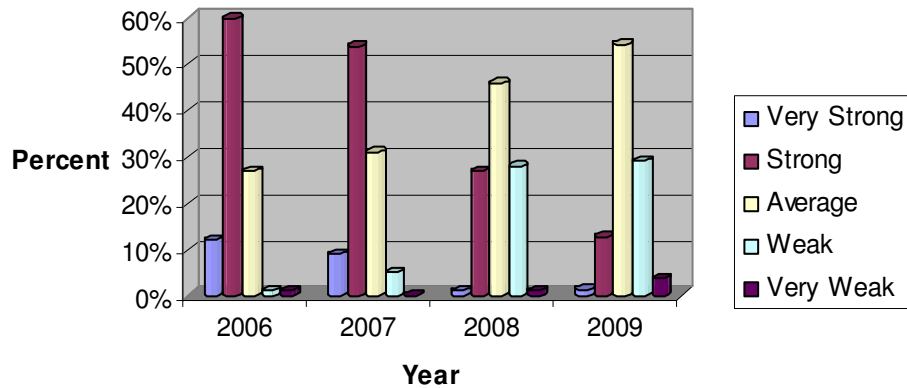
2% of our membership pays
18% of total membership
dues

**Only about 7% of our
membership has 100+
employees**

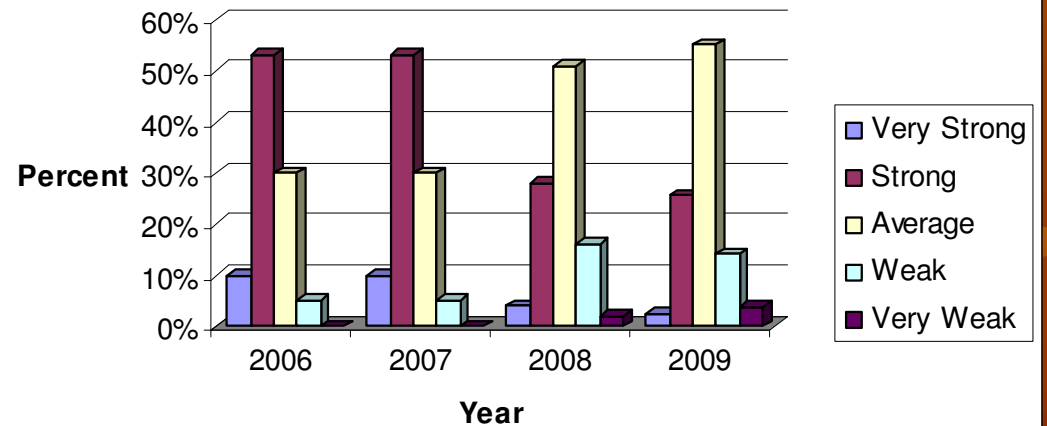
About 80% are small
businesses that pay less
than \$350/year in
membership dues

2009 Annual Membership Survey

Ratings for Health in Local Economy

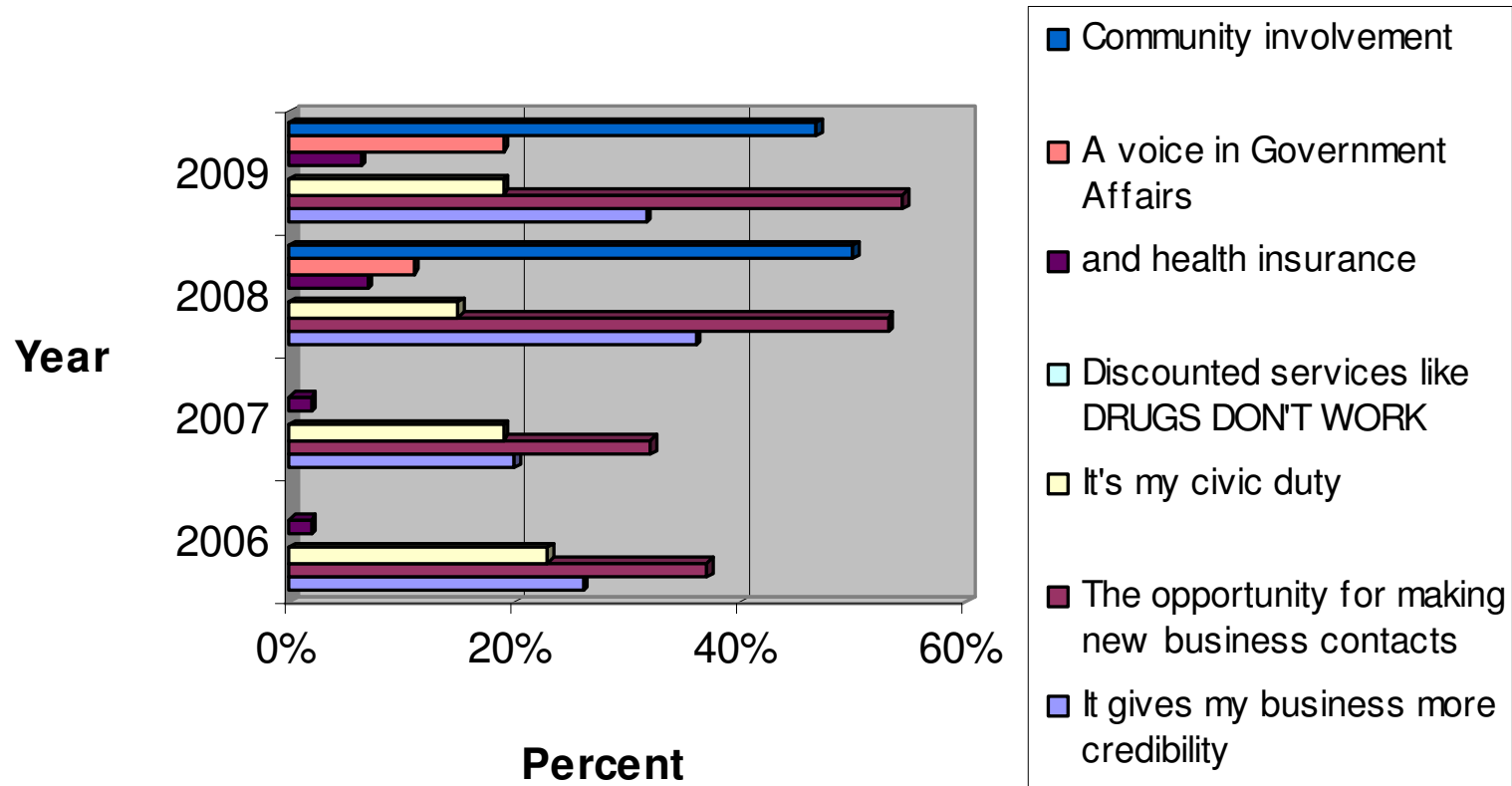


Ratings for Health in Local Business



2009 Annual Membership Survey

Reasons for Joining Chamber



**Our Small Businesses are
asking:**

“What’s in it for me?”

So we are listening!

They say, “We need help with insurance cost!”



As a **Chamber member** you are entitled to a 3-5% savings from Blue Cross/Blue Shield which will cover 2-50 employees.

Last month You, the Board, voted to add:

A Savings from Liberty National Life

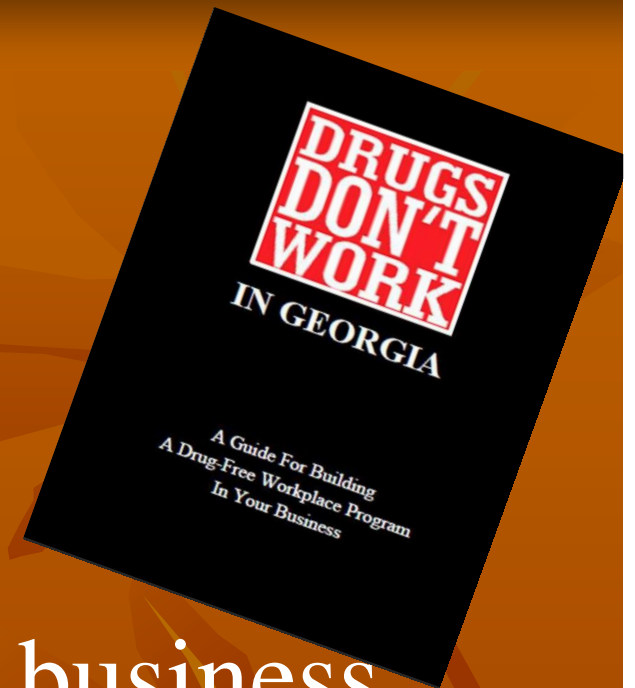
Liberty National Life is now offering each **Chamber member** and their employees a no-cost \$3,000 Accidental Life Insurance Policy for one year. After one year the premium is only \$10 per year.



We hear:

We need help in lowering
our Workers
Compensation Premiums.

As a **Chamber member** that business
can join DRUGS DON'T WORK. The
business will receive a 7.5% savings on
their Workers Compensation Premiums
and be qualified as a Drug Free
Workplace.



**We need opportunities to network
and meet other business owners.**

**12 Business After Hours
per year**

**These are FREE opportunities in which
members can meet an average of
250-300 business contacts each
month**



They ask for business resources

- The services of the SEEDS Business Resource Center are FREE
- Everything from “How to Start a Business” to customized demographic reports are available
- Personalized help from Professional Consultants
- Educational workshops that deal with business issues

They want to know:

“How can you help me get customers in the door?”

A few months ago the Chamber purchased a new database, which has the capabilities of helping our **members** obtain a Web presence no matter how small.

The Traffic Catcher Web Site is proving to be valuable tool for our members.

And it is FREE!

This new Traffic Catcher Web Site

- Is providing our members a way to offer coupons to other members for savings on services and purchases
- Providing a way for them to connect to Facebook and Twitter
- Giving them the opportunity to post job opportunities

Now we ask:

How can a business afford

NOT

to be a member of the Chamber?

Here's where you come in!

- Help tell our prospective members about the many VALUED services and products offered by the Chamber. And how they can afford NOT to be a Chamber member.

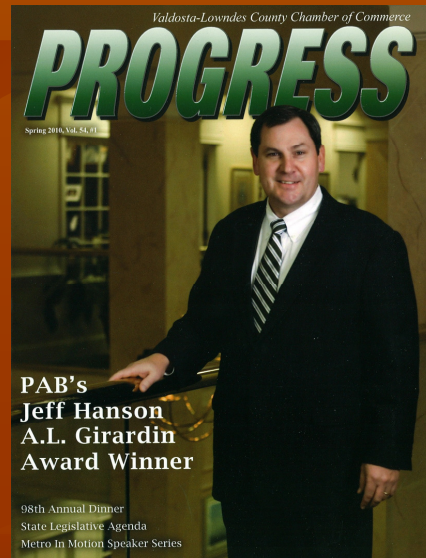
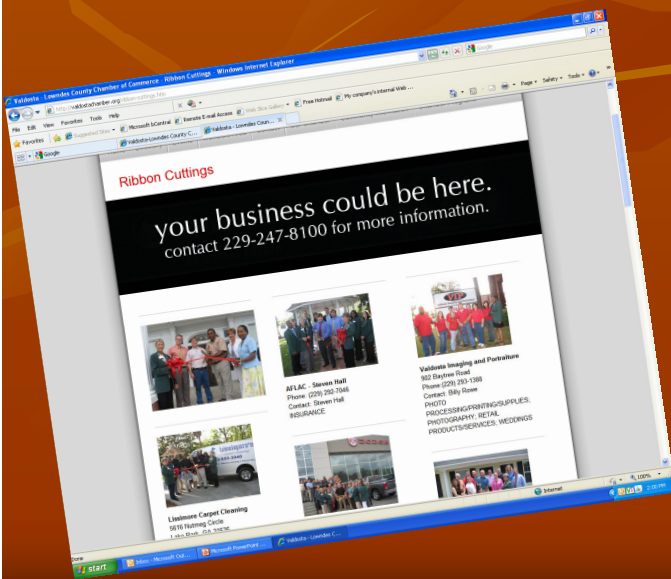
45 Minutes

- All it takes is 45 minutes of your time. You can schedule it today!
- Calling list will be provided along with a script
- No sales
- Simply share valuable information and invite them to meet with Betty

Once a business becomes a Chamber member, it will then be our job to make sure they are receiving the services and advertising opportunities offered.

What's In It For MEMBERS?

- Weekly e-publications
- Community Calendar
- Reasonable advertising costs



Marketing Report

MARKETING REPORT AUGUST 2010

YEAR TO DATE

TV: 20 (20 total 2009)

Radio : 63 (61 total 2009)

Print : 42 (52 total 2009)

Presentations: 18 (35 total 2009)

BUSINESS EXPANSION

PUBLIC AFFAIRS DIVISION

Print-Red Carpet Party (Steel's Jewelry)

MEMBER SERVICES DIVISION

Radio-Ribbon Cutting (WAAC)
Radio-Ribbon Cutting (WAAC)
Radio-Ribbon Cutting (WAAC)
Radio-Ribbon Cutting (WAAC)

Radio-Ribbon cutting (WAAC)
TV-THINK B.I.G. Commercial
Radio-BIG Thinker (Talk 92.1)

WORKFORCE DEVELOPMENT AND EDUCATION DIVISION

Print-World Class Recognition (VDT) ad
Presentation-World Class Recognition (Rotary)
Presentation-Choices (Rotary)

Print-World Class Recognition (VDT) ad
Radio-World Class Recognition (Talk 92.1)

ECONOMIC DEVELOPMENT DIVISION

Print-TCH (SGMC's Widow Magazine)
Presentation-S.E.E.D.S. Center (VSU)
Print-THINK B.I.G. (American Classified)

MISCELLANEOUS

Print-Guest Editorial (VDT)

YTD MARKETING TOTALS

TV: 20 (20 total 2009)

Radio:63 (61 total 2009)

Print: 42 (52 total 2009)

Presentations: 18 (35 total
2009)

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Promotion In Motion

Providing Invaluable Impressions

Promotion In Motion Revenue in 2010

■ Annual Meeting	\$3,000
■ Mid-Year Membership Meeting	\$3,000
■ Member Breakfasts	\$14,500
■ BAH	\$18,000
■ Moody Fun Fair	\$5,000
■ Government Affairs events	\$1,000
■ Business Expansion events	\$1,000
■ B<2>B	\$5,000
■ MetroOne	\$1,750

Total Revenue from Sponsorship Opportunities:

\$52,250



What's In It For YOU?

- Maximum Exposure
- Valuable Advertising Opportunity
 - Exposure to hundreds of business leaders in the Valdosta area



Option 1-Investment Levels

- \$10,000 Platinum Exposure Package
- \$7,500 Gold Exposure Package
- \$5,000 Silver Exposure Package


Choose events or programs of interest.
Each package offers incentives,
increasing with each level.

Option 2- Build Your Own

- Customized by target markets
- Pick and Choose Menu

The Park Avenue Bank- \$7,500

10/13/2009



 VALDOSTA - LOWNDES COUNTY
 CHAMBER OF COMMERCE
Leading Businesses.
Leading Communities.™

Extreme Exhibition Sponsorship Package
 Member: The Park Avenue Bank
 Cost: \$7,500 \$3,000

Annual Dinner Meeting Presenting Sponsor

- Attendance 650
- All promotional materials will include this statement, "The Park Avenue Bank proudly welcomes you."
- Recognition on printed promotional materials:
 - Invitation sent twice to more than 2,300 top business people
 - Program for the event
- Recognition in Chamber e-newsletter sent to more than 2,300 member e-mails
- Recognition in Progress Magazine
- Recognition on Sponsor Banner at the event
- Speaking opportunity at the event

Total impressions: 13,850 (\$.22/impression) \$1,000

Bronze Sponsor, four Early Bird Breakfasts

- Attendance range: 125-250; average 188
- Recognition as Bronze Sponsor on all printed promotional materials for each breakfast:
 - Invitation sent quarterly to more than 2,300 top business people
 - Program for the event
- Recognition as Bronze Sponsor in Chamber e-newsletter sent to more than 2,300 member e-mails
- Recognition as Bronze Sponsor in each Progress Magazine
- Recognition in each opening ceremony

Total impressions: 39,904 (\$.05/impression) \$1,000

Progress Magazine

- Distribution of 5,000 issues/quarter
- Four 1/2 page ads:
 - February
 - May
 - August
 - November

Total impressions: 20,000 (\$.08/impression) \$1,000

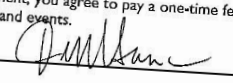
10/13/2009

In addition to the benefits listed above, as part of your Maximum Exposure Sponsorship Package you will receive the following at no additional charge:

- Annual Dinner Corporate Table (10 Seats) \$350 Value
- Mid-Year Membership Corporate Table (10 Seats) \$180 Value
- Two Red Carpet Parties (2 tickets for each) \$300 Value
- Business Directory link for one year \$120 Value
- Button advertisement on Chamber Web site for one year \$420 Value

Total complimentary benefits \$1,370 Value

By signing this document, you agree to pay a one-time fee of \$7,500 for sponsorship of the above programs and events.

Signature  Date 11/9/09

Total Package Cost: \$7,500

**Total impressions: 117,904
(\$.06/impression)**

**Total complimentary benefits:
\$1,370**

Annual Meeting Sponsor



Over 650 in attendance

13,850 impressions (\$0.22/impression)

Citizens Community Bank


- Pick and Choose Menu
 - Chamber Choice Awards

VALDOSTA - LOWNDES COUNTY
CHAMBER OF COMMERCE
Leading Businesses.
Leading Communities.™

Cordially Invites you to the

Chamber Choice Awards


Proudly Presented by

 Citizens
Community
Bank

Wednesday, March 24, 2010
7:30 - 9 a.m.
Rainwater Conference Center

Announcing the recipients of:

- Members' Choice Award
- Manufacturer of the Year
- Small Business of the Year
- Minority-Owned Business of the Year
- Ambassador of the Year



3 Reasons to say YES!

1. Value: Receive 50-100% more for your money!
2. Convenience: Make a year's worth of sponsorship and advertising decisions in one easy meeting.
3. ROI: Let us help you customize your package for maximum exposure to your target markets.

Making it Easier for YOU

- In one simple meeting, all of your Chamber promotional needs can be finalized!



Marketing the Program

- Develop promotional materials
 - Menu of opportunities
 - Literature on why sponsorship helps business
- Use Chamber e-publications and Web site to communicate sponsorship opportunities with membership

How can YOU help?

- Book appointments to set up YOUR Promotion In Motion 2011 Package!

Talking Points

- Why do you think businesses are joining the Chamber? Do you think it is for different reasons when compared to previous years?
- What would entice you to purchase a Promotion In Motion package?

